



For Immediate Release

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EWIP's 2012 Women's Leadership Conference Speakers Hail from Publishing and Media

San Francisco (February 16, 2012) The 4th Annual Women's Leadership Conference presented by the non-profit, Exceptional Women in Publishing (EWIP) will take place on Wednesday March 7th at the Parc55 Wyndham Hotel in downtown San Francisco, CA. This year's conference will feature over 30 innovative leaders in publishing and media. They represent organizations including Facebook, *Sunset*, ESPN, Twitter, *Dwell*, BlogHer, Demand Media, and entrepreneurs from The Levo League, B5Media, and Mightybell. As is the case in publishing and media these days the roster is a mashup of industries including publishing, journalism, technology, digital media, and education.

The conference chair and host of the 4th Women's Leadership Conference is EWIP board member, Kate Byrne, a leader in the media realm for over 20 years. She is currently director of communications at Tides. A central part of the Women's Leadership Conference is the EWIP Award presentation, an opportunity to publicly honor an exceptional woman. Michela O'Connor Abrams, president of Dwell Media is the 2012 Exceptional Woman in Publishing Award recipient. Dorothy Kalins, former executive editor of *Newsweek*, founding editor of *Saveur*, and the 2009 EWIP Award recipient will introduce Ms. O'Connor Abrams at the March 7th luncheon.

Joining Ms Byrne, other EWIP board member, and the EWIP Award recipients for the day's program are many influential and accomplished women. Speaking to the theme, *Taking Our Next Step: Content, Community, Collaboration* they expect a highly interactive program with cross-platform expertise and examples of great partnership and collaboration. We are excited to welcome all the participants in the program. The confirmed roster includes:

Dr. Cristina L. Azocar, director, Center for Integration and Improvement of Journalism

Gina Bianchini, CEO, Mightybell; cofounder and former CEO, Ning

Joanne Bradford, chief revenue & marketing officer, Demand Media

Patricia Clark, vice president sales & sponsorships, Zumobi

Amanda Dameron, editor-in-chief, Dwell Media

Colleen DeCourcy, CEO, Socialistic

Jory Des Jardins, co-founder, BlogHer, Inc.

Caroline Ghosn, co-founder, The Levo League

Libby Gill, author, former vice president at Universal, Sony, and Turner Broadcasting

Jane Goldman, vice president, entertainment and lifestyle, CBS Interactive

Rebecca Grossman-Cohen, senior director of marketing, *The Daily*
Colleen Holland, associate publisher, VegNews Media
Elaine Kunda, president & CEO, B5Media
Francesca Levy, editor, LinkedIn
Caryn Marooney, director of technology communications, Facebook
Jeannie Mullen, global executive vice president, chief marketing officer, Zinio & *Vivmag*
Barb Newton, president, Sunset Publishing at Time, Inc.
Mary Gail Pezzimenti, director of content operations, Federated Media
Amanda Pouchot, co-founder, The Levo League
Regina Ridley, publishing director, Stanford Social Innovation Review
Kara Swisher, co-executive editor, AllThingsD.com
Jessica Verrill, vice president strategic initiatives & corporate development, Twitter
Jen Vescio, vice president of business development, ESPN
Máire Walsh, vice president of sales and marketing, Next Steps Marketing
Susan West, principal, West Gold Editorial Consulting
Jocelyn Zuckerman, executive editor, *Whole Living*

Sponsors for the 2012 Conference include, Brown Printing Company, Dwell Media, Graphic Communications, Infogroup, PM Digital, Publishers Press, RR Donnelley, The Magazine Manager, Verified Audit, and Zinio.

For more details on the conference program, session schedule, and tickets for the full day (\$249) and the Award Luncheon only option (\$75) visit the EWIP website at www.ewip.org/conference/ewip-leadership-2012/.

About Exceptional Women in Publishing (EWIP)

Women who felt the need for an organization that acknowledged the leadership aspirations of women in magazine publishing founded Exceptional Women in Publishing (EWIP) in 1998. EWIP, originally called Women in Periodical Publishing, was formed with two goals in mind: to educate, empower and support women in publishing and to educate, empower and support women and girls through the power of publishing. EWIP/WIPP is a 501(c)(3) non-profit educational organization. Our active volunteer members and board of directors strive to support women in publishing, in all manner of publications whether print, online, mobile, or other digital media. We also encourage female entrepreneurship, and offer a range of professional development programs through our national and regional events, online communications, mentoring, and research. EWIP has built a diverse community through our events, website, social networks, and the annual award for exceptional women in publishing, and the Women's Leadership Conference.

About the EWIP Award

Since 1998, Exceptional Women in Publishing (formerly Women in Periodical Publishing) has selected a woman in the publishing industry to publicly honor her for her achievements. The nominees for the annual award are solicited from former recipients, EWIP members, esteemed publishing industry colleagues, and members of the public. The honorees often surpass the criteria, achieving personal excellence, a reputation for mentoring, and exceptional leadership in an industry that seems to transform itself every year.

Over the past decade, the honored recipients of the EWIP Award have been successful in transforming themselves and their organizations to adjust to the social, economic, and technological changes of the publishing/media industry. The Exceptional Woman in Publishing Award is presented to the recipient at an industry event. Since 2009 the honorees have been celebrated at EWIP's own Women's Leadership Conference in San Francisco. All recipients of this honor, beginning with **Gloria Steinem** in 1999, can be viewed at <http://www.ewip.org/awards/ewip-recipients/>.