

OMG! WE'RE DENIMMESSAGING™ WITH CELEBRITIES!



ALLYKATZZ

THE OFFICIAL PROGRAM OF THE 2010 TWEEN GIRL SUMMIT

Meet the **WINNER!**

DOVE GO FRESH
Deodorant and Body Mist
Cool & Confident Girl



go fresh. from dove.

MEET the **JSYK.com** reporter...

the **A.L.L.Y. Award** and
CertifiK.A.T. WINNERS...

... and **MORE!!!**

UP CLOSE & PERSONAL
with AK Speaker
Monique Coleman

GIMME
MO



With special performances from
Disney's Friends for Change stars
Tiffany Thornton & Mitchel Musso!



GIRLS SPEAK UP! BE HEARD!

NOW THAT'S CHANGE!!



doodles & digits





YOU CAN
change the world...

DENISE RESTAURI

INTERVIEW BY THE
ALLYKATZZ.COM
ASSISTANT TEEN EDITORS:
KILEY AND EMILY-ANNE

Kiley: What's the story behind AllyKatzz?

Denise: AllyKatzz was a wonderful accident that changed my life. Several years ago when Ally (my daughter and the "Ally" in AllyKatzz) was a tween, I was inspired to create a safe, online community where Ally could talk with other girls her age about what was going on in the tween girl world. A place just for tween girls. A place where girls can like each other based on who they are versus what they look like or what they wear. A place where girls can support each other and share their stories. That was the beginning. Fast forward to a few weeks ago when AllyKatzz became the first ever tween/teen reporter site - where girl reporters write and *right* their stories. *Right* meaning that instead of adults telling the world what's going on with tweens, now tweens tell the world what's really happening - the *right* stories. It's very exciting.

Emily-Anne: What inspired you to create the Tween Summit?

Denise: The night Barack Obama was elected, he was standing on the stage - his tween daughters joined him and the spotlight was on two tween girls. I thought, "What if the spotlight could be on all tween girls?" Although tweens aren't old enough to vote, they have the strength, desire, intelligence and ability to change the world. Just like the President standing on his stage, girls need a stage where they can stand up, speak out and be heard. The Summit is that stage.

Kiley: What's something you can't live without?

Denise: All of course! But for "things," the answer is chocolate. Dark chocolate, milk chocolate... chocolate candy, chocolate ice cream, chocolate cookies... chocolate anything.

Emily-Anne: Do you plan your outfits?

Denise: When I was a tween, I wanted to be a fashion designer - not only did I plan my outfits, I actually made them. Every Sunday night, half my closet was on my bed as I mixed and matched the pieces for the next 5 days of school. Sometimes I would exhaust myself from trying on so many different outfits! Now? I'm so busy, I usually go with "what's clean!" Except for special occasions like the Summit, then I'm a tween again!



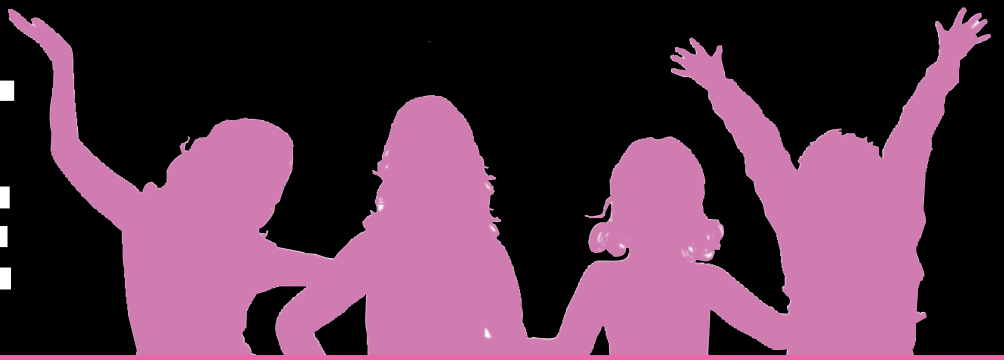
**GIRLS SPEAK
UP AND CHANGE
THE WORLD!**

10.10.10

SUMMIT AGENDA FOR GIRLS

- 8:00–9:00: REGISTRATION**
Meet new friends. Author signings. Enter to Win Prizes. Music!
- 9:00–10:00: PEP RALLY & KEYNOTES – Let’s Change The World!**
The Summit is about GIRLS! It’s not going to be a boring day of adults talking at you. But there are a few adults you’ll definitely want to meet: **Denise Restauri, Jess Weiner, Heather O’Reilly and Lt Col Jill “Raggz” Long.**
- 10:00–10:30: COOL & CONFIDENT GIRLS UNITE!**
Magazine clippings, glue sticks and markers - you’ll be creating the first ever Dove go fresh Cool & Confident Wall.
- 10:35–11:35: THE LARGEST TWEEN FOCUS GROUP. GIRLS SPEAK OUT. ADULTS LISTEN. NOW THAT’S CHANGE!**
We’re bringing in powerful women who make decisions that impact the tween girl world. Girls tell the world what THEY want.
- 11:45–Noon: MEET MONIQUE COLEMAN!**
- NOON–12:30: LUNCH**
- 12:30–12:40: SPECIAL PERFORMANCE BY SICK OF SARAH**
- 12:45–1:10 A.L.L.Y AWARDS, CERTIFIK.A.T. OF ACHIEVEMENT AWARD PRESENTATION**
Tween-teen girls and boys who have started organizations & charities that are changing the world. **TIFFANY THORNTON** joins us in the celebration!!!
- 1:10–1:20: HIP, HOP, HYSTERIA!**
- 1:20–4:10: ALLYKATZZ ALLEY, ALLYKATZZ LAB AND ALLYKATZZ WAY**
3 Different Sessions – All Girls Attend ALL Sessions. All in Speed-Meeting Style.
Photo Booth! Create and Design Pillows, Books and More. Interview Olympic Gold Medalist **Jessica Mendoza.** Make Your Own Radio Station. Visit the Cyber Café. Join the A.L.L.Y. and Certifika.T. winners and really change the world. Snack Bar! Gifts!
- 4:15–5:05: DM’ing™ (DenimMessaging™) with CELEBRITIES for CHARITY**
DM’ing is the new tween-girl cause! Girls and celebrities will bring jeans to the Summit... they’ll turn their jeans inside out and write words of encouragement on the inside. AllyKatzz, Jermaine Crawford and Monique Coleman will deliver the girls’ jeans to homeless tweens/teens. Celeb jeans will be auctioned off and 100% of proceeds will go to a charity for the homeless.
- 5:15–5:30: WRAP UP WITH GIRLS AND PARENTS. GOODY BAGS!**
- 5:30: FREE TIME!**
Parents join their daughters to talk about the day - go for a walk and get a bite to eat before the Concert!
- 7:30–9:30: DM’ing™ FOR CHANGE CONCERT (**doors open at 7PM**)**
Skirball Center for the Performing Arts, New York University. **MITCHEL MUSSO** and **TIFFANY THORNTON** (Disney’s Friends For Change: Project Green stars), **FEFE DOBSON** and **KICKING DAISIES** join host **MONIQUE COLEMAN!**
Parents will join their daughters for the Kick Off Pep Rally & Keynote Speakers... and again at 5:15 pm. What will they do in between? They’re off to the Parent Lounge – Please see Parent Agenda.

THE DAY AT A GLANCE



SUMMIT AGENDA FOR PARENTS

- 8:00 – 9:00:** **REGISTRATION WITH THE GIRLS**
- 9:00 – 10:00:** **PEP RALLY & KEYNOTE ADDRESSES**
Join the girls (standing room only for parents) for welcome and keynotes.
Meet **Denise Restauri, Jess Weiner, Heather O’Reilly** and **Lt Col Jill “Raggz” Long.**
- 10:00:** **WAVE “BYE” TO THE GIRLS AND OFF TO THE PARENT LOUNGE**
- 10:30 – 11:00:** **MEET CAROLE ISENBERG** – Your Host!
- 11:00 – 11:50:** **WORKSHOP SESSION #1** - Parents attend one of the following workshops:
Caitlin Boyle – Operation Beautiful: Changing the Way You See Yourself, One Post-it Note at a Time
Larysa DiDio – Sneaky Fitness: How to Motivate Without Saying a Word
Debra Moffitt – Puberty: What Girls Want Moms to Know
Liana Rosenman – Eating Disorder Awareness
- 11:50 – 12:20:** **LUNCH**
- 12:20 – 1:05:** **WORKSHOP SESSION #2** - Parents attend one of the following workshops:
Alison Trachtman Hill – Spotlight on Bullying: How to Raise Safe and Savvy (Cyber) Citizens
Lt Col Jill “Raggz” Long – Believe in Your Kids
Deborah Reber – Help Your Girl Rewrite Her Story
Vanessa Van Petten – Drama Queen’s, Arguments and Lying: Unique Tween Communication Techniques
- 1:05 – 1:45:** **DR. JENNIFER ASHTON** – The Scoop on Your Daughter’s Health from Head to Toe!
- 1:45 – 2:15:** **DENISE RESTAURI and CAROLE ISENBERG** – Formerly Tween
- 2:15 – 2:50:** **JESS WEINER** – The Value of Raising an Actionist®
- 2:50 – 3:45:** **BOOK SIGNINGS AND CHAT WITH WORKSHOP LEADERS**
- 4:15 – 5:15:** **DM’ing™** – DenimMessaging™ for Charity is the new tween grass roots movement and we’re inviting parents to join the fun! We’ll turn jeans inside out and write words of encouragement on the inside. AllyKatz will deliver the jeans to homeless tweens/teens.
- EXHIBIT HALL** – Your daughters had their turn... now you’ll meet Summit sponsors.
- 5:15 – 5:30:** **WRAP UP WITH GIRLS AND PARENTS**
- 5:30:** Parents join their daughters to talk about the day – go for a walk and get a bite to eat before the Concert!
- 7:30–9:30:** **DM’ing™ FOR CHANGE CONCERT (**doors open at 7PM**)**
Skirball Center for the Performing Arts, New York University. **MITCHEL MUSSO** and **TIFFANY THORNTON** (Disney’s Friends For Change: Project Green stars), **FEFE DOBSON** and **KICKING DAISIES** join host **MONIQUE COLEMAN!**



TODAY YOU STOOD UP, SPOKE OUT AND WERE HEARD!
TODAY YOU MADE A DIFFERENCE
IN THE LIVES OF MANY!

TOMORROW WHAT WILL YOU DO?

Report back at www.AllyKatzz.com. We want to know how the AllyKatzz Tween Summit is helping YOU be the best YOU!

THANK YOU! The donations you made TODAY support:

CHANGE FOR CHANGE: As simple as it sounds...loose change adds up fast!
All collected change will be distributed to A.L.L.Y. and CertifIK.A.T. of Appreciation Awardees.*

*to be divided up evenly between winners that did not receive a sponsor grant.

DM'ING FOR CHANGE: What happens to those jeans you decorated with inspiring messages? They'll be dropped off on Columbus Day by Monique Coleman, Jermaine Crawford, Denise Restauri and the AK Team to the NYC Coalition for the Homeless for distribution to needy tweens and teens.

RockCANRoll: Attending an event or concert? Make sure the venue supports RockCANRoll. All you have to do is bring canned and non-perishable food items and they'll be donated to homeless shelters and food pantries in need.

CONFIDENCE COALITION: What girl doesn't feel more confident with a new purse? The purses you donated will be dropped off at the NYC Coalition for the Homeless.



For more than 35 years, the Women's Sports Foundation has been getting girls active. Help bring fitness, confidence, and teamwork to girls and women at WomensSportsFoundation.org.

We give them something to run toward, so they won't run away from anything.

**WOMEN'S
SPORTS
FOUNDATION**

ALLYKATZZ

DMing™ for Change Concert

PERFORMANCES BY

MITCHEL
MUSSO



Tiffany
THORNTON

Fefe
DOBSON

Kicking
Daisies

HOSTED BY

GIMME
MO

MONIQUE
COLEMAN

APPEARANCES BY



ZACH SANG

Renaissance
ems Band



Skirball Center for the Performing Arts, NYU

NYU SKIRBALL CENTER

10-10-10

Celebrities and Tweens at the Summit are

“DM’ING™” FOR CHARITY!*

AT THE 2ND ANNUAL ALLYKATZZ TWEEN SUMMIT

The Altman Building • New York City • 10.10.10



***“What’s DM’ing™” you ask? It’s DenimMessaging™!**

Each tween will bring a pair of favorite jeans to DONATE to the Tween Summit—during the event she will have the opportunity to turn the jeans inside out and decorate them (and add an embellished recycled hangtag) with messages of hope and inspiration—and then these inspirational jeans will be delivered to girls in need!

Each celebrity will be supplied with jeans to decorate as well! They’ll be auctioned off to benefit Jermaine Crawford’s Code Blue to help combat teen/tween homelessness.



CODE BLUE: Reviving A Generation. CODE BLUE is a campaign that was created to bring awareness of—and to fight against—those issues that threaten youth. The color blue stands for the collective theme of youth, empowerment, loyalty and change. CODE BLUE will be a united voice to bring about change to empower and inspire our youth. Please visit: www.codebluecampaign.org



SUMMIT MODERATOR



JESS WEINER

Author, Self-Esteem Expert, Media Consultant

WHAT I DO: I have the coolest job! I get to write an advice column for girls in Seventeen Magazine, I am the founder of the Actionist Network® an online community of girls who take action in their lives, I'm the Global Ambassador for the Dove Self-Esteem Fund and I get to work with the media to tell inspiring stories about tween and teen girls around the world!

MY PRIZE POSSESSION (shh don't tell anyone) is a homemade pillow I sewed myself when I was 8 years old! It used to have a butterfly on it but it's so old that the butterfly has worn off. But I love the memory of it! I still have it 24 years later!!

WHAT IS YOUR FAVORITE MUSIC? I love all kinds of music! I love music that tells me a story. I love music that makes my body want to move even if I'm in a bad mood. Music helps me think, helps me dream, and helps me feel centered.

WHAT ISSUES ARE IMPORTANT TO YOU? I am committed to helping create a nation of more confident women and girls. And to do that we must really get our arms around why so many fabulous young women don't like their bodies, hate their appearance and feel hopeless about their lives. I want to change that. And I need your help! Join the Actionist Network® on my site to become more involved! www.jessweiner.com

A.B.B.Y. AWARD

WINNERS



BE LIKE BRIT • WWW.BELIKEBRIT.ORG • BRITNEY GENDEL

(PRESENTED TO HER MOM- CHERYLANN GENDEL)

A life cut too short- Britney's final wish- sent three hours before the earthquake in Haiti to her mother was "They love us so much and everyone is so happy. They love what they have and they work so hard to get no where and they are all so appreciative... I want to move here and start an orphanage." Her family and friends have started BeLikeBrit.org in her honor-to make that wish a reality.

GIRLS HELPING GIRLS • WWW.EMPOWERAGIRL.ORG • SEJAL HATHI

Inspired at the age of 15 by women and girls of Darfur, Sejal Hathi's mission is to show girls worldwide that they can transform their world with knowledge and resources. Girls in the US are partnered with girls in developing countries and they help promote social change through micro lending projects.

GOODY GOODIES • WWW.GODYGOODIES.ORG • MACALLAN DURKIN

Macallan Durkin lived in Botswana, Africa for almost three years. While she was there, she saw many animals that had no mother to care for them, so she cared for them. When she noticed some children digging through garbage cans eating scraps of food she asked her mother what they were doing and was told they were hungry. Macallan wondered why there were places for homeless, orphaned animals, but none for children. This was the inspiration for Goody Goodies.

KATIE'S KROPS • WWW.KATIESKROPS.COM • KATIE STAGLIANO

Katie's Krops began with a 9-year-old girl and a 40 pound cabbage. In 2008 Katie brought a tiny cabbage seedling home from school - and it grew to an amazing 40 pounds! She donated the cabbage to a soup kitchen and fed over 275 people. Katie now has numerous gardens and has donated thousands of pounds of fresh produce to organizations that help people in need. Her goal is to have a garden in every state! Katie is a recipient of the Disney's Friends for Change grant.

LEMONAID WARRIORS • LULU CERONE

Lulu's LemonAid Warriors began when she was 9 years old and answered the President's call to service. In 2009, she held a coat drive and a lemonade stand in the park. Five girls in her class helped raise \$250 and gather 65 coats. Then they reached out to others and soon kids enlisted friends and relatives in other states and countries to help. Within a month, over \$4,000 was raised and the fundraising frenzy was a huge success.

PROJECT HEAL • WWW.THEPROJECTHEAL.ORG

LIANA ROSENMAN & KRISTINA SAFFRAN

Survivors of anorexia and bulimia, Liana Rosenman and Kristina Saffran founded ProjectHEAL with two goals—to raise money to pay for recovery treatments that insurance carriers don't fund—as well as to diminish society's obsession with body image, encouraging girls to accept their bodies.

SHARE • WWW.SHAREINAFRICA.ORG • SHANNON MCNAMARA

After volunteering for several summers with her family - teaching English to school children in Peru, Costa Rica, Guatemala, and China- Shannon McNamara decided to help girls in Tanzania, East Africa become educated. She founded SHARE- Shannon's After-school Reading Exchange.

TURN YOUR WORLD AROUND • WWW.TURNYOURWORLDAROUND.ORG

TARA SURI

Started in 2004 by Tara Suri, her worldwide initiatives have raised over \$100,000 and have engaged hundreds of people in making a difference- from protecting the environment, eradicating poverty, increasing access to education and healthcare, and promoting peace!

WESTOPHATE • WWW.WESTOPHATE.ORG • EMILY-ANNE RIGAL

Emily-Anne Rigal, teen vlogger-was inspired by her friendship with Jess Weiner and her involvement in Jess's Actionist Network- to start WeStopHate.org with the goal to build teen-esteem!



CERTIFIK.A.T. OF ACHIEVEMENT

HONOREES

BEST BUDDIES • WWW.BESTBUDDIESNEWYORK.ORG

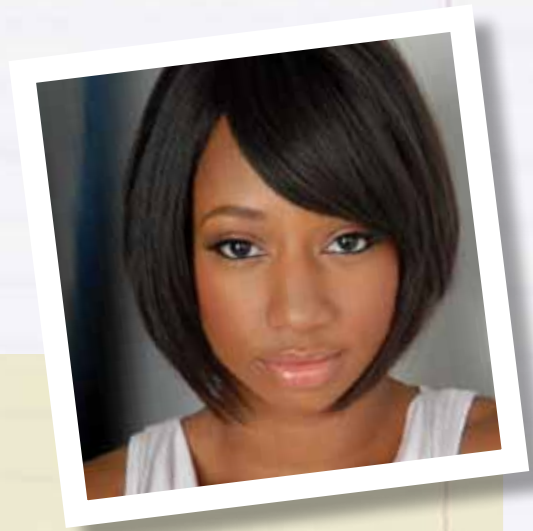
Best Buddies is a nonprofit 501(c)(3) organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities (IDD).

KYLE'S LEMONADE • WWW.KYLESLEMONADE.ORG • KYLE ORENT

Kyle wanted to help a charity by selling lemonade. He chose Canine Companions for Independence (CCI) because he liked dogs and liked how they helped people with disabilities. With an initial goal of trying to raise \$20,000, he went to work pouring lemonade and handing out bookmarks and answering questions about CCI. Although his lemonade was free, he'd accept donations for CCI. Every penny has gone to CCI. He has since raised over \$130,000!



KEYNOTE SPEAKER
& SPECIAL GUEST



MONIQUE COLEMAN

ABOUT MONIQUE:

Monique Coleman was raised in Columbia, South Carolina and began her acting career in theatre and television at an early age. After high school, Monique ventured to Chicago where she attended The Theatre School at DePaul University and obtained her BFA in Acting. To date, Monique is most recognized as Taylor McKessie from the *High School Musical* franchise as well as the “last woman standing” and 4th place contestant on Season 3 of ABC’s *Dancing with the Stars*. Prior to HSM, Monique appeared alongside James Earl Jones in the Hallmark Movie *The Reading Room* and received a CAMIE Award for her role. In addition to co-hosting *The View* and appearing on such shows as *Rachel Ray*, *Good Morning America*, *Regis and Kelly*, *The Today Show*, and *Ellen*, she has received 2 Teen Choice Awards, a Billboard Award, and has presented at The American Music Awards and The NAACP Image Awards. Most recently Monique gave the closing remarks at the United Nations for International Youth Day. Monique currently resides in Los Angeles, California.

ABOUT GIMMEMO’:

GimmeMo’ is an online talk show for youth that launched in September of 2010. Actress Monique Coleman (*High School Musical* and *Dancing with the Stars*) is the creator, executive producer and host of the show. Her intention is to start a Mo’vement that empowers today’s youth. She will be facilitating safe conversation about real issues, bringing awareness to organizations that are serving teens, & conducting celebrity interviews. Each webisode will be approximately 8-10 minutes long and center around topics relating to teens. Monique recognizes that the youth are constantly on the web, so she wants to meet them where they are and give them easy access to cutting edge positive content delivered in an entertaining fashion.



SPECIAL GUEST



TIFFANY THORNTON

Tiffany Thornton plays resident teen queen Tawni Hart in the Disney Channel sitcom "Sonny With A Chance."

In 2009, she was also seen starring opposite Jason Dolley and Mitchel Musso in the Disney Channel Original Movie "Hatching Pete." She recorded a dance/pop duet with Mitchel Musso entitled "Let It Go" for the movie's soundtrack. The music video airs on Disney Channel.

Thornton recorded "If I Never Knew You" for Walt Disney Records' Disneymania 7 (out March 2010), as well as "I Believe," a Christmas duet with Kermit the Frog, which she performed at the 2009 Macy's Thanksgiving Parade. Also in 2009, she sang "Someday My Prince Will Come" for the re-release of "Snow White and the Seven Dwarfs," "Magic Mirror" for the "Tinker Bell and the Lost Treasure" soundtrack, as well as voiced the "Sing It Pro" tutorial mode in the Disney Interactive Studios video game, "Disney Sing It: Pop Hits 2." Thornton also hosted Radio Disney's "N.B.T." (Next Big Thing) in 2009, a program that spotlights young recording artists and provides them with national broadcast and online exposure.

Thornton came to Los Angeles to pursue a recording career, but was bitten by the acting bug. In 2004 she landed her first guest appearance on the FOX sitcom, "Quintuplets" and continued to win roles in primetime television shows including "Arrested Development," "8 Simple Rules," "The O.C.," "Desperate Housewives," "Jericho," "Side Order of Life" and "American Dreams." She has also appeared on Disney Channel's "That's So Raven," "Wizards of Waverly Place" and "Hannah Montana."

Born February 14 in College Station, Texas, Thornton enjoys snow skiing, tennis, horseback riding, swimming and gymnastics. She grew up singing in church, as well as performing the national anthem at all of the Texas A&M University sporting events.



KEYNOTE SPEAKER



LT COL JILL "RAGGZ" LONG

Commander, 2d Air Support Operations Squadron

WHAT I DO: I lead 65 Battlefield Airmen; providing Airpower integration to our joint and coalition forces. If you've seen the movie *Transformers*, the guy at the end who says "Bring the rain"... that's what my squadron does. Bombs on target, on time, protecting the good guys. I'm also an A-10 fighter pilot, accomplished airshow pilot, a leader, mentor, optimist, pessimist, dreamer, adventurer and a kid at heart!

WHAT ARE YOUR PROUDEST ACHIEVEMENTS? Commanding an elite team of Battlefield Airmen, flying the A-10 and inspiring others to "Live Life on the Ragged Edge and follow their dreams!"

WHAT IS YOUR FAVORITE QUOTE? "Never take 'No' for an answer!" and "All truly great accomplishments at first appear to be impossible."

CAN YOU DESCRIBE YOUR MOST EMBARRASSING MOMENT?

Combat boots are simply made for mud puddle stomping! I was assigned to Italy during the Air War over Kosovo. One morning I was stomping puddles from the parking lot into work. One practically perfect mud puddle was screaming for a two-booted stomp...so I obliged. As my two combat boots impacted smack-dab into the middle of the puddle with truly perfect form they made the most beautiful splash. Sheets of water went flying in all directions. Well, I should have cleared the field of fire first because I heard an "ooh!" and looked back behind me only to find a three-star Italian General drenched from the chin to the toes! I thought "Oh NO! I'm in deep." He looked down at me shaking his head and smiled. He said, "Jill, you are like my granddaughter." There was a long pause and he looked over the brim of his glasses still shaking his head and added "...only she is five!"



KEYNOTE SPEAKER



US Soccer/ISI Photos

HEATHER O'REILLY

Professional Soccer Player

WHAT I DO: I play for the US National Team which competes in the World Cup and Olympics, and with NJ/NY Sky Blue FC of the Women's Professional Soccer league.

WHAT'S YOUR BACKGROUND? I grew up in New Jersey with 3 older brothers. They developed the competitive fire in me. I continued to follow my dreams of playing professional soccer. In 2002, my dreams came true when I was called up to play with my idols, Mia Hamm, Brandi Chastain and others.

WHAT IS YOUR PROUDEST ACHIEVEMENT? My proudest achievement is winning two Olympic Gold Medals 2004-2008.

WHEN YOU ARE DOING GOOD, WHAT ARE YOUR GOOD DEEDS? My good deed is using soccer to give back to others. I love going to different environments and bringing my passion and knowledge of the game to people who have had less opportunity to play the beautiful game.

WHAT ARE YOUR HOBBIES? My newest hobbies are trying to learn the guitar and trying to learn to cook. Emphasize on the "trying" parts there! Other than that, I love watching movies or hanging out with my teammates.

WHAT ISSUES ARE IMPORTANT TO YOU? Education, bringing soccer and fitness to children in urban settings, women's rights around the world.

IF YOU COULD CHANGE ANYTHING, WHAT WOULD IT BE?
I would change the impact of cancer by finding the cure!

SUMMIT SPEAKERS



Dr. Jennifer Ashton

Ob-Gyn, CBS News Medical Correspondent: The Early Show/The Evening News with Katie Couric; Women's Health Expert for The Dr. Oz Show, author of The Body Scoop for Girls

What I Do: I am a doctor who specializes in treating teenage girls, Medical Correspondent for CBS News and Women's Health Expert for The Dr. Oz Show.

What's your background? I come from a family of 6 other doctors and one nurse. I went to Columbia College/Columbia University and then Columbia Medical School. As a tween/teen, I played field hockey and lacrosse, got 4 advanced scuba diving certifications, and I was a ballet dancer at the NYCB Lincoln Center/School of American Ballet. After college, I lived in Wyoming for a year and skied every day. I love dogs, exercising and shoes!!! I have been doing TV medical reporting for 4 years and find it exactly the same as talking to one patient in my office - I need to clearly communicate medical information in a way that empowers my patients/viewers to be healthier.

What is your favorite quote? "Say what you mean and mean what you say, because the people that matter don't mind, and the people who mind, don't matter."

What do you love most about your job? That every day I feel like I make a difference in the lives of my patients and the millions of viewers who watch me on TV. If they learn one single thing from me that can make a difference in their health, or in the health of others, I have done a good thing.



Caitlin Boyle

Blogger behind OperationBeautiful.com and author of the Operation Beautiful book

What I Do: My website and book empowers young girls and women to see themselves in a more positive and balanced way. I encourage people to post kind messages on Post-its in public bathrooms, gym scales, or even in school lockers. People take pictures of their notes and e-mail them to me to be included on the site. The Operation Beautiful book includes 125 of the best notes as well as tips and tools to lead a more healthy and balanced life.

What's your background? I am just a regular girl from a regular family who had a big dream - I wanted to change the way girls and women saw themselves. I believe there is too much pressure in the media to look a certain way, and this image is often unrealistic and impossible to obtain. I hope Operation Beautiful can give people all over the world the tools to change the way they see, not the way they look.

What are your hobbies? I love to run! I have completed 28 races, including a marathon and a triathlon. I never ran when I was a tween or teenager but I wish I had because it's so much fun to train for a distance then compete (against myself!) in a big race with thousands of other people.

What is your favorite quote? My favorite quote is "Love should come first, it should be the beginning of and the reason for everything."



Larysa DiDio

Personal trainer, gym owner, producer/star of tween fitness DVDs, author of Sneaky Fitness

What I Do: I motivate girls and moms to get into great shape and feel great about themselves. I like to keep things interesting so I use all different types of exercise to get them going including hip hop, belly dancing, salsa dancing, kickboxing and even sprinting in Central Park.

What's your background? When I was a teen I totally loved getting my friends in shape! I would teach them classes in my basement and make up programs for them at the gym. I moved to NYC and started teaching classes to 100+ people and doing fitness videos and I loved it! My job is so awesome because I inspire people every day to make positive changes in their lives.

What are your hobbies? My favorite things to do are to run, do Kung Fu and dance! I've been doing Kung Fu for 2 years and I'm so excited that I just started training with weapons! My dance instructor got me into swing and salsa dancing and he's planning on entering us in a competition in the fall! So nervous about that but I think it's so fun to do things that make you nervous and scared because it gives you such a feeling of empowerment when you finish.

What is your favorite quote? "The girl who said it couldn't be done was just interrupted by the girl who just did it."

SUMMIT SPEAKERS



Janice Ferebee, MSW

Founder/CEO of Ferebee Enterprises International, Director of the Bethune Program Development Center at the National Council of Negro Women, Inc.

What I Do: I am a Social Worker by occupation. I am also an author, consultant and speaker, providing life skills and leadership to girls around the world through my Got It Goin' On® brand – self-esteem handbooks series and empowerment curriculum/program for girls; the Got It Goin' On® Girls: Hip Hop Fitness & Empowerment Team; GIGO® Gear; and my speaking and consulting engagements.

What are your hobbies? In an effort to maintain balance and stay somewhat “sane,” I have developed hobbies that bring me joy, keep me in shape and provide opportunities to learn and grow. My hobbies include – singing (In the shower; while hanging out with friends; and with the NEWorks Choir in Washington, DC); working out weekly with the Wanda Woman® PowerFunk aerobics dance/fitness class and performing with members of the class as the OVER 40 FITNESS DIVAS; reading to expand my mind and to make me laugh; journaling to keep up with my dreams and to de-stress; and traveling to chill, experience the world, learn about other cultures and share.

If you could change anything, what would it be? If I could change anything, I would use these experiences to change the world ...one girl at a time. I believe that girls around the world deserve to be seen, heard and valued – and to know that they are each ENOUGH, just the way they are. I hope that GIGO® will become a movement and social change agent that will help to make this happen.



Heather Frank

Vice President, USA TODAY

What I Do: I try to understand what real people need and want to help them enjoy their lives, and then create experiences that will delight them. I want to know what their troubles and worries are, as well as the special hopes they have for themselves and the people they love. I am ridiculously happy when real people thank us for making their lives better, and for caring about their health and well-being.

What's your background? I have three little sisters. You should ask them! I graduated from the H. Sophie Newcomb Memorial College of Tulane University in New Orleans, LA. I do not know any voodoo, but I generally get what I want. My motto is, “It's more important to get what you want than it is to be right.”

What did you think you would grow up to be when you were a tween? I always wanted to be a writer, and I have done that. In college, my part-time job was singing with a dance band. It was the most fun I've ever had. I am working on a one-woman cabaret show.

What issues are important to you? I am very concerned about doing everything I can to improve the lives of girls and women. I am active with the Washington Area Women's Foundation and am very proud of the work it does to support single moms.



Alison
Trachtman Hill

*Founder and Managing Partner,
Critical Issues for Girls (www.ci4g.com)*

What I Do: I own a consulting company called Critical Issues for Girls (www.ci4g.com). We work with youth, parents, educators, philanthropists, and community members to address the complex and ever-changing realities of girls' lives in our global society.

What's your background? I graduated from Tufts University with a BA (magna cum laude) in Spanish and Women's Studies. After college I began my career in the nonprofit world as a fundraiser. After a few years, I went back to school and earned a Master of Public Administration degree from Columbia University's School of International and Public Affairs, with a concentration in Nonprofit Business Management. Upon graduation I worked for a consulting company that helps government agencies with projects that impact the environment. My next role provided me with the opportunity to manage the national anti-violence initiative at the headquarters of the Girl Scouts of the USA. Funded by the U.S. Department of Justice, this initiative contributed to girls' healthy development in the areas of bullying prevention and intervention, crime prevention, gang prevention, and Internet safety, with an emphasis on cyberbullying. I am now writing my dissertation to earn a PhD in Sociology from The Graduate Center, City University of New York (CUNY), and I own my own business, Critical Issues for Girls (www.ci4g.com).

What is your favorite quote? “Traveler, there is no road; you make the road upon traveling.” –Antonio Machado

What do you love most about your job? Working with youth and adults to take action that impacts our local, national and global communities.

SUMMIT SPEAKERS



Carole Isenberg

Co-founder and Director of Development for Events of the Heart

What I Do: Events of the Heart is a non-profit dedicated to using the creative arts to have women stand together and demand the education, awareness and the screening they deserve to ensure a healthy heart. My responsibility is outreach to individuals and groups who in turn become channels of communication for heart health.

What are your hobbies? My most favorite thing to do is read. I love getting so involved in a book that I can't stop until I finish. Photography is another hobby. In addition to photographing my grandchildren, capturing the quirky moments of life is fascinating to me. Food also calls to me. I like to shop for it, cook it, and eat delicious food! I am a yogi. At my first yoga class the instructor was a 70-year-old woman who was incredibly youthful and limber. I know this was *the* experience for me and that was 40 years ago.

What issues are important to you? The first priority to me is education. Until we have an education system that supports all the children in this country, we are not insuring our future. Most important to me are the issues as they pertain to women. Female empowerment is foremost. Women must develop the skills to become advocates for their lives.

Can you describe your most embarrassing moment? This happened many years ago at a job interview that didn't go well. When I was leaving the interview, instead of opening the door to exit the room, I opened the door to a broom closet and began to walk in. It was completely humiliating.



Jennifer Kellor

Senior Vice President, PBteen

What I Do: I oversee the merchandising of the PBteen home furnishings line – and do everything from collaborating with our designers on what trends to go after to deciding how much to buy, how to put the rooms together, and being on location at catalog photo shoots.

What's your background? I graduated with a double major in Math and Economics from St. Olaf College, which led me to a Wall Street position in finance. I then realized that my true passion was one that involved that which is more creative and product-oriented. I took a risk and changed careers into retail, first working for Target and now Pottery Barn & PBteen for the last 13 years. My favorite quote is “Do what you love, love what you do.”

What did you think you would grow up to be when you were a tween? I actually had no idea! There were so many things that I was interested in – from art to music, math to chemistry. It wasn't obvious – so I had to keep an open mind about choosing my path and career when I found something that really “clicked.” I learned that doing what you are good at is not necessarily the right choice, and that doing what you feel passionate about is going to make you happier in the long run.

What are your hobbies? Hobbies are so important – especially when you are busy studying and working, they help give you a sense of balance and release. I enjoy running short races and marathons; It's great to have a goal to strive for and improves your fitness at the same time. I also play the piano – after taking lessons from 2nd to 12th grade (sometimes against my will); I'm now so glad that I stuck with music.



Jill Tipograph

*CEO/Founder
Everything Summer LLC*

What I Do: Youth and summer expert; family consultant. I am passionate about identifying and designing the right summer experiences for kids, teens, and young adults, from camps to college prep to careers, and more.

What did you think you would grow up to be when you were a tween? When I grew up, there were no centralized programs, such as AllyKatz and TweenSummit to help tweens develop with confidence, learn from mentors and role models, and speak out. You had to wait until high school or more likely, college, for this, as well as to be exposed to career opportunities. But I do remember being the tween amongst my peers to organize events and mediate and problem solve. The study of psychology always intrigued me and I did think I would end up in a career helping people (which I have!).

What are your hobbies? I love fitness, especially spinning and organized exercise classes. I would like to do more yoga; its benefits are immense at any age. I also have performed on stage since I was a child and enjoy performing now in Community Theater. Having grown up in and around the theater, going to Broadway shows has become a family passion. I now add independent movies to this list of hobbies, thanks to my son! I realize as an adult how important it is to have passions and outlets; they balance you and often offer relief from any career stress.

SUMMIT SPEAKERS



Debra Moffitt

Author of The Pink Locker Society series for tween girls and kids editor at KidsHealth.org

What I Do: I'm the author of a new fictional series for girls about middle school and puberty. I'm also an editor at KidsHealth.org, the most visited site on the web for children's health info. I write for kids ages 8-12, which means I write a lot about burps, boogers and stuff like that.

What did you think you would grow up to be when you were a tween? I didn't know what I wanted to do, which is perfectly OK – something girls need to know. But I loved doing gymnastics. I also always liked reading and writing. I was a very enthusiastic member of the 6th grade library club.

What do you love most about your job? I love that I get to meet kids as part of my job. Some of them email me at KidsHealth.org, many make comments on the Pink Locker Society blog, and others I get to meet in person at events like the Tween Summit. I especially enjoy meeting girls – maybe because I have three sons at home, no daughters! I like how expressive girls are and how genuinely caring they are about each other. There's no shortage of exclamation points when they write me. If it's confidential they might sign the message with pen names such as "Ms. Loveless," "Question Girl," or "Sparkles."

What issues are important to you? I want all kids to be as healthy and happy as they can be. My job is to explain how the body works. When you understand some basic principles, it's easier to develop healthy habits and make healthy choices. That applies to something like nutrition and fitness and it also applies to puberty. I think kids should know more about puberty so they feel normal and happy to be growing up.



Deborah Reber

Author and Speaker

What I Do: I am an author of nonfiction, self-help books to support young women and girls in creating the life they want. I speak to girls and young women on issues ranging from self-esteem and reducing stress to planning for and reaching future dreams.

What are your hobbies? I have many of them...I like to think of myself as a modern-day Renaissance woman. First, there's all my fitness-related stuff, like running (I'm completely addicted), hiking, biking, and, the most recent addition, rock-climbing. Then there's my creative side, like playing piano and guitar, crocheting, and tap-dancing (usually when I'm alone, and always in my kitchen). Lastly, there's zen time, which I fill up with reading and gardening.

What do you love most about your job? I love that I'm my own boss, and that what I do is really, truly, and completely up to me. The fact that I've found a way to turn my personal passions of helping girls and women live more fulfilling lives into a fulltime job makes me feel truly honored and grateful.

What issues are important to you? I am passionate about many issues – most of them revolving around equality and human rights. I care deeply about inequity and the distribution of wealth in the world, the challenges so many people face in developing countries, and children who come into the world with so many odds against them, facing a future that might include poverty, being forced into a life of trafficking or child soldiering or worse. I believe that we can all work together to improve life for children everywhere.



Diane Reichenberger

Consultant

What I Do: I am the co-founder of Giiv.com a mobile gifting company and currently I am consulting with CX, Inc. another portfolio company of Tomorrow Ventures. Prior to founding Giiv, Inc., I served as COO of Rock & Republic, CEO of Dualstar Entertainment Group (a consumer products/entertainment branded lifestyle organization founded on the successful careers of Ashley Olsen and Mary-Kate Olsen), President of L.A. Gear, Inc., S.V.P. and General Manager - Women's Division of Joe Boxer, Corp. I have held key management positions in several global companies including The Gap, Inc., The North Face, Levi Strauss & Co., Mast Industries and Esprit de Corp. I began my career as an analyst for Hewlett-Packard in Cupertino, CA after receiving my B.A. in Business Economics from UC Santa Barbara. I dedicate my time and expertise to the non-profit community focusing on organizations that support women and young women's health and social issues.

When you are doing good, what are your good deeds? I volunteer as a mentor for teen women and professional women. I love it!

What did you think you would grow up to be when you were a tween? I wanted to be a President or CEO of a company.

What are your hobbies? Sailing and Zumba.

SUMMIT SPEAKERS



Liana Rosenman

*Founder of Project HEAL
(Help to Eat, Accept and Live)*

What I Do: My name is Liana Rosenman. I struggled with anorexia for several years. Fortunately, I have been privileged to receive the intense medical help of treatment centers. Now, I am fully recovered and fully dedicated to saving lives! I have founded my own 501(c)(3) not-for-profit corporation called Project HEAL: Help to Eat, Accept, and Live. I have founded this organization with two of my best friends that I met in an eating disorder treatment center. The mission of our organization is to raise money for people suffering from eating disorders who cannot afford treatment (residential treatment usually costs about \$30,000 per month). Insurance companies often refuse to pay because they do not prioritize eating disorders as an illness. Additionally, Project HEAL encourages everyone to accept their bodies, including their perceived flaws and imperfections.

What is your favorite music? Anything that Miley Cyrus sings!

What is your favorite quote? I have a few, one including the Project HEAL quote. "Life is short. Eat Dessert First!" As well as, "Life's a climb, but the view is great."

If you could change anything, what would it be? I would change the emphasis on personal appearance, and the peer pressure around it. How much you weigh, what clothes and brands you wear, etc. It's all arbitrary, if you're happy, that's all that matters.



Rozi Roufoogaran

*Sr Principal Engineer for RF/
Wireless, Broadcom Corporation
(Irvine, California)*

What I Do: I design the wireless chips that go into computers, mobile phones, smart phones like the iPhone, and gaming machines like the Nintendo Wii. I work with a team of engineers around the globe designing the very latest technologies like Bluetooth, WiFi, GPS, and FM radio. There are over 2 billion devices using the chips that I have designed. Everyday we dream about the next new technology to pursue.

What is your proudest achievement? My proudest achievement is immigrating to the United States, becoming a US citizen and making it on my own. I put myself through college, graduate school and found a great job and now - with a lot of hard work behind me, I am living my dreams.


What did you think you would grow up to be when you were a tween? I dreamed of becoming an astronaut when I was a tween. I wanted the adventure of traveling into space and experiencing things that I had never known before. There was a female Russian cosmonaut who was supposedly the first woman and I thought that it was the coolest job to have.

If you could change anything, what would it be? I would like to see the world become a more peaceful place where different races and countries could get along. A place where young people look to the future with optimism. I grew up in a time of war between Iraq and Iran and experienced my hometown frequently being bombed. A life of living in fear as opposed to dreaming of the future is no way for anyone to live. I see things repeating themselves today in the war torn countries, and wish that the aggressions would end.

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SPECIAL GUEST



Jessica Mendoza

*Professional/Olympic Athlete (softball);
President, Women's Sports Foundation*

What I Do: I get paid to play the sport I love (softball), a dream come true! I also commentate college softball on ESPN and do reporting for college football (ESPN). I am President of the Women's Sports Foundation, getting more girls opportunities to be successful through Sports Health and Education (SHE).

What is your proudest achievement?
My son Caleb (who is just over a year old!)

When you are doing good, what are your good deeds? Creating opportunities for those who have little, both nationally and globally; helping girls find out who they are, be confident in that person and choose the path THEY WANT, not what media, music and peers tell them to be.

What is your prize possession?
My Olympic gold medal.

SUMMIT SPEAKERS



Jennifer Sloan

*Sr. Manager, Corporate Responsibility,
The Walt Disney Company*

What I Do: Senior Manager of Corporate Responsibility Programs and Granting for The Walt Disney Company based in Burbank, CA. In this role I manage all areas of the company's Disney's Friends for Change program including strategic and creative development, marketing, charitable giving, and internal and external engagement.

When you are doing good, what are your good deeds? You can do good deeds every day, every hour – just by being aware of the needs around you and taking actions to help. It is the small things that add up to big collective differences. I also think that doing good should be fun, so I strive to connect to what I enjoy. Some of my favorite ways to help are getting outdoors and participating in local park and beach cleanups. I enjoy fashion, so I donate my time at a local consignment shop that raises funds for community organizations. And I enjoy working with people, especially kids, so am involved with education and mentoring programs.

What did you think you would grow up to be when you were a tween? Television news journalist. I am extremely inquisitive and was intrigued with the idea of being the one to deliver breaking news. I have been able to translate that same passion to my current profession and create strategies and news opportunities behind the scenes. Or there was that moment when I wanted to become an Olympic athlete.

What is your favorite music? My brother is a musician and has opened my ideas to a wide range of music. I enjoy country, rock, and pop. Music is a great form of expression and story-telling. One of my favorite music memories was a visit to Memphis, Home of the Blues, and birthplace of Rock 'n' Roll. There is so much history, beyond music, in that city and it was completely inspiring. My favorite music to listen to includes artists from that area, Elvis, Johnny Cash, and B.B. King. I enjoy how their music continues to be relevant and inspires new generations of artists. My recent favorite out of Memphis is Kings of Leon.



Vanessa Van Petten

Author and Youtubologist

What I Do: I am a specialist on youth, parents and family.

What's your background? When I was 16 I did not get along with my parents. I thought we could never agree on anything. Then, one day, I was grounded and wrote my parents a letter about all the things I thought they knew nothing about. This was a turning point in our relationship because for the first time, when they wrote me a letter back, I realized we were on the same page, but simply could not communicate with each other. This was the start of my parenting book from the kid's perspective and lifelong career working with youth and parents. I went to Emory University and published my first book there. I also started my blog Radical Parenting, where I started to ask teens what they wanted to tell parents. Now we have 120 teen writers who write advice to over 300,000 parent readers.

What do you love most about your job? I love that we provide a common ground for families. I think that families are the most important thing in our lives and if we cannot learn to communicate with our parents, siblings or kids we are never truly happy. I also love working with youth and giving them opportunities to share their experiences. So many adults think teens do not have anything valuable to offer. I feel the opposite, in my job we empower teens and tweens to feel like what they have to say is incredibly important and valuable.

If you could change anything, what would it be? I think miscommunication is one of the biggest stumbling blocks in relationships. If I could change anything I would want everyone to be able to clearly tell each other that they care and they are on the same side. Love is abundant, we just need to show it.



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olivia pettus, age 10

florence, alabama



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did you know?



Unilever—the maker of Dove Deodorant—surveyed tweens about confidence and stress in everyday situations. **According to the Unilever Tween Confidence Index:**

Girls are more likely to be stressed by rumors than tween boys—73% of tween girls report that hearing rumors about themselves or friends is a stressful experience; only 62% of tween boys say the same.

Happiness about appearance is an important element for tween confidence levels, and unfortunately, girls' happiness with their appearance diminishes with age. At age 8, girls are more likely to say they are very happy with their appearance than at age 12 (75% vs. 57%).

There is a measurable link between stress and confidence among tweens. The less confident a tween, the more stressed he/she tends to be.

Deodorant can help you face those OMG moments - 61% of older girls say they feel more confident when wearing deodorant and 39% of younger girls say they feel more grown up.

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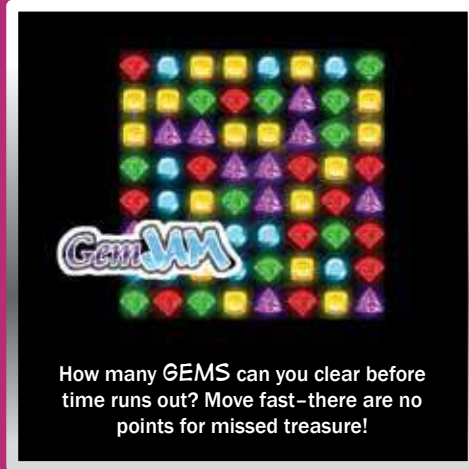


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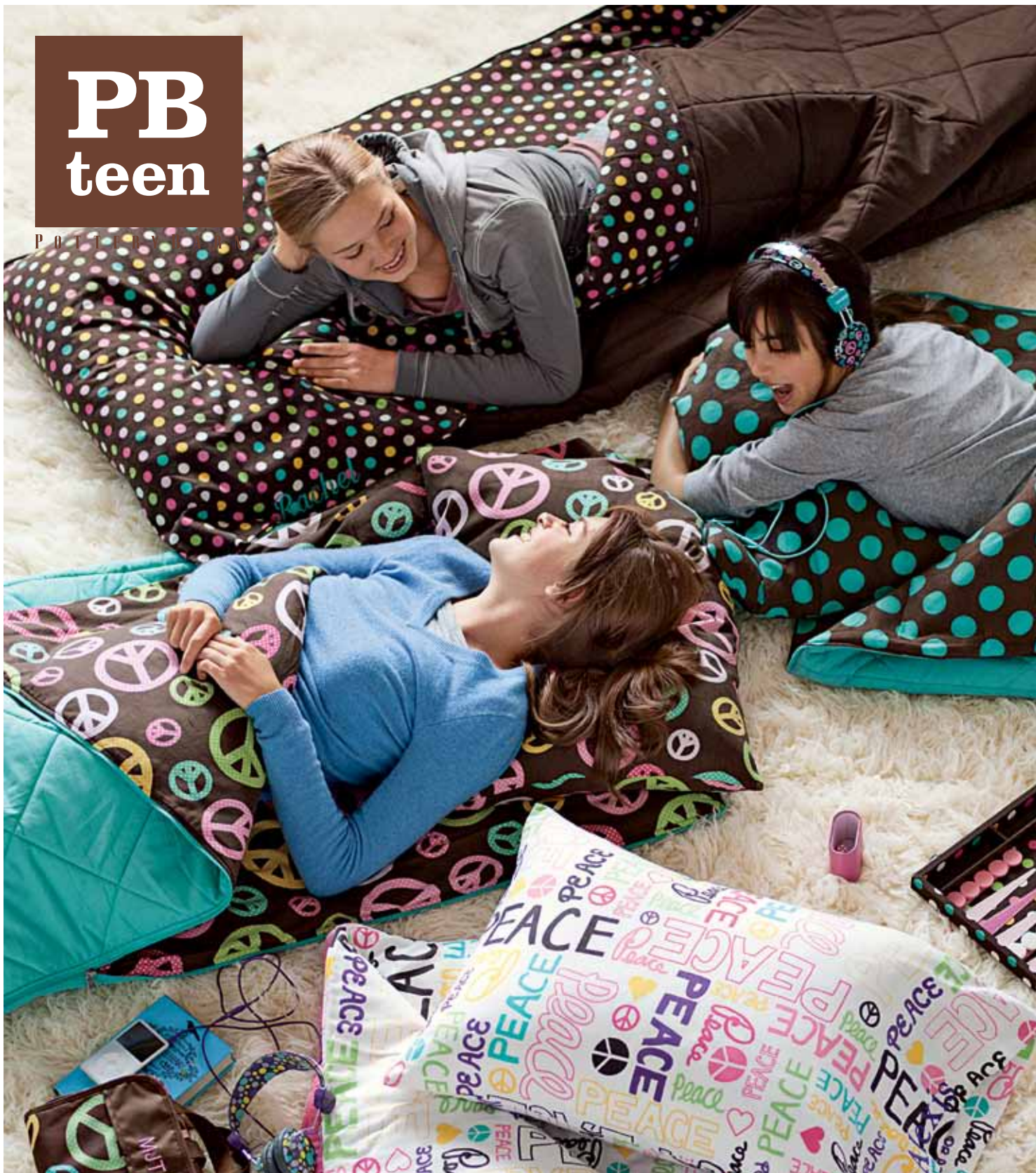
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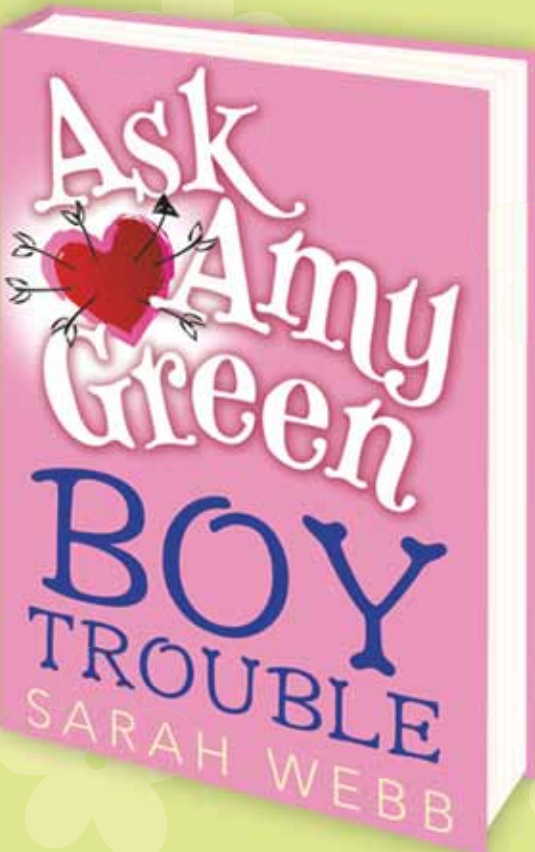
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