STERN WOMEN IN BUSINESS’S ANNUAL CONFERENCE ACKNOWLEDGES WOMEN’S STRIDES IN THE WORKFORCE
--Real Estate Icon Barbara Corcoran and Fidelity’s Ellyn McColgan to Keynote Event--

New York, NY—January 30, 2004—Today NYU Stern School of Business’s Stern Women in Business (SWIB) MBA student club is hosting its 12th annual conference themed, “The Evolution of Women in the Workforce—Realizing Your Potential and Fulfilling Your Dreams.” A dynamic group of women are on campus to share their experiences and insights with Stern MBA applicants, current students, alumni and members of the business community. Barbara Corcoran, founder and chairman, the Corcoran Group, and Ellyn McColgan, president, Fidelity Brokerage Company, are keynoting the conference.

"This conference is the capstone event for SWIB and is designed to motivate, inspire and educate both those in attendance and those participating as speakers and panelists,” said Carrie Gannon and Elissa Meadow, conference co-chairs. "When we decided on this year's theme, we wanted to embrace a historical perspective to highlight the achievements of phenomenal women who have forged their own paths, pursued their passions and ultimately fulfilled their dreams."

Sheila Wellington, NYU Stern clinical professor of management and former president of Catalyst, the nonprofit research and advisory organization dedicated to women’s issues in the workplace, is opening the conference. SWIB is presenting the Alumna Award to NYU Stern alumna Marnie Pillsbury, executive director, The David Rockefeller Fund and philanthropic advisor to Mr. Rockefeller, in honor of her contribution to Stern.
Distinguished female corporate executives and entrepreneurs from industries ranging from financial services to healthcare to cosmetics are conducting panel sessions on the following:

- From Passions to Profits: Transforming Your Interests into Career Opportunities
- Leadership: Women Executives
- Diversity: Breaking Down Barriers and Opening Doors
- Women Pioneers
- Entrepreneurship and Private Equity: Changing Business Plans into Businesses
- Work-Life Balance

**NYU Stern: Supporting the Advancement of Women**

SWIB, founded more than 30 years ago and one of the largest, most active and popular student clubs on campus today, promotes female students’ professional and personal development by providing networking and social interaction opportunities within the NYU Stern and business communities. SWIB is committed to fostering a supportive community for women in business and proactively engages in issues significant to women in the workforce.

As an educational institution and employer, NYU Stern proactively supports the advancement of women in business. NYU Stern consistently enrolls one of the highest percentages of women among all business schools, ranging between 36-42 percent since 1998, and is one of the first schools to lead this trend. Moreover, 20 percent of NYU Stern’s faculty is female, and women occupy several senior level administrative positions.

**About NYU Stern**

New York University Stern School of Business, located in the heart of Greenwich Village, is one of the nation’s premier management education schools and research centers. NYU Stern offers a broad portfolio of academic programs at the graduate and undergraduate levels, all of them informed and enriched by the dynamism, energy and deep resources of the world’s business capital.
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