

W FACTOR AT HAIG BARRETT SUPPORTS 2015 USC WOMEN'S CONFERENCE

DR. RHEA KIM, "THE W FACTOR", HAIG BARRETT, INC.

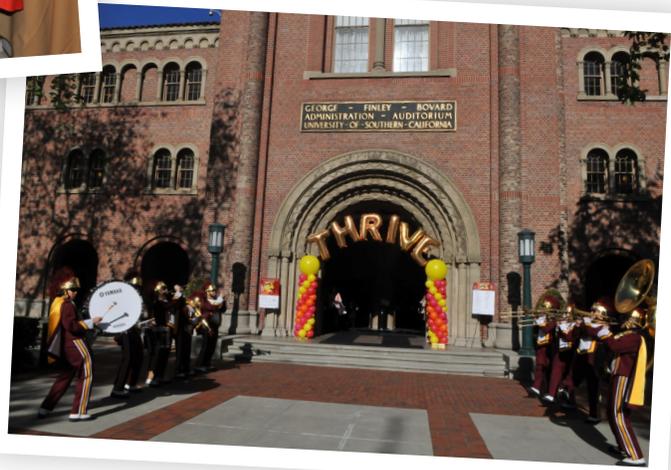


THE **W** FACTOR

REDEFINING FEMALE IDENTITY

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It was so quiet you can hear a pin drop.

Tears were streaming down the audiences' faces as they were listening to Sarah Reinertsen, the first female amputee to have completed the Iron-Man Competition and a proud alumnae of USC, share her triumphant story.

The 7th Annual USC Women's Conference brought together nearly 1,000 supporters, including Haig Barrett, one of the proud sponsors of the event. It was a memorable day filled with empowerment, inspiration, and professional networking. This year's theme was "Be Bold and Thrive!" and for the first time, an artwork by a USC Alumnae was featured as the artistic theme for the Conference.

The day began early with a breakfast at the beautiful

Town and Gown where keynote speaker Sarah Reinertsen kicked off the conference with a riveting message about finding opportunities, even among life's challenges.

"This is such an exciting time for women and I'm so thrilled to be part of Haig Barrett working on this endeavor. We are getting a lot of traction with The W Factor already and foresee many milestones coming our way,"

—Dr. Kim of Haig Barrett

Then, workshops on various topics including Health and Wellbeing, Financial Management, and Career Development, were facilitated by experts in the field.



The workshops were a hit because each workshop was standing room only!

Of course no event can be complete without a luncheon and there was a feast for all of the attendees at the beautiful Macarthy Quad outside the historical Doheny Library. At lunch, attendees had the chance to network with each other and the speakers. The fire-side chats with the speakers during lunch were both moving and encouraging.

In the afternoon, Willow Bay, award winning journalist and new Director of the USC Annenberg School of Journalism, closed out the day with a panel of accomplished alumnae, including City of Compton Mayor Aja Brown, film and television director Elizabeth Allen Rosenbaum, and beauty innovator Sara Happ. Willow even conducted a one-on-one discussion with entrepreneur and philanthropist Lynda Resnick, where Lynda shared her passion, commitment, and most importantly her vision as a leader in the community.

Sponsoring the USC Women's conference is one of the many exciting efforts by The W Factor, a new division at

Haig Barrett focused on women, to provide an opportunity for Haig Barrett's friends and colleagues to experience the camaraderie, inspiration, and connectedness with fellow women leaders and aspiring leaders.

"I'm all about supporting women as they are an important part of our community. Haig Barrett cares about them and respects them. I'm so pleased to be part of an incredible undertaking,"

—Haig Armaghanian, President and CEO of Haig Barrett

The W Factor is co-led by Dr. Rhea Kim and Hillary Gadsby. Dr. Kim, as a proud 3-time Trojan and a professor at the University is well-versed in coaching, leadership development, empowerment, and especially research on women and diversity.