

Biggest and Best Yet!

Strong Girls, Strong Women 2015 Conference

[Louise Persson](#)

AAUW-SJ and the Office of Women's Policy sponsored the highly successful third annual "Strong Girls, Strong Women" girls leadership conference on March 7. Focusing on issues women and girls face daily, the 300 attendees engaged around topics of the media, economics, health and safety.

Supervisor Dave Cortese welcomed everyone and presented branch president Diane Trombetta a plaque commemorating AAUW's work in conjunction with International Women's Day.

The audience interacted with the documentary film "Killing Us Softly 4," an investigation of how the advertising world impacts women's eating habits, self-image and confidence. Following the film and discussion, attendees participated in two workshops, then enjoyed a luncheon featuring amazing young women leaders, including AAUW-SJ Scholarship winner, Vanessa Aldaco.

As always, the entire day was free of charge. Financial sponsors included Kaiser Permanente, the Office of Women's Policy, the Commission on the Status of Women and AAUW-SJ.

Plans have begun for Strong Girls, Strong Women 2016! As one young woman commented, "Here at "Strong Girls, Strong Women," it's a different world."

Have a look at what went on at the conference on the next page. Don't miss the photos on Page 3!

Saturday, March 7, 2015: School of Arts & Culture @ the Mexican Heritage Plaza: 8:00am – 1:30pm

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300 attendees gather at the “Strong Girls, Strong Women” girls leadership conference



Presenter at “Creating Safe Spaces for All Identities” empowers young women to support each other.



Girls get the message about body image and self-esteem at the “Body Bashing Bonding” workshop.



Louise Persson, SGSW Planning Committee; SCC Board of Supervisors President Dave Cortese; AAUW Scholarship Winner Vanessa Aldaco; and branch president Diane Trombetta.



County Commendation is presented to AAUW and County Office of Women’s Policy Director Esther Peralez-Dieckmann by Dave Cortese.



Let’s recognize Louise Persson and Beverly Bassett for organizing the conference.