

You're Invited

HellerEhrman_{LLP}

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OPT-IN
PROJECT

Women in Charge: Making a Difference

We are bringing the Opt-In Project to Washington, D.C. to invite you to participate in a discussion about the ways in which women in leadership positions change organizations. Over the course of this evening, we will not only hear from experts about the different skill sets and approaches women leaders bring to their organizations, but also how those qualities influence the retention rates of men and women in the workplace. We will look to you, in small group discussions, for creative ways to use this information to further the goals of the Opt In Project.

What is the Opt-In Project?

The Opt-In Project is a program sponsored by Heller Ehrman LLP. It is designed to bring industry leaders together to share concerns, discuss ideas and find new solutions to keep women in the workplace and in positions of leadership. We started the Project in May of 2006 in San Francisco. Since then, we have sought direction from women in professional services firms, financial services firms, and the high tech industries across the country to help us identify real and practical ways to retain and advance women in the workplace.

Making the business case for women leadership:

We come now to Washington, D.C. to seek the thoughts of men and women in the public and private sectors. We are hoping that the political climate emerging with new ideas and new faces will spawn innovative ideas regarding the advancement of women in the workplace.

We will start off the evening with thoughts from Sanyin Siang, Managing Director of the Fuqua/Coach K Center of Leadership & Ethics (COLE) at Duke University. She will speak to the importance to businesses, organizations, and other women to have women in positions of power and leadership. After she helps us define the issues for the evening, we will open up the conversation to you.

“Our belief is that in addressing a problem a collective of people will create better solutions than just one person.”

March 1, 2007

5:30-6 p.m.
Cocktails and Conversation

6:00-6:30 p.m.
Making the Case

6:30-7:30 p.m.
Roundtable Discussions

Heller Ehrman LLP
1717 Rhode Island Ave NW
Washington, DC

[Directions »](#)

Questions?
Please contact
[Anne Mercogliano](#)

RSVP »
by February 20, 2007

That's the mission of our project. The more diverse the group, the more experience is brought to the table, making it more likely that innovative solutions will be found. It's why we believe in fostering a diverse workforce and why we want as many voices as possible at the table.

We invite you to join our roundtable and share your thoughts on these issues.

- What initiatives and strategies have you seen that advance women into leadership positions?
- How does your company or governmental agency ensure there are women in the leadership "pipeline"?
- Is there a difference in the ways the private and public sector provide opportunities for women to take on leadership positions?
- Can methodologies successful in the public sector be translated to the private sector and vice versa?

Bringing together the private and public sector:

Both the public and private sectors want to increase women in leadership positions. We want to bring together leaders from each sector to start the conversation and learn from each other. In our roundtable discussions we will have discussion leaders from different government organizations, NGOs, and private firms and companies to help lead the conversation.

Learn More about the Opt-In Project: www.hellerehrman.com/optin

About Heller Ehrman LLP:

Heller Ehrman LLP has more than 700 attorneys and professionals in 12 offices worldwide – Anchorage; Beijing; Hong Kong; Los Angeles; Madison, WI; New York; San Diego; San Francisco; Seattle; Silicon Valley; Singapore; and Washington, D.C. As a full-service law firm, we represent a wide range of industry leaders, from entrepreneurial, technology-driven enterprises to established, multinational conglomerates. At Heller Ehrman, we take a multidisciplinary approach to the practice of law, drawing upon our legal, scientific and industry knowledge from across the firm to build the best legal teams for our clients. Through commitment to our core values of Excellence, People, Teamwork, Innovation, Community and One Firm, we offer clients unparalleled legal service.

About The COLE Center of Fuqua School of Business at Duke University:

The Fuqua/Coach K Center of Leadership & Ethics (COLE) at Duke University is committed to influencing the way that scholars and executives think about and practice ethical leadership in the 21st century. It does so by facilitating the exchange of best practices among leaders and engages scholars in cutting-edge research.

www.hellerehrman.com

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