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FOR IMMEDIATE RELEASE

Refresh! Renew! Reinvent!
WomanSage and WISE Join to Present a Day of Inspiration and Laughter for
Midlife Women
Economic and Financial Workshops for Teens and Women
of All Ages Also Presented

COSTA MESA – Can you redefine your life’s purpose the same day you learn about a new hoola hoop exercise?

Yes, you can do both at “Refresh, Renew, Reinvent!” the Oct. 24 conference co-sponsored by [WomanSage](#), the non-profit for women at midlife, and [WISE®](#), Women Investing in Security and Education, a philanthropic educational organization.

Cost of the Saturday event — from 8 a.m. to 4 p.m. at the Hilton Hotel in Costa Mesa – is \$49.99.

“A bargain even in today’s economy,” says Nancy DeJohn, WomanSage conference chair. “Continental breakfast, lunch and self-parking are included in the ticket price,” she says.

Through the generosity of Fullerton philanthropist Mary E. Moore, unemployed boomer women can apply for one of 100 free scholarships for the day. Information is on the WomanSage Web site, www.womansage.org.

Keynote speaker will be Ken Dychtwald, considered one of the foremost visionaries on the “age wave.” He will talk about his new book, “With Purpose: Going from Success to Significance in Life.”

"Finding your life purpose is a gift of our longevity," Dychtwald says. “You don’t have to be rich, famous, brilliant or influential; you just have to care, and want to contribute something to make life’s final key transition --- the one that will take you from success to significance and so to your ultimate fulfillment as a thinking, caring, engaged and contributing member of the human race.”

(more)

“His breakfast talk will be followed by morning activities that range from panels on the local economy to finances and the single woman to funding your retirement. Guests also can enjoy a conference marketplace that includes fashion shows, exercise demonstrations, music, makeovers and much, much more,” DeJohn says.

Carol Orsborn, a public relations executive and author of 16 books on boomers, will be the luncheon speaker, talking about her latest book, “Saving Your (downsized) Soul.”

“There are times in life, work and society where challenge and change are the norm, rather than the exception,” Orsborn says. “Why do some thrive and others fail when challenged by adversity? That is the over-riding question.”

Other speakers highlighting the day include Mary Furlong, founder of the Boomer Business Summit at Santa Clara University. She will lead a panel on “Tips and Tricks To Finding a New Career” that includes career coach Ann Coil, human resources expert Judy Fox Brandt and Mary E. Tennyson, who just launched her own business.

“The conference will provide great financial information for women of all ages, including a sub conference specific to teens and young women ages 13-21,” says Karen Caporaso, CFP, WISE® president.

Caporaso, who is also a certified divorce financial analyst, and Linda Barlow, CFP, and named a top financial advisor by *Wealth Manager* magazine, will head “Finance and the Single Woman,” a discussion focused on women who find themselves, by circumstance or choice, living on their own, supporting themselves and making decisions about their financial security.

Other discussions include a panel regarding the current economy and Orange County real estate chaired by Barlow and including Linda Cohen, UCI economics professor; Diane Keenan, economics professor at Cerritos Community College; Annette DiBello, CPA; and Lesslie (cq) Giacobbi of the Giacobbi Group.

Also, Laura Tarbox, CFP, president of the Tarbox Group and named one of the nation’s top financial advisors by *Worth Magazine*, and Kerry Finn, director of financial planning for First Foundation Advisors, will talk about “funding your retirement.”

For more information, and to register for the conference, go to www.womansage.org or www.wise-investors.org