



*In the News*

*Sandra Steen & Associates, Inc.*

## Annual Conference for Women Set

Saturday, October 19, 1996 by Vicki Vaughan, San Antonio Express-News, San Antonio, Texas

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If businesses owned by women are to succeed, their owners must understand and embrace technology. To help them do that, the North San Antonio Chamber of Commerce will hold its seventh annual Enterprising Women's Conference on Friday.

The conference, to be held from 7:30 a.m. to 5 p.m. at the Marriott Riverwalk downtown, will feature a talk by a futurist, Geoffrey James, who will discuss ways heads of the nation's successful computer companies have combined technology and unusual management styles to build their businesses.

In addition, a consultant, Lorraine Segil of Los Angeles, will discuss ways businesses can analyze individual and corporate "personalities" to help create opportunities.

Also, the conference will feature 20 interactive exhibits for conferees to explore.

Those who attend the conference will come away with "a new perspective on things to do to position themselves for success," said Diane Simpson, the conference's co-chair.

"They'll have new perspectives on learning and networking. They'll gain an understanding of how to manage change and learn that it's not something to fear, but something to plan for."

Simpson, president of Contemporary Solutions, Inc., a San Antonio workplace design-consulting firm, said the conference is one of several planned through 2000.

"Those who attend them will build and add on what they learned the year before," she said.

Also at the conference, Charles Nielson, vice president of Texas Instruments, will talk about the factors that define a company's image, while consultant Sandra Steen will deliver a motivational talk on living beyond mediocrity.

At the conference luncheon, Simpson said participants will see an audio-visual program that describes ways business will communicate in the future.

"That, along with our exhibits, will provide a glimpse at new technology," Simpson said.

Also at the luncheon, the chamber will announce the winner of its ATHENA award for professional achievement and leadership. The ATHENA Foundation, based in Lansing, Mich., names a national winner each year after soliciting nominations from each state. The winner is an individual whose work has made a national impact.

To register for the conference, call the North Chamber office at 344-4848. The cost is \$115 and includes lunch.