



Maxine Burton
USA

Honoree 2002
burton + BURTON

As founder and President of burton + BURTON (formerly known as Flowers, Inc. Balloons), Maxine has established the company as the largest supplier of balloons and coordinating gift items in the United States. With a staff of over 350 employees, the company provides service to a worldwide customer base and has expanded its product line to include home décor accessories.



Dianne Laurance
Australia

Honoree 2005
Laurance Wines Pty Ltd
The Pivot Group

After successful ventures as a restaurateur and t-shirt wholesaler, Dianne took an active role in The Pivot Group, specialists in commercial construction. In 2001 she purchased a vineyard property in the Margaret River region and established Laurance Wines, which has since won a host of national and international awards. Laurance Wines currently exports to seven countries with several other export markets nearing finalization.



Georgiana Pogonaru
Romania

Honoree 2000
ROMCOLOR 2000 S.A.
Georgiana started ROMCOLOR 2000 S.A. in 1995. Since then the company has become the leading Eastern European producer of colorants and additives for plastics. ROMCOLOR 2000 S.A. is a member of PLASTIKA KRITIS group, a major European producer in the field with a turnover of more than 60 million USD and presently has over a 70% market share in Romania and is exporting to ten countries.



Catherine Sofianou
Greece

Honoree 2006
SofMedica

Catherine is the President of the SofMedica group of companies, a high-end healthcare solutions provider in South Eastern Europe with offices in Athens, Greece and Bucharest, Romania. The company specializes in the import and distribution of high-end medical devices and biogenetic products from the United States. In addition to her native language Greek, Catherine speaks English, French, German and Arabic.



BIOGRAPHIES

● **Dr. Marilyn Orcharton**

Scotland
Honoree 1999
Isoplan International, Ltd.
Like many Leading Women, Marilyn is a serial entrepreneur. Her first venture was a dental practice. She co-founded Denplan Ltd. in 1986 and nearly half of all the dental practices in the UK became her clients. In 1992 she sold the company for seven figures. She went on to launch Isoplan.com, the first business-to-business website for dentists, doctors, vets, opticians, pharmacists and others.

● **LuAn Mitchell-Halter**

Canada
Honoree 2001
Save The Planet Holdings, Ltd.
In addition to taking a company she purchased from nearly bankrupt to a half-billion in revenues in only two years, LuAn is also an author, inventor and former beauty queen. This turn-around expert, is one of Canada's most well known entrepreneurs.

● **Sheri Orlowitz**

USA
Honoree 2005
Shan Industries, LLC
Sheri is the founder and principal owner of Shan Industries, LLC, a holding company which operates two manufacturing companies, Accurate Forming, a metal stamping company and Thermodynamics, a rotational molding company both of which were acquired from Tyco International in January 2000. Sheri has expanded the product lines and capabilities of Shan's operating divisions and is working toward additional acquisitions.

● **Francine LeFrak-Friedberg**

USA
Honoree 2002
LeFrak Productions
Francine is an award-winning theatrical and television producer and a distinguished philanthropist. Her movies have helped to turn the tide on a range of crucial issues such as the scourge of AIDS, the price of intolerance, the ravages of war, the injustices of our prison system, substance abuse, the peril of neo-Nazism and the lonely quest for identity and self-knowledge.

● **Nina Zagat**

USA
Honoree 2001
Zagat Survey, LLC
A Yale educated attorney, Nina Zagat is the co-founder and co-chair of Zagat Survey, the best-selling guides to restaurants, hotels, resorts and spa. Her www.zagat.com is the Web's premiere provider of survey-based dining information.

● **Sarina Russo**

Australia
Honoree 2002
Sarina Russo Group
Sarina is the Founder and Managing Director of the Sarina Russo Group which includes Sarina Russo Schools (Australia) and Sarina Russo Job Access (Australia). Sarina Russo Schools is a major educational institute with over 3,000 annual graduates from Australia and attracting students from around the world. Sarina Russo Job Access has a network of recruitment offices around the eastern states of Australia assisting over 50,000 jobseekers find employment each year.

● **Nicola Hadfield**

South Africa
Honoree 2003
Nicola Hadfield Enterprises cc
One of South Africa's most dynamic and high profile businesswomen, she is internationally renowned as the founder of Decorex South Africa, a highly respected showcase for international interior designers and manufacturers.

● **Anca Vlad**

Romania
Honoree 2003
Fildas Trading Group
During the communist regime Anca was a state economist for the Chamber of Commerce in Bucharest, Romania. After the Iron Curtain lifted and business opportunities began to emerge she decided to start her own business and, in 1991, began importing and distributing pharmaceutical and cosmetic products. The Fildas Trading Group is now one of the top privately owned companies in Romania and Anca was rated the country's number one female entrepreneur in both 2004 and 2005.

BUSINESS FORUM Schedule of Events • 2 November 2006

BARNARD
THE LIBERAL ARTS COLLEGE
FOR WOMEN
IN NEW YORK CITY



JUDITH R. SHAPIRO
USA
Barnard College

Judith R. Shapiro, a widely respected cultural anthropologist who has done pioneering research on gender differences, became the 10th leader of Barnard College in 1994. A prominent voice on women's education, Shapiro has led Barnard through exceptional transformations at every level, enhancing the College's academic reputation and physical space and strengthening its financial position and public presence.



V. Cheryl Womack
USA
2002 Honoree
President/CEO
The Star Group

Cheryl is one of America's most successful entrepreneurs, innovators and business leaders. As such, she's a highly respected role model, and through her motivational talks and mentoring programs has inspired people around the world—particularly women. As the chairperson of the non-profit organization, Leading Women Entrepreneurs of the World™, Cheryl is raising the visibility of powerful entrepreneurial women to provide a valuable legacy for future generations.

KEYNOTE SPEAKER



Vera Weisfeld
Scotland
Honoree 1998
Weisfeld Partnership PLC

Vera started her retail career at age fifteen and eventually became co-owner of What Everyone Wants. The retail operation grew into a 40-store empire employing a staff of over two thousand throughout the UK and producing in excess of 120 million USD annually. Weisfeld and her husband sold the business in 1990 for more than fifty million pounds. She went on to found The Weisfeld Foundation and has since shared her fortune with a great many people, giving away millions of pounds to charity.

9:00AM **Check-In or Late Registration**

10:00AM **Welcome:**
Judith Shapiro, President of Barnard College

10:05AM **Opening Remarks:**
*V. Cheryl Womack, Chairperson
Leading Women Entrepreneurs of the World™*

10:45AM **Panel Discussion:**
**"Defining the Entrepreneur:
Separating Fact from Fiction"**
Moderator: Judith Shapiro, President of Barnard College
Panelists:
Maxine Burton, burton + BURTON, USA
Dianne Laurance, Laurance Wines Pty Ltd and The Pivot Group, Australia
Georgiana Pogonaru, ROMCOLOR 2000 S.A., Romania
Catherine Sofianou, SofMedica, Greece

12:30PM **Break**

1:00PM **Luncheon:**
"What Every Woman Wants" Vera Weisfeld, Scotland

2:00PM **Break**

2:30PM – 4:00PM **Break Out Sessions:**
"Success Comes in All Sizes"
If you've been looking for a role model, your search is over. Each break-out room will be hosted by several Honorees of The Leading Women Entrepreneurs of the World™ who will interact with the group and share the amazing stories of their business success. This is a unique, incredible opportunity to get up-close-and-personal with these dynamic women and ask your burning questions.

4:00PM – 5:00PM **Coffee / Reception:**
Opportunity for attendees to network and interact with speakers and panelists.