



Contact: Katrina Sawa, K. Sawa Marketing
(916) 727-4142, katrina@ksawamarketing.com

The 2nd Annual Women of a Certain Age Conference

Finally! Conferences For Baby-Boomer Women!

Announcing two Nor-Cal Conferences that address the needs of women ages 41 to 60+.

Northern California (June 20, 2006) - Call Productions proudly announces the 2nd Annual Women of a Certain Age (WOACA) Conference Series. The dual-conference series in 2006 addresses health concerns, financial issues, career transitions, business and business start-ups, beauty, wellness, menopause, divorce, midlife and more. Conferences will be held in San Francisco and Sacramento.

The inspiration for this Conference series is the question, “**What do I want to do with the second half of my life?**” “*Do you wish you had an answer but come up short?*” Conference activities, that are designed to explore this question, include speakers, vendors, information booths, breakout sessions, and more. Speakers include *Carol Orsborn, Ph.D.* and *Jimmy Laura Smull, Ph.D.*; authors of ***The Silver Pearl – Our Generation’s Journey to Wisdom***; *Susan Swartz*, author, newspaper columnist and author of ***The Juicy Tomatoes Guide To Ripe Living After 50*** and *Erin Kincheloe*; President of Cents & Sensibility, Inc., a female friendly financial planning firm, plus additional dynamic speakers with thought provoking information, insights, high-level networking and most importantly, a chance to meet like minded women.

A special, but separate, segment of the conference will include Drs. Orsborn and Smull’s ***IN FULL BLOOM: A Life Mastery Retreat for Baby Boomer Women***. Participants will be able to address the issues that are of the greatest concern to them, including preparing for the future; revising and

renewing ambitions and expectations; clarifying perspectives on beauty and health; parenting grown children and more! In there retreats, which is based on their research for their book, *The Silver Pearl*, Orsborn and Smull provide participants with a map for life mastery of the top ten issue cited by the research participants: preparing for the future, ambition, love and relationships, parenting grown children, beauty, health, care giving/loss and inevitabilities, legal, unfinished business and the top concern: **meaning**.

“As we head toward the second half of our life something shifts. No matter what path we took through our young adulthood; at midlife most of us have the desire to look at our regrets, our losses, and our life. No other generation has had this opportunity as we are the best educated, wealthiest, healthiest and most accomplished in American history. We are the first generation that will live another thirty or more years after we turn 50. We have an awesome responsibility to do it well. At the WOACA Conferences we want to create a supportive, safe and stimulating environment where women can share their experiences with their peers, gain valuable insights, network with like-minded women and know they are not going through this journey alone. We want to give them the tools to move with grace into the next phase of their lives”, says Sandra Call-Sultan, Principal of Call-Productions and Producer of Women of a Certain Age Conferences.

Dates and locations of the conferences are as follows:

- **San Francisco:** Friday, September 15 - Theatre 39 at PIER 39
- **Sacramento:** Friday, September 22 - Library Galleria Ballroom

BONUS: The San Francisco Conference is collaborating with the international hit show, *MENOPAUSE THE MUSICAL*® at Theatre 39 at PIER 39. After the conference activities the attendees are invited to the musical.

In addition, at both conferences attendees will be entertained by comedian *Grace White* of Grace White Productions and producer of *Women Who Kick Comedy Butt*.

"Whether attendees are career women, mothers, wives, single or divorced, this forum will give women an opportunity to: celebrate their life experiences, expand their network, problem solve with a core group of peers, learn the latest about women's health, hormones and healthy aging, and boost their momentum through self-empowerment", says Call-Sultan. "Our mission is to provide women with a supportive environment where they can connect with other women who are willing and able to support their goals. They will also have the opportunity to learn from experts in management, finance, health, career change, entrepreneurship and midlife issues."

The 2005 WOACA Conference was held in Napa CA, and was such a success, Call Productions added an additional conference this year; and the venues are much larger. One attendee had to say this about last year's conference:

"I attended the Women of a Certain Age Conference in Napa on October 8th (2005). It was wonderful!! I loved being with all the women and hearing info that really pertained to me and where I am in my life journey. The financial info from Erin was essential for me who hates finances!! I also enjoyed learning more about menopause and where my passion lays as far as a career now that my daughter is getting older and I need to figure out "the rest of my life". Which leads me to Suzanne, what a neat lady!! She made me laugh out loud with her fun sense of humor....she really "gets it"! All in all, my girlfriend and I enjoyed the whole day....from the drive up to gorgeous wine country to sharing and networking with the other ladies. Looking forward to the next conference!!" -

Nanette Jacobs, Marin County, CA.

As a way of demonstrating their commitment to women and to the community, Call Productions will be donating a portion of all proceeds to a women's nonprofit organization in Sacramento and in San Francisco. The specific organizations are to be determined. In 2005, Call Productions conference recipient for donations was the Napa Women's Club, a volunteer-based non-profit organization whose mission is to offer financial contributions to other charities which directly support and uplift the lives of women.

Women of a Certain Age Conferences are the only gathering of its kind that celebrates women in the prime of their lives by giving them all-inclusive access to resources and professionals that can address nearly any concern of baby-boomer women. These conferences are designed for any woman who has ever asked herself, "What do I want to do with the rest of my life?"

ABOUT CALL PRODUCTIONS

Call Productions is a full service conference planning and promotions company with over 25 years of experience in the event and meeting planning industry. Located in Napa Valley, California, the company has managed annual conferences, trade shows and expositions in various worldwide locations. Call Production's mission is to provide high quality, informative and entertaining conferences with an emphasis on WOMEN OF A CERTAIN AGE Conferences.....for women in the middle of their lives.

FOR MORE INFORMATION

Those interested in speaking at a future conference, sponsoring a WOACA event, or those wishing to purchase tickets or get more information should contact Sandra Call-Sultan at (707) 254-8508, email her at scall@call-productions.com or visit their website at www.call-productions.com.

###