

SESSION II

11:15 a.m. - 12:15 p.m.

11. Franchising

The how and why of becoming a franchise owner.

Facilitator: Gloria Minarik, Women's Business Ownership Coordinator, U.S. Small Business Administration
Grand Ballroom Salon G/H



Kathleen Callahan Anderson is General Counsel and Corporate Secretary of Esprit de Corp. She serves as Chair of the Corporate Counsel Section of the

ABA Forum Committee on Franchising, on the Franchise Law Committee of the California Bar Association, the Legal Legislative Committee of the International Franchise Association, and the board of Leadership California.



Susan E. Bibow, franchise owner of two McDonald's Restaurants, is the first McDonald's independently franchised woman west of the Mississippi. She is



"Out of Your Mind...and Into the Marketplace," has co-authored six business books, including the 1992 release, "The

Woman Entrepreneur." She is on the Board of the National Association of Women Business Owners and in 1991 was named the SBA's "Regional Woman in Business Advocate of the Year."

13. Reel Women: Women in Film

Women in Film: Their message, values and unique challenges. How women impact Hollywood and how films portray women.

North East Marriott Hall



Karen Lustgarten, Associate Director of Women in Film, coordinates and moderates panels on issues concerning the depiction and employment of women on screen. Her

column covering Hollywood fund-raising events appears in the Los Angeles Times. She is a newspaper founder, cable TV show host, Northern California Emmy Award nominee and author of three books.

Linda Otto, a producer and director with The Landsburg Company, has won international acclaim for writing and directing award-winning television programming about cancer survival and children's rights. Her credits include "A Mother's Right: the Elizabeth Morgan Story," "The Ryan White Story," "Adam," and "A Long Way Home."



Howard Rosenman has been Producer/Executive Producer of such movies as "True Identity," "Father of the Bride," "Shining Through," and "Close to Eden." His HBO Showcase

special, "Tidy Endings," won four Ace Awards. As Executive Producer of HBO's "Common Threads: Stories from the Quilt," he received an Academy Award for Outstanding Documentary Feature, as well as the George Foster Peabody Award, and the Nancy Susan Reynolds Award.

Linda Woolverton is a screenwriter with Walt Disney Pictures. Her credits include "Beauty and the Beast," the first animated movie ever to be nominated for the Oscar for Best Picture. She holds a Master's Degree in Theater for Children from CSU Fullerton and has published two young adult novels, "Star-wind" and "Running Before the Wind."