



A Conference "Building Bridges: Building Community"

sponsored by The First Coast Women's Coalition

Saturday, March 23rd • Jacksonville University • 8:00 a.m. • \$15

Grateful appreciation to the major sponsors:

Southern Bell, Florida Community College at Jacksonville and City of Jacksonville

The First Coast Women's Coalition

A joint effort of the Mayor's Commission on the Status of Women & The YWCA of Jacksonville

The First Coast Women's Coalition is a network of Jacksonville's women's organizations that has come together to organize and support this annual seminar, held in March to celebrate Women's History Month. This year, more than 75 outstanding women have participated to make this conference interesting, informative and inspirational.

The program has been designed to be comprehensive and fast paced. After the opening session, featuring a motivational presentation by Dr. Maude Lofton, you will choose from among four workshop topics (first come/first served). Lunch is included in your registration fee and features an exciting talk by Marcia Ladendorff as well as the recognition of the women selected for the 1991 Women's History Month Poster. Eight new topics are added for the two afternoon workshops.

The modest fee of \$15 covers all events, including lunch. Act now. Space is limited. Send in your registration form immediately.

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Mayor's Commission on the Status of Women

Mission Statement

To serve as a catalyst for change, to provide leadership, facilitate awareness, generate concern and take action to support, recognize and encourage the equality, well-being and development of women's full potential.

First Coast Women's Coalition

Mission Statement

To bring together a coalition of all women's organizations in Jacksonville which provides an annual women's conference during Women's History Month. To communicate to the Mayor through the Mayor's Commission on the Status of Women, concerns and issues of women.

See Inside for Conference Program

Opening Session

MAUDE BROWN LOFTON, M.D.



A Jacksonville native, Dr. Lofton, formerly a pediatrician at University Medical Center, has served on numerous hospital committees including the medical selection committee for the University of Florida. In addition to a hospital based private practice, she was involved in teaching the physicians in training and supervising a resident-run continuity care clinic.

Dr. Lofton is actively involved in civic and community activities and is a regular writer for the Jacksonville Free Press. She is a member of the Jacksonville Urban League Auxiliary and a subscribing Life Member of the Jacksonville Branch NAACP. She is Grammateus for Gamma Rho Omega Chapter of Alpha Kappa Alpha Sorority, Inc., and an alumnus of Leadership Jacksonville. Dr. Lofton is recognized throughout the state for her child advocacy and served on the Florida Bar Commission for Children and Youth. Dr. Lofton and her family have recently relocated to Washington, D.C.

Luncheon Keynote Speaker

MARCIA LADENDORFF



Marcia Ladendorff is the co-anchor of the 6:00 p.m., and 11:00 p.m., News on WTLV-12.

Before coming to WTLV, Marcia was a prime-time news anchor on the Cable News Network (CNN) and anchored the TBS Evening News in Atlanta.

Marcia graduated from Arizona State University with a BS degree in Journalism.

Marcia likes to get involved in her community. While residing in Omaha, Nebraska, she was on the Board of Directors for the Special Olympics. She worked with Big Brothers and Big Sisters in South Bend, Indiana, and is now on the Board of Directors for the Duval County Childbirth Education Association.

She is a resident of the Jacksonville Beach area, married with two children and enjoys reading, photography and scuba diving.

Women's History Month Confer

Gooding Auditorium

8:00 a.m. REGISTRATION/COFFEE

9:00 a.m. OPENING SESSION - MAUDE BROWN LOFTON, M.D.

10:00-10:30 a.m. NETWORKING/EXHIBITS

Visit the exhibit area to participate in health screenings and to learn more about women's organizations and seminars.

SESSION I

Choose One (First Come/First Served)

10:30-11:45 a.m. 1. **Network Tune-Up: Personally, Politically & Professionally**

Networks like support groups must be cultivated and created. Tips on how to establish and maintain effective personal, professional and political networks are the topic of this session. Developing connections with people who are stimulating, competent, and who open up new vistas, contacts, and opportunities are the key to enriching one's life.

2. **We've Come A Long Way...Maybe**

The media would have us believe that the status of women has greatly improved during the past decade - but has it really? Local experts will provide the facts and figures, and the video, "Still Killing Us Softly," will illustrate the advertising industry's influence on the status of women. A panel discussion will follow.

3. **Women as Targets of Consumer Fraud**

Women and Credit: Know Your Rights!
Insurance: Do You Need It?
Investments: Do You Qualify?

4. **Managing Cultural Diversity**

The Jacksonville community is becoming increasingly diverse with a growing representation of over 30 ethnic groups. Since the 1960s, women and minorities entered the work force in growing numbers. It is no longer a question of if they will be included, but how that inclusion can most effectively take place.

11:45-12:15 p.m. NETWORKING/EXHIBITS

Visit the exhibit area to participate in health screenings and to learn more about women's organizations and seminars.

12:15-1:45 p.m. LUNCH

The Wolfson Student Center

KEYNOTE SPEAKER MARCIA LADENDORFF

RECOGNITION BY MAYOR TOMMY HAZOURI OF WOMEN'S HISTORY MONTH POSTER HONOREES

REGISTRATION FORM

\$15 Fee Includes Conference Activities & Luncheon
Remember, This Is A Networking Conference, Bring Plenty of Business Cards

NAME: _____ ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ PHONE #: _____

Make Check Payable to:

First Coast Women's Coalition/YWCA

Mail To:

Mindy Hawkins, Technical Consultant
YWCA of Jacksonville
Post Office Box 16908
Jacksonville, FL 32245-6908

For More Information, Contact:

Mindy Hawkins or Chris Tyler
(904) 727-6460

Check Preferences of Workshops:

10:30-11:45 a.m. (Check One)

- Network Tune-Up: Personally, Politically & Professionally
- We've Come A Long Way...Maybe
- Women As Targets of Consumer Fraud
- Managing Cultural Diversity

2:00-3:00 p.m. (Check One)

- Ethics: Personal, Professional & Political
- Women as Primary Care Givers
- Singling In The 90s
- Women As Survivors: Helping Ourselves & Others Through Crisis

3:15-4:14 p.m. (Check One)

- Women at Home in the '90s
- The Feminization of Poverty - Is There A Solution?
- Courageous Voices Echoing In Our Lives
- Women, Children and AIDS

I am unable to attend, however, enclosed is my check for \$_____ to sponsor _____ women who otherwise would not be able to attend the conference.

Conference at Jacksonville University

SESSION II

Choose One (First Come/First Served)

2:00-3:00 p.m.

1. **Ethics: Personal, Professional & Political**

Individually and collectively, we make decisions every day that impact our lives, our businesses, and our society. Why and how do we make the decisions that we do? And how can women affect ethical/unethical attitudes of those with whom we work or live?

2. **Women as Primary Care Givers**

The aging of the American society and the difficulty in securing home health care for family members in need, has placed the female family member in the position of primary-care giver. A panel discussion will focus on the care-giving functions assumed, the problems encountered and the relief that is available.

3. **Singling in the '90s**

There are 60 million unmarried adults in America today, and yet, women especially, feel pressured to become married. Learn how to feel whole without a primary relationship, whether divorced, widowed or single by choice.

4. **Women as Survivors: Helping Ourselves & Others Through Crisis**

Coping with death, divorce and victimization (rape, battering, etc.). How to survive the grieving process; what resources are available?

SESSION III

Choose One (First Come/First Served)

3:15-4:15 p.m.

1. **Women at Home in the '90s**

With the growing ranks of women in the workforce, those who choose to be stay-at-home moms and homemakers have become the minority. How do they cope with the society hype to "have it all," pressures from family and friends, and kids who want to "keep up with the Joneses"?

2. **The Feminization of Poverty - Is There a Solution?**

Women and their children make up the impoverished in our community and nation, as well as throughout the world. A panel discusses the reasons for this trend and possible solutions.

3. **Courageous Voices Echoing in Our Lives**

History, as it has traditionally been taught, has focused on political, military and economic leaders and events. By expanding the focus of "history" to include the stories of women's lives, we can gain a deeper understanding and appreciation of American history. The workshop will discuss local, state and national leaders.

4. **Women, Children and AIDS**

A brief overview will be given on the impact of AIDS in the community among women and children; the growing trend of AIDS among women of childbearing ages; local, state and national statistics, support services and medical intervention.

Luncheon to Recognize Women's History Month Honorees

(Chosen by the Mayor's Commission on the Status of Women to recognize women who have made a lasting contribution to the community.)

- **Tillie Fowler, Councilwoman**

Serves on the General Counsel for the White House/Office of Consumer Affairs, as Chairman of the Florida Endowment for the Humanities, on the Jacksonville Chamber of Commerce Government Affairs Board, on the Mayor's Education Council, on the Community Board of St. Vincent's Medical Center, and the Duval County Tourist Development Council. She is also Past President of City Council as well as the first woman to hold that position.

- **Willye F. Dennis**

Family Cooperative Learning and Development Center Director, a Board Member of the Jacksonville Community Relations Commission, serves The Help Center, The Ritz Theatre Project, Advisory Board, Northwest Council, Chamber of Commerce, Board of Governors, Chamber of Commerce, Incoming member, Chamber of Commerce, Executive Committee, Chamber of Commerce, and appointed to Mayor's Commission on Housing. She is also President of the Jacksonville Branch NAACP.

- **Doris N. Carson, M.D.**

Currently in private practice - gynecology, Doris is a member of the Jacksonville OB/GYN Society, Florida OB/GYN Society, American College of Ob-GYNs and Diplomat of American Board of OB/GYNs. She also serves on a number of community services such as Women's Network, Jacksonville Chapter 19; Trustee of Girl's Villa; Elder of the Riverside Presbyterian Church; and EVE Award winner.

- **Julie DiLorenzo, U.S.N., Retired**

Captain DiLorenzo's Navy career encompassed positions of increased responsibility at both the operational and headquarters levels in the fields of Training, Personnel Administration, Recruiting and Alcoholism/Drug Abuse. Her accomplishments as leader and manager culminated in her assignment to command three times...a first for a Navy women captain. She also served as Chairperson of the Mayor's Commission on the Status of Women. Other Career distinctions include: Director, Women's Officer School; first woman Commanding Officer of a Navy Recruiting District; first woman Division Director, Bureau of Naval Personnel; first woman Administrator of a Physical Evaluation Board; and first woman Commanding Officer of a Navy Rehabilitation Center.

Mayor's Commission on the Status of Women
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Jacksonville, Florida 32202

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