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THE WHITE HOUSE
WASHINGTON

TO: File

I telephoned Kathryn Collins and determined that the seminar was operated for profit. Accordingly, on 3/5 I advised Mary Jo Jacobi that she must withdraw from the seminar, and she agreed to do so. I also contacted Marie Spaeth and advised her of the above. She indicated she would consult with the FTC General Counsel.

Are you as professional as you'd like to be?
Would you spend a Saturday to polish your professionalism?

This day is for you . . . for your present,
for your future . . . for all you are
and all you can be . . . make the
most of it . . . make the most
of your job . . . make the
most of yourself. . . .

Join us Saturday
at the
Twin Bridges
Marriott.

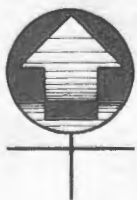
PROFESSIONAL DEVELOPMENT FOR WOMEN

Successful
Washington career
women share their
knowledge with you.
You'll learn how to . . .

- Overcome barriers to advancement
- Refine your public speaking skills
- Increase your productivity
- Handle tough situations professionally
- Meet the press effectively
- Ask for what you want . . . and get it
- Solve specific problems through networking
- Manage stress and pressure
- Conduct a successful interview
- Identify, select and implement career goals
- Strengthen your self image

. . . plus THE VIEW FROM THE WHITE HOUSE

March 31
WASHINGTON
Twin Bridges Marriott



INSTITUTE FOR PROFESSIONAL BUSINESSWOMEN

A Division of Fred Pryor Seminars

8:00- 9:00 REGISTRATION AND COFFEE

11:10-12:00 CONCURRENT SESSIONS:

12:00- 1:00 LUNCH (Pro

9:00- 9:10 OPENING REMARKS

Kathryn S. Collins, Director
Institute for Professional Businesswomen

9:10-10:00 GENERAL SESSION:

THE VIEW FROM THE WHITE HOUSE
The Honorable Mary Jo Jacobi, Special Assistant to the President for Public Liaison

Ms. Jacobi will discuss how to be successful in a political environment and what the future economic and political climate will mean for women's advancement opportunities.

10:10-11:00 CONCURRENT SESSIONS:

HOW TO MEET THE PRESS

Anne Browder, Assistant to the President, The Tobacco Institute

Knowing the rules of the reporters "game" can help you communicate your corporate story effectively and truthfully. Ms. Browder will provide interviewing techniques and useful advice.

PROFILES OF SUCCESSFUL WOMEN

Sandra H. Carey, President, The Carey Companies

Who says women don't have successful role models? Dr. Carey presents profiles of successful women, discussing them as individuals and describing their development . . . how they utilized their talents, skills, abilities and opportunities.

GOAL SETTING FOR EFFECTIVE CAREER DEVELOPMENT

Geraldine Cox, Vice President and Technical Director, Chemical Manufacturers Association

Success is the progressive achievement of worthwhile goals. Unless you have a clear plan, your career can flounder. You will learn techniques for goal identification, selection and implementation . . . to get you where you want to be.

THE POWER OF FOCUSED BUSINESS LINKAGES

Jane P. Merkin, President, and Lisa M. Farrell, Vice President, DETAILS, Inc.

The development of a focused network can be critical in reaching your goals, gathering information and problem solving. You'll learn to recognize and develop your business contacts and to turn what and who you know into focused and powerful linkages.

SURVIVING AND GETTING AHEAD IN NON-TRADITIONAL CAREER FIELDS

Leslie B. Santacroce, Defense Requirements Analyst, and Diane Lafferan, Marketing Analyst, Rockwell International

While competence and experience are essential to open the door in non-traditional fields, you may find that, once inside, advancement is slow and avenues are limited. Ms. Santacroce provides useful ideas and approaches for overcoming the obstacles.

HOW TO CONDUCT A SUCCESSFUL INTERVIEW

Vicki Holcomb, Account Executive, NRI Madison

You will get practical tips on how to evaluate resumes, check references, avoid being sued, compare education vs. experience and screen by telephone.

HOW TO ASK FOR WHAT YOU WANT . . . AND GET IT

Mary Lou Beatty, Executive Editor, The Washington Woman Magazine

With a practical blend of negotiating and assertiveness tactics, Ms. Beatty shows you how to assertively sidestep messy situations . . . or turn them to your advantage. Through her own real-life examples you'll learn ways to ask effectively, make "no" stick, disentangle graciously and become an "actor" vs. a "re-actor."

During lunch

INVESTMENT

Linda A. Drapen, President, Casual Corner

A versatile and professional wardrobe can be expensive. See how to update your wardrobe with the purchase multi-purpose system.

1:10- 2:00 CONCURRENT

CREATIVE

Beverly W. Jackson, Summer Associates, Inc.

Here are innovative ideas for your job (the pros and cons of vacations, planning, compensatory time).

VISIBILITY: POTENTIAL

Jody Murphy, Executive

Learn how to increase your organization and how you can meet personal and professional goals.

CREATING

Terry French

You'll see a slide presentation of Nine-Nineteen's work in right color, making it a must-see.

2:10- 3:00 CONCURRENT

FINANCIAL

Judith Briles, Briles & Associates

This fast-paced workshop covers economics and investment minimization, investment financial advisors.

MARY LOU BEATTY is Executive Editor of *The Washington Woman* magazine. She was formerly Assistant Managing Editor of *The Washington Post*. In her 18-year career there, Ms. Beatty directed national political coverage and subsequently became Assistant Managing Editor with responsibility for *Outlook*, *Book World*, *TV*, *The Sunday Magazine* and the science/medical/education unit. She was responsible for starting the highly successful *Friday Weekend* section, and was in charge of the *Post's* Centennial magazine. Ms. Beatty is a former president of the Washington Press Club and the 1979 winner of the Byline Award from Marquette University.

JUDITH BRILES, Briles & Associates, Inc., is a Certified Financial Planner, holds an MBA and is a Doctoral Candidate in business. As a nationally-recognized lecturer, she draws on her 13 years of experience in finance, sales and business. She has appeared on *Good Morning America* and *Hour Magazine*. Ms. Briles serves on the advisory board of The National Association of Female Executives and *BusinessWOMAN* magazine. She conducts classes at a variety of colleges and universities including the University of Hawaii and the University of California. She is the author of *The Woman's Guide to Financial Savvy* and *Money Phases: The Six Financial Stages of a Woman's Life*.

ANNE BROWDER is Assistant to the President of the Tobacco Institute, the trade association of cigarette manufacturers and a non-profit, non-commercial organization headquartered in Washington. Ms. Browder joined the Tobacco Institute in 1976 after an extensive background in the broadcast industry with NBC News in Chicago and TVN, Inc., in Chicago and Washington. She has represented the Institute on the NBC Network, CBS Network News and Public Broadcasting's McNeill-Leherer Report and on local radio and TV programs across the country. She also appears on public platforms before civic and service clubs, conventions and tobacco trade organizations.

SANDRA H. CAREY, Ph.D., has been President of the Carey Companies for the past five years. During this time she has served as advisor to the Navy's Principal Assistant for Manpower and Reserve Affairs and Deputy Under Secretary. In addition, she has worked with senior staff levels of the U.S. Marine Corps, Air Force and Army as well as the Department of Defense and other federal agencies. As a consultant to the U.S. Navy, she wrote the management information book used by the captains of the first ships to receive women crew members. She speaks in the United States and Australia on women and success and the management of male/female work teams.

KATHRYN S. COLLINS is Director of The Institute For Professional Businesswomen. She develops, organizes and implements job-related training programs for career women throughout the United States. She is the author of a book on marketing and writes a bimonthly column in *The Learning Connection* magazine. In 1982 Ms. Collins was selected as Outstanding Continuing Educator of the Year by the South Carolina Association for Higher Continuing Education.

MAUDINE R. COOPER is Director of the Office of Human Rights for the District of Columbia. She reviews and approves affirmative action plans; assesses local and federal laws and policies with respect to the community; and processes complaints of unlawful discrimination in the areas of employment, housing, public accommodation and educational institutions. From 1980 to 1983 Ms. Cooper was Vice President for Washington operations of the National Urban League. She has also worked as a tax attorney and a college lecturer. Ms. Cooper graduated from Howard University with a BA degree in business administration and from Howard University School of Law with a Juris Doctor. An active participant in many associations, organizations and boards, she has also served on the Consumer Product Safety Commission and the President's Committee on the Employment of the Handicapped.

GERALDINE V. COX, Ph.D., is Vice President and Technical Director of the Chemical Manufacturers Association where she directs technical activities and manages CHEMTREC, the industry-funded emergency response network for hazardous chemical spills. Dr. Cox serves on numerous committees and is on the Board of Directors of the Hazardous Materials Advisory Council. She is President of the Federation of Organizations for Professional Women and co-chaired the Conservation Foundation's Dialogue Group on Hazardous Waste Sighting. Dr. Cox was selected as a White House Fellow in 1976 and was one of the Ten Outstanding Women in America in 1975.

LINDA A. DRAPEN is Manager of the Casual Corner's K Street store in Washington. Hers is the third-largest-volume store in a chain of 573. In addition to her management responsibilities, Ms. Drapen also is a consultant and seminar presenter. She studied fashion merchandising at the University of Maryland and holds a B.S. in Textiles and Marketing.

LISA M. FARRELL is Vice President and co-founder of DETAILS, Inc. Prior to starting her own business, she was Director of the President's Assistant to the Deputy Chief Council for the U.S. Small Business Administration and Carter/Mondale presidential campaigns. She is a board member of the Washington Area Tour and Convention Planning Committee in both 1981 and 1983 and was awarded the President's Award for her work.

TERRY FRENCH is Director and Co-Founder of Nine-Nineteen, an D.C., area, a former model. Terry has conducted corporate group portraits chosen as makeup artist for an eight-week tour of 18 cities nationwide newspaper and magazine interviews.

VICKI HOLCOMB graduated from Clemson University with a BA, became Publications/Library Manager for Decisions and Designs, Inc. Ms. Holcomb specializes in the recruitment and placement of administrative consulting firm in the country with 12 offices in the Washington area.

BEVERLY W. JACKSON worked as a magazine writer/editor, a go opening in 1975 Jackson/Summer Associates, Inc., of which she is firm was on mental health and social sciences but quickly expanded areas. Ms. Jackson is active in many organizations; was listed in 1976 in *Who's Who in Finance and Industry*, *Who's Who in American*.

THE HONORABLE MARY JO JACOBI was appointed Special Assistant liaison responsibilities include business, commerce and trade. Prior the office of Secretary of Commerce Malcolm Baldrige, first as Executive Director of the department's Office of Business Liaison. From 1973 to the Senate Committee on Commerce, Science and Transportation Government Operations for the National Association of Manufacturers Manager of Regulatory Affairs for the 3M Company. Ms. Jacobi holds a degree from George Washington University where she received the was a contributing author of the Heritage Foundation's "Mandate for

DIANNE LAFFERMAN, a native of Washington, D.C., began work in Dr. McGregor specializes in preventive medicine and occupational topics. She served as Course Director and Professor at the Medical College of Maryland in 1971 with a BS in Education and minors in Sociology and Criminal Justice. Her career evolved into work experience in export trade, communications and office management. At Rockwell International she currently

DEBORAH MCGREGOR, M.D., M.P.H., is Newton Square Medical Center M.D. from the University of Michigan Medical School and her Dr. McGregor specializes in preventive medicine and occupational topics. She served as Course Director and Professor at the Medical College of Maryland in 1971 with a BS in Education and minors in Sociology and Criminal Justice. Her career evolved into work experience in export trade, communications and office management. At Rockwell International she currently

THE AGENDA

vided by the conference)

DRESSING

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NT SESSIONS:

EMPLOYEE BENEFITS

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e creatively.

INCREASE YOUR SUCCESS

President,
Club
ease your visibility within your
in your professional community . . .
use the power of this visibility to
d professional goals.

OUR TOTAL IMAGE

Director, Nine-Nineteen
show and watch a make-over as the
professionals demonstrate what the
up and wardrobe will do for you.

R SESSIONS:

AVVY

Certified Financial Planner,
ates, Inc.
orkshop will take a look at
ation, credit and banking, tax
itments, tax shelters, and selecting

HOW TO BECOME A ONE-MINUTE STRESS MANAGER

Deborah McGregor, Medical Director-
Epidemiologist, Atlantic Richfield
Company

In each hour there is a strategic decision-making
minute. As a busy, success-oriented businesswoman
it is particularly important for you to manage the
hour-to-hour stresses of the workday and learn
special techniques to deal with unique stressors.

UPDATE ON USEFUL PUBLICATIONS

Jan Prince, Publisher, *Network*

Ms. Prince will discuss the latest publications
available to aid women in their drive for career and
personal success. She will review some of the best-
selling books and provide a list of publications that
can assist and enlighten.

HOW PERSONAL CARE ENHANCES PRODUCTIVITY AND SUCCESS

Bunny Sanders, Director, Georgetown
Women's Club

Your ability to perform effectively is the real key to
upward mobility. How personal care translates into
productivity and success in the workplace will be
discussed by Ms. Sanders with the assistance of the
Manager of the Georgetown Women's Club Skin
Salon and the Club's Fitness Director.

3:10- 4:00 CONCURRENT SESSIONS:

SEX DISCRIMINATION AND EEO

Maudine R. Cooper, Director,
D.C. Office of Human Rights

Mutual Benefit—that's the key to addressing equal
opportunity concerns. Ms. Cooper will discuss ways
employee and employer can solve these sometimes
tough and sticky issues.

EFFECTIVE PUBLIC SPEAKING

Merrie Spaeth, Director of Public Affairs,
Federal Trade Commission

Today's top executives are frequently generalists who
have honed their "sideline" skills—those extra talents
which set apart the special person. No skill is more
important than understanding how to present a
message in a public forum. Ms. Spaeth outlines how
to write a speech and how to give one.

MOVING WOMEN UP

Carol Sheffer-Hartmann, Executive
Director, National Women's Health
Network

Women face three distinct kinds of barriers in their
climb to the top. Ms. Sheffer-Hartmann identifies
and discusses these barriers and provides basic
strategies for removing them.

4:10- 5:00 RISK TAKING: AN ESSENTIAL BUSINESS SKILL

Peg Paul, President, Educational
Challenges, Inc.

Growth and creative direction are benefits of risk
taking . . . along with the possibility of making
mistakes. Learning to keep the mistake window small
while taking conscientious risks in order to expand is
a skill you can develop.

DESIGN THIS DAY TO FIT YOUR NEEDS BY
CHOOSING FROM A VARIETY OF
CONCURRENT SESSION TOPICS. YOU'LL FIND
USEFUL, USEABLE ADVICE AND
INFORMATION DELIVERED BY
OUTSTANDING WASHINGTON WOMEN.

MAKE THE MOST OF YOUR DAY . . . YOUR
JOB . . . YOURSELF. JOIN US ON MARCH 31.
REGISTER TODAY!

TERS

a Washington-based conference planning and management firm,
s Speakers Bureau, The White House, and also served as Special
Administration. She also served on the staff of both the McGovern/
member of her alma mater, Seton Hill College, and also serves on
Association. She was named an Outstanding Young Woman in
Meritorious Service Award.

ment planning service, and a member of AFPC in the Washington,
ing programs and self-improvement classes for all ages; She was
promoting the book, *Art of Beauty*, through television appearance,

History and taught high school for the next two years. She then
, and is now Account Executive with NRI Madison in Washington.
strative and office support personnel in the largest privately-owned
ropolitan area, Baltimore and Richmond.

ment information officer and a public relations counselor before
resident. The original emphasis of her public relations counseling
into diverse corporate and association activities in many subject
one of the Outstanding Young Women in America and is included
omen, and the International Directory of Women in Business.

nt to President Reagan for Public Liaison in May, 1983. Her specific
joining the White House staff, Ms. Jacobi served for two years in
ive Assistant for his cabinet council activities and more recently as
rough 1976 she was Chief Administrator for the Republican staff of
From 1977 to 1979 she was Director of Market Regulation and
ers. She then became Government Relations Administrator and
degrees from the College of Business Administration of Loyola Uni-
aster of Business Administration degree in Internal Business. She
leadership: Policy Management in a Conservative Administration."

h Rockwell International in 1976 as a Marketing Research Analyst,
ng Representative. Ms. Lafferman graduated from the University of
Health Education. Her decision not to pursue a professional educa-
l real estate and property management, association public rela-
y specializes in defense marketing.

rector/Epidemiologist for Atlantic Richfield Company. She received
M.P.H. from the University of Michigan School of Public Health.
health, conducting workshops and lecturing widely on related
llege of Wisconsin, Lecturer at the University of Michigan, Preven-
t, Medical Director and Division Administrator of the Milwaukee
including the American Medical Association, the Association of
sociation.

JANE P. MERKIN is President and co-founder of DETAILS, Inc., a Washington-based conference planning and management firm. Prior to
starting her own business in 1981, she was Director, Scheduling and Liaison Division, Office of the Secretary, U.S. Department of Hous-
ing and Urban Development. Ms. Merkin holds both the B.A. and the M.P.A. degrees from George Washington University. In 1980 she

JODY K. MURPHY is President of The Executive Club in Washington which she founded with two other women in 1983. Comprised of
distinguished women who have excelled in their careers, The Executive Club provides opportunities and facilities for meeting and ex-
changing ideas, conducting business, and participating in programs and special events. Ms. Murphy is a graduate of California State
University, an author and lecturer, and has been a career counselor in her own firm for upper-management professionals.

PEG PAUL founded Educational Challenges, Inc., in 1969 and serves as President of this educational materials packaging company. ECI
specializes in development, design and production of educational materials for kindergarten through eighth grade, in reading, language
arts, mathematics and social studies. Recently Ms. Paul founded Community Challenges, Inc., a non-profit company, to develop books
for children in areas not generally served by educational publishers. A graduate of Ohio Wesleyan University, Ms. Paul also attended ML
Holyoke College and serves as a member of the education committee there. She belongs to the National Association of Women Business
Owners and has served as program director of the Washington chapter.

JAN PRINCE is Publisher of *Network*, a monthly newspaper for and about women of the Baltimore/Washington area. A writer and editor
with background in business publications, Ms. Prince founded *Network* in 1982 to give women more visibility and the opportunity to
find out what other women in the area were doing and saying. *Network* follows career trends, analyzes issues in education, health and
employment and offers the advice of local women experts in finance, law, employment and computers. In addition to publishing *Net-*
work, Ms. Prince also owns Typosition, a full-service typesetting firm in Columbia, Maryland.

BUNNY SANDERS devoted six years to research, development and implementation of the concept which forms the philosophical basis
for the Georgetown Women's Club of which she is Founder and Director. She helps women achieve a higher level of self awareness and
self confidence along with increased productivity through a sense of physical and mental well being.

LESLIE B. SANTACROCE is Defense Requirements Analyst at Rockwell International and is responsible for the analysis of Army and Air
Force doctrine and long-range planning concepts to identify out-year system/equipment requirements in support of the company's
strategic business plans. She also functions in a business development role for certain market segment areas such as strategic defense. As
a corollary to her work at Rockwell, she served as Coordinator for CY 1983 for a professional network of women working in the defense
area entitled Women in Defense. She received her BA degree from Georgetown University in 1975 and is currently working toward her
master's in business at Johns Hopkins University.

CAROL SHEFFER-HARTMANN is Executive Director of the National Women's Health Network in Washington and has an 18-year
background of public relations-oriented program development and public service management. She was formerly Legislative and
Political Action Director for the National Association of Social Workers in Washington. An expert fund raiser, she has planned, organized
and implemented new political action programs and political education workshops. She is an honors graduate of Vassar College.

MERRIE SPAETH is Director of the Office of Public Affairs for the Federal Trade Commission. She has been a free-lance writer, hosted a
radio interview show, formed her own television production company, produced segments of the ABC Network News show, "20/20,"
and worked in cable television. She was also a writer for the *Philadelphia Inquirer* and the *New York Daily News*. She graduated from
Columbia University's School of Business and also holds a BA degree from Smith College. She was selected to be a White House Fellow
and served as Special Assistant to Judge William Webster, Director of the Federal Bureau of Investigation.

REGISTRATION INFORMATION

Please return the reservation request form or call the Registrar (TOLL-FREE 800/255-6139) or 913/384-6400 to register quickly by phone. The fee for this conference is \$145 per person (\$120 tuition plus \$25 non-refundable registration fee). For three or more from the same organization, the fee per person is \$135 (\$110 tuition plus \$25 non-refundable registration fee). The fee includes conference materials, instruction, refreshment breaks, lunch and fashion show. The entire fee is due seven days prior to the conference. The tuition is fully refundable if cancellation notice is received in our office up to five working days prior to the conference. Otherwise, the fee is transferable to any Fred Pryor seminar within six months. A check-in desk will be open at 8:00 A.M. in the Twin Bridges Marriott outside the meeting room. The conference will begin at 9:00 A.M. and end at 5:00 P.M.

HOTEL ACCOMMODATIONS and meals, with the exception of lunch, are at the participants' expense. Make your hotel reservations at the Twin Bridges Marriott, 333 Jefferson Davis Highway, Arlington, Virginia, by calling 202/628-4200 and be sure to mention that you are attending the **PROFESSIONAL DEVELOPMENT FOR WOMEN** conference in order to qualify for the special room rate.

----- Clip and mail panel below -----

PROFESSIONAL DEVELOPMENT FOR WOMEN RESERVATION REQUEST

March 31, 1984, at the Twin Bridges Marriott, Arlington, Virginia Fee per person: \$145 (\$120 plus \$25 non-refundable registration fee)
For 3 or more: \$135 per person (\$110 tuition plus \$25 non-refundable registration fee)

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____

FOR FAST REGISTRATION CALL TOLL-FREE 800/255-6139 or 913/384-6400

☐ Bill my company ☐ Charge to: ☐ American Express Account # _____
☐ Registration fee enclosed ☐ MasterCard Expiration date _____
☐ Confirms telephone registration ☐ VISA Signature _____

Please make checks payable to Fred Pryor Seminars, Inc.

Clip below and return this form to Registrar, Institute for Professional Businesswomen, P.O. Box 2951, Shawnee Mission, Kansas 66201 (Toll-Free 800/255-6139 or 913/384-6400)



INSTITUTE FOR PROFESSIONAL BUSINESSWOMEN

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