

**The 4th Annual Jewish Women's Conference of Southern California****Set for Sunday, March 1, 2015*****Creating The Life You Want to Live at Any Age***

Los Angeles, California - February 18, 2015--The 4th Annual Jewish Women's Conference of Southern California (JWC) will take place on Sunday, March 1st at UCLA's Covel Commons. The conference will educate, empower, inspire, and connect multigenerational Jewish women with a full day program of nine panels and workshops, over 30 speakers, and motivating panel topics.

Every year hundreds of women attend the conference presented by the National Council of Jewish Women/Los Angeles' Reshet: Jewish Women's Network, NA'AMAT USA, and the Women's International Zionist Organization- Los Angeles. Dynamic speakers will come together to focus on women in leadership positions, women's health, personal growth and spirituality, women in the Jewish world, diversity in the Jewish family, Judaism, sexuality and gender, redefining your career, starting your own business, financial planning for all ages and public speaking.

This year one of the event's highlights include a morning breakfast panel called LeadHERship: Pursuing Dreams & Overcoming Obstacles. One of the distinguished panelists is fashion trend-setter and business woman **Suzi Weiss-Fischmann: Co-Founder and Brand Ambassador, OPI Products Inc.**, the world's largest professional nail brand.

Known worldwide as the "First Lady of Nails," OPI Co-Founder & Brand Ambassador Suzi Weiss-Fischmann initially made her mark on the beauty industry in 1989, when she created the first 30 OPI nail lacquers. Over the following 25 years, Suzi continued to set trends for the nail industry. She is the go-to authority for beauty editors and fashion designers alike, regularly contributing to stories about nail care and color trends. She has been featured in numerous magazines such as W, More, Family Circle and Martha Stewart Living, and has appeared on top television programs including Today Show (NBC) and Nightline (ABC). Additionally, Suzi pioneered the development of OPI partnerships, elevating consumers' overall brand experience. Under her guidance, OPI became the first nail care brand to collaborate with Hollywood's top films and celebrities, as well as iconic companies including Coca-Cola, DELL and Ford Mustang.

Weiss-Fischmann will be joined by moderator **Susan Freudenheim**, Executive Editor of the Jewish Journal of Greater Los Angeles and additional panelists **Nancy Kaufman**: CEO, National Council of Jewish Women, **Supervisor Sheila Kuehl**: Los Angeles County Supervisor, 3rd District, and **Lenore Zerman**: Co-Owner, Liberman-Zerman Management and Crescendo Productions.

The Jewish Women's Conference will take place Sunday, March 1, from 9:00 AM - 5:00 PM at UCLA's Covel Commons, located at 200 De Neve Drive, Los Angeles, 90024. Registration (which includes breakfast and lunch), is \$72 for adults, \$54 for seniors, and \$20 for full-time students. It is free for full-time students who arrive after lunch.

Registration information and program can be found at [www.jwcsc.org](http://www.jwcsc.org).

Twitter and Facebook Hashtag: #JewishWomensConference

For media inquiries please call or email Maya Paley at 323-852-8536 or [maya@ncjwla.org](mailto:maya@ncjwla.org).

Presented by National Council of Jewish Women/Los Angeles, NA'AMAT USA, and Women's International Zionist Organization-LA. The 2015 Co-Sponsors include Cedars Sinai Medical Center, Israel Bonds, Performances Magazine, Talma Zelitzki, Amy and Jeffrey P. Straus, Hillside Memorial Parks and Mortuary, Cipra Nemeth and Scott Shulman, Law Fund Management Group, Sinai Temple Sisterhood, Robert and Merryll Klausner and others.

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