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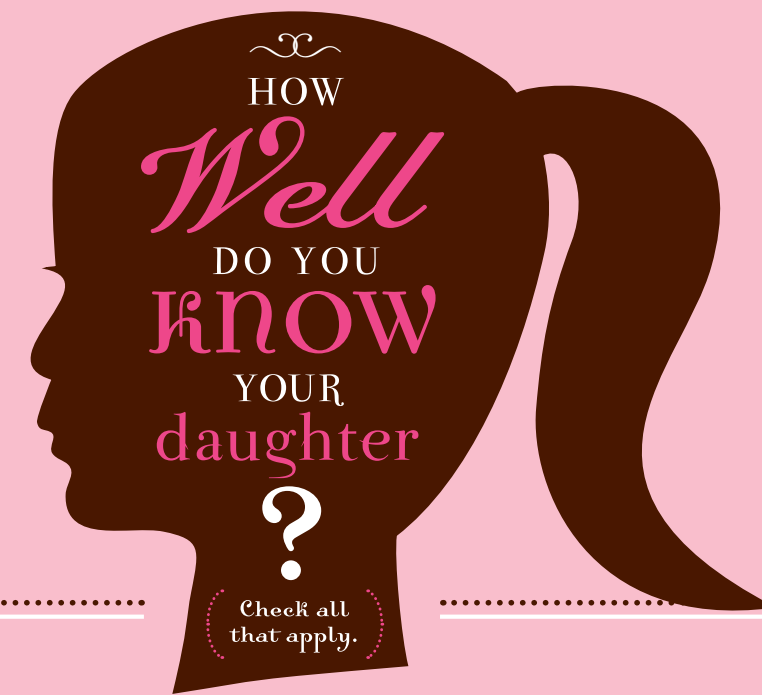
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She is 11 12 13 going on 20. **She is** wondering if she's normal worried that she's weird. **She is** trying to fit in working to stand out. **She is** happy angry sad all of the above. **She is** on Facebook at the mall OMG LOL waiting for a ride. **She is** boy crazy sports crazy fashion crazy everything crazy. **She is** in awe of her body scared of her body hating her body. **She is** the life of the party a wallflower blossoming. **She is** looking forward to her first kiss dreading her first kiss feeling forced to kiss. **She is** too old not old enough waiting for a ride. **She is** peer pressured bullied one of the mean girls. **She is** missing school because she's sick missing because she's one of 160,000 being tormented by her peers. **She is** thinking about sex having sex not telling. **She is** in control in crisis in her room. **She is** your baby your best friend your spitting image waiting for a ride.

If you checked many contradictory boxes, congratulations. You're the parent of a fairly typical teen girl. Even if you remember a lot about those years, the fact is that it's much tougher and more complex today. That's why GENaustin is holding The Girls Now! Conference. This one-day event is devoted to connecting parents, teachers and girls who have questions with experts who have answers.



Bring your daughter for a day of dynamic and interactive workshops focused on bullying, body image and being a girl. You'll leave with a whole new understanding. *One day. One Focus. Because being a girl shouldn't be so hard.* Co-hosted by:



Herstory

An 8th grader named Chelsea was at a slumber party where her girlfriends secretly snapped a photo of her stepping out of the shower. Minutes later, the naked photo had spread, and was even posted on Facebook.

Devastated, Chelsea cried for days about what her friends had done and how her schoolmates reacted. She was called – “ugly,” “fat,” “slut.” Her mother looked for a support system at Chelsea’s school, and found GENaustin’s clubGEN program.

Chelsea attended clubGEN and confided in her Club Leaders that she was feeling suicidal. During an emergency counseling session, her mother asked her why she would want to end her life when she had such a loving family. Chelsea pulled out the photo of herself and said, “I am fat and ugly, and now everyone knows it. Please don’t make me do this anymore.”

Participating in clubGEN, Chelsea began to connect with her new friends. She learned how to handle bullying behavior, how to be more confident about her body, and refocused on her academics. Soon, Chelsea was feeling stronger and reconnected to her community.

Today, Chelsea credits clubGEN with her life.



Explore. Empower. Engage.

clubGEN

clubGEN is a peer-led after-school program for middle school girls in which trained and employed high school girls lead research-based curriculum in order to provide girls with the knowledge and the tools to think critically and to understand the importance of girl alliances. clubGEN decreases growing rates of bullying, pregnancy, eating disorders and juvenile delinquency, and increases academic performance among adolescent girls.

Girls Now! Conference & Workshops

Explore the issues of Bullying, Body Image, and Being a Girl through topics such as cyber bullying, self image, dating, diversity, media literacy, parent-daughter relationships and physical health and wellness. The Girls Now! Conference is a statewide one-day event for girls grades 5 - 12, their parents, educators and social workers. The Girls Now! Workshops are a year-round extension of the Conference and are offered to schools and community groups upon requests.

campGEN

GENaustin’s summer day camp, campGEN, opens the doorway to skill-building, deep friendships, and mentors for teen girls. Facilitated by employed and trained high school girls, campGEN girls engage in fun, interactive workshops during week-long sessions, designed to build girls’ critical thinking skills and self-awareness that will help them feel confident as they experience the ups and downs of girlhood.

Social Media

Join the GENology conversation by becoming a friend, fan, and follower of GENaustin on MySpace, Facebook and Twitter. Won’t you join us? www.genology.wordpress.com

OUR MISSION

GENaustin’s mission is to foster healthy self esteem in girls by engaging them to explore and define their personal values and to build skills that empower them with confidence and courage to make wise choices.

WAYS TO GET INVOLVED

Volunteer:

- Administrative Support
- Career Week Speaker
- Be a Mentor
- Host Workshops
- Host a Party
- Support Staff and Programs
- Board Memberships

Donate:

Consider making a financial contribution to help GENaustin reach Texas teens through our high impact programs. We believe that strong girls make strong women and your support makes that possible. Thank you for your investment!



Contact Information

GENaustin
P.O. Box 3122
Austin, TX 78704
512.841.4093
www.genaustin.org

Girls Now! Conference

Girls Now! and Then

GENaustin’s Girls Now! Conference was the inspiration of local girl experts and Lolis Garcia-Baab, a mom like so many, just trying to ease her daughter’s growing pains.

Story by Nancy Miller Barton

A gaggle, or should we say a giggling gaggle of girls rounded the corner of the halls of The Ann Richards School for Young Women Leaders last fall. They had an air of expectation, as if something had changed. They were young ladies from Pearce Middle School and they were talking about some tough topics – sexting, bullying, cyber bullying, being pushed into having sex, and yes, one girl was indeed pregnant. These girls however were happy; happy because for what felt like the first time, they were being heard, giggles and all.

A larger group of girls, several hundred strong, gathered in The Ann Richards School Gym. They cheered loudly at the inner strength of a young woman standing alone, microphone in hand, as she announced publicly, for the first time, that she was struggling with anorexia. Later, dozens more nodded knowingly when the talk turned to mean girls, including an urge to try to understand just what pushes some to be so tough.

All these girls, the students from Pearce, some from The Ann Richards School, others from middle schools, high schools and even elementary schools across Central Texas were gathered together to take part in the first ever Girls Now! Conference. The goal of the October 2008 Conference was (and is again this November 2009) to “explore bullying, body image and being a girl.” The things the girls discussed are just a snapshot of some of the obstacles our daughters, sisters and friends experience growing up – every day – right here at home. Frankly, the important point, however, is in the first paragraph above. These girls were all happy – happy because they were honestly being, and feeling, heard.

The Girls Now! Conference was the idea of co-founder and unstoppable mom Lolis Garcia-Baab. Garcia-Baab saw a need after doing an interview on the radio show she hosted at the time with girl experts from GENaustin, Latinitas, The Ann Richards School, and “Queen of Self Esteem” Jess Weiner. The idea for the show came after her own daughter, then 13-years-old, came home in tears every day after being systematically harassed at school. The one-hour radio show didn’t do the topic justice, so Garcia-Baab and her radio show guests rallied folks they knew (and others they didn’t) to create the first ever Girls Now! Conference. Women interested in girl empowerment got together to continue the “conversation” with teens and preteens, their moms and mentors. They chatted about self-esteem, body issues and friendship. They did role-play, watched a few videos, hugged and laughed. The gamble paid off, the event was a huge success, and now Garcia-Baab is working full time as conference director for GENaustin. The Conference is now a program of GENaustin. Organizers agreed that this was the best move to ensure the continued growth and success of the event. GENaustin’s mission is the empowerment of girls so it’s a perfect fit. Together the goal is simple: to grow and expand in order to serve more and more girls and their mentors each year. The first step? This year they are extending the reach statewide.

Garcia-Baab’s daughter Larissa, who at 13 was bullied to the point of tears, is her mom’s inspiration, and today is a junior at Bowie High School. Interestingly, she and the girl who caused much of the anguish are now best friends. Young people with amazing insight. They realized each was reacting, and acting out, during what can be a difficult part of growing up. Larissa Garcia-Baab says it simply and best, “everyone has the same problems ... the bullies have the same problems,” as their intended targets. Larissa Garcia-Baab’s mom is doing what she can to bring that understanding to all and to help that gaggle of giggling Girls, and others, Now!



How to Register

- Register at www.genaustin.org
- Questions? Email us at girlsnow@genaustin.org
- November 14, 2009
- 8:00am to 5:00pm
- The Ann Richards School for Young Women Leaders
2206 Prather Lane,
Austin, Texas 78704

Group discounts, family discounts and scholarships are available

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City of Austin Commission for Women



Authentic Confidence

Alexis Jones, founder of *i am that girl* says "Smart is the New Beautiful." She'll share her message of empowerment during Austin's second annual Girls Now! Conference.

by Nancy Miller Barton

Alexis Jones was on reality TV. She was a survivor on *Survivor*. Jones got kicked off the island — but that's okay. She accomplished exactly what she'd hoped. She'd become a celebrity.

Having said that, if you stop reading right there you miss the whole point. Her goal to become a TV name, something of a "star" was part of an experiment she'd cooked up with a professor while working to get her Master's degree at the University of Southern California. Her 2008 adventure on *Survivor*, on the island of Micronesia near Palau, proved a theory she had, and just may prove to be a good thing for her ultimate goal of "empowering women ... change the world."

So, back up. 26-year-old Jones, who today lives in Los Angeles running her website, www.iamthatgirl.com and public speaking business, tells a story of growing up in Austin. She is the "little" sister to four big brothers, and while the kids all went to affluent Westlake schools, their parents were divorced so there wasn't always a lot to go around. What was free-flowing was plenty of love and support from both her mom and dad. Jones says, "The greatest gift you can ever give your child is the confidence to dream big." A telling story about girls and empowerment comes as Jones remembers grow-



ing up. Jones is a pretty girl, she'll freely admit, with a mass of wavy dark hair, a very quick laugh, a little bit of tomboy and a lot of Texas charm. One day while in high school she and her mother were out for the afternoon "laughing and having a great time," when a less than impressive older man made a snide remark about

Jones' appearance and her trendy, barely-there outfit. The message from her mom, Jones says, was, "If you dress like trash you're gonna attract the flies." Over the years the message was strong, "you are putting yourself out there as a sexual object ... are you ready to have sex?" Jones heard her mother loud and clear, and to

"The greatest gift you can ever give your child is the confidence to dream big."

this day works to achieve balance between putting too much out there and enjoying and displaying her femininity.

As she grew up, Jones did some work in Austin as a teen model, she was an entertainment correspondent in Los Angeles and received her undergraduate degree from the University of Southern California. By this time, Jones realized her dream was to share her message of empowerment with others — so she launched a website and girls empowerment program that she calls "*I am that girl*." Through her website, sponsored events with the likes of John Paul DeJoria (owner of Paul Mitchell), an international leadership program, and simply encouraging girls to redefine what they think of as "beautiful", Jones hopes to show girls that "physical beauty is just a slice of the pie." What makes girls truly "beauty-full," she describes on her website are: "charisma, creativity, intelligence, independence." Yet, while Jones admits she likes to "dream big," that alone won't make change, so at this point she set about figuring out how to spread her message. Jones asked around. After talking to no fewer than 20 successful businesswomen, she decided to go to graduate school. Their point was clear; "You don't want to be another pretty face with a message without what it takes to execute it."

With all this in mind, Jones winds up back at USC, now in graduate school and listening to Professor Christopher Smith discussing entertainment and celebrity and the influence of both on our culture. During one discussion about the lure of reality television, the question, "What is it about fame that is so attractive?" was tossed about, with the realization that celebrities are often influencers — what's in, what's out and, "what to think about."

After that class, Jones headed straight to Professor Smith's office asking, "why can't we exploit fame the same way fame exploits people?" Why not become a celebrity? If fa-

mous folks can convey to young people what to think about, why couldn't Jones become famous and send her own message about girl empowerment? With that she set about getting herself on reality TV. As luck would have it, the final casting was underway for *Survivor*. She literally snuck in to the studio during that last casting call and managed to win over the crew. She was chosen to be on *Survivor*. Over the coming weeks Jones played the *Survivor* game, had fun, made friends, and made herself "somebody." While in the end she lost the contest, "she never lost focus," it was all about "*I am that girl*," Jones says. You see, when Jones was voted off the island as one of the finalists, "I had 67 interviews that day," and each interview her message was the same, one of empowering girls to be confident in who they are. "i am that girl' was always my message," Jones says.

The answer to her social experiment — "why can't we exploit fame the same way fame exploits people" — is yes. Apparently you can use fame, and with it, she's better able to share her message. Much of her attention is directed at "Generation Y" — girls somewhere between youth and adulthood. Jones' hope is to provide a community for girls and women, "to inspire confidence ... so they in turn can positively ... impact the world." Big goals. Jones works to achieve this through her website, blog, public appearances and staying in the public eye. She's currently working on a book and a program for The Travel Channel.

When Alexis Jones takes the stage in Austin, to speak to hundreds of Austin teens and pre-teens, her message will be clear, it's okay to

be "the 21st century woman who has brains, confidence and independence," yet still have "the audacity to wear hot pink high heels to a board meeting," or in the case of teenage girls, sequined Converse sneakers to math class. You get the point — it's all about being authentic and being confident — it doesn't mean you have to get on *Survivor* to dream big.



For More information:
www.iamthatgirl.com
www.genaustin.org

Alexis Jones — Keynote Speaker
GENaustin's 2nd Annual Girls Now! Conference
November 14th 8a.m.-5p.m.
At the Ann Richards School for Young Woman Leaders



Active Life

Dedicated to establishing an American culture that values physical activity, healthy eating and an environment that promotes and supports healthy lifestyles. For more information click www.activelifemovement.org

AIDS Services of Austin

Responds to the HIV needs of the Austin area by providing services that enhance the health and well-being of individuals and the community in the face of an evolving epidemic. For more information call (512) 458-2437 or click www.asaustin.org

AISD Guidance & Counseling

Promotes student success through a focus on academic achievement, prevention and intervention activities, advocacy and social/emotional and career development. For more information call (512) 414-0173 or click www.austinisd.org

Alexis Jones, Keynote Speaker

Survivor Micronesia Star Alexis Jones is the founder of the empowerment company i am that girl and is a leader in social change, global awareness and female empowerment for Generation Y. She is an expert on confidence, courage and accomplishment and speaks around the world to girls and women teaching them to break the mold and reclaim their worth. For more information click www.iamthatgirl.com

Ally Davidson

The champion of American Gladiators 2008 Ally Davidson carries a message of diligence and perseverance. After surviving a nearly fatal skiing accident Ally worked hard to recover and used her experience as an inspiration to herself and others. For more information click www.campgladiator.com

Ann Daly

Ann Daly PhD is a life coach, keynote speaker, and an author that is an expert on women's changing lives. She is passionate about helping women achieve their ambitions, get clear about what they want and how to get it. As a keynote speaker, she inspires her audiences with real-life stories and cutting-edge research. For more information click www.ann Daly.com

Anti-Defamation League

Fights all forms of bigotry through information, education, legislation and advocacy. For more information call (512) 735-8012 or click www.adl.org

Austin Toros

Austin's Semi-Pro Basketball Team. For more information click www.nba.com/dleague/austin

Barb Steinberg

Barb Steinberg has been speaking for over 8 years nationally to schools and communities to enhance the development of young girls' life skills. Her workshops focus on raising awareness and providing solutions for adolescent issues through speaking to the people who influence young people's lives. For more information call (512) 750-3928 or click www.barbsteinberg.com

Belinda Acosta

Belinda Acosta, author of the newly released mother-daughter novel, *Damas, Dramas, and Ana Ruiz: A Quinceañera Club Novel* (Grand Central Publishing) leads safe and meaningful workshops that allow participants to share, learn, listen, and write. Part journaling exercise, part "snapshot," part oral history, participants learn about the writing process, while creating a small keepsake of their experience. For more information call (512) 653-3918 or click www.qclubbooks.blogspot.com

Break the Cycle

Working to end domestic violence through engaging, educating and empowering youth to build lives and communities free from domestic and dating violence. For more information call (310) 424-2803 or click www.breakthecycle.org

BookWoman

Your neighborhood feminist bookstore full of books that inspire change! From books on parenting, fiction books, memoirs, and cookbooks - BookWoman has something to inspire everyone! With a new Girls Now! section! For more information call (512) 472-2785 or click www.ebookwoman.com

Boys and Girls Club

Offers young people recreation, companionship and a safe place to learn and grow. For more information call (512) 444-7199 or click www.bgca.org

Con Mi Madre

A college preparatory program that provides Hispanic female students and their mothers with the educational and social support needed to encourage academic and personal success. For more information call (512) 475-6309 or click www.conmimadre.org

CARE

A leading humanitarian organization fighting global poverty that place special focus on working with women. For more information call 1-800-521-CARE or click www.care.org

Clare Richardson

An expert in the secret to men's success as a software engineer in the male-dominated field of technology. She has been one of the few women in the classroom, the computer lab, and the conference room for over ten years. Member YWA

Dawn Light Yoga

Offers private, couple and group lessons with Melissa Savoie with a focus on a Hatha yoga open to beginners. She also offers regeneration yoga and Rise and Shine Flow in addition to private lessons by appointment. For more information call (512) 529-7487 or click www.dawnlightyoga.com

Delta Sigma Theta Sorority

A non-profit Greek-lettered sorority of college-educated women who perform public service and place emphasis on the African American community. For more information click www.utdeltas.com

Deirdre Earls - Your Healing Diet

Having used diet instead of chemotherapy to reverse her own disabling disease, Deirdre Earls' mission is now to use 25 years of licensed clinical experience to bring others the healing power of food in a way that suits busy lifestyles. For more information call (512) 453-8784 or click www.yourhealingdiet.com

Girl Scouts

The world's largest organization dedicated to empowering girls to be leaders. In partnership with adult volunteers, girls develop leadership skills, strong values, social conscience, and conviction about their own potential and self-worth. For more information call (512) 453-7391 or click www.girlscouts.org

Girls Rock Camp Austin

Dedicated to empowering girls and women of all backgrounds and abilities through musical education and performance. For more information call (512) 809-7799 or click www.girlsrockcampaustin.org

Girlstart

Created to empower and motivate girls to excel in math, science, and technology. For more information call (512) 916-4775 or click www.girlstart.org

Grrl Action

A program of Rude Mechanicals, is a performance-based artistic education program to help teenage girls find voice and vision through the power of performance with a focus on engagement with the arts, creative problem solving, social responsibility, self-respect, and tolerance. For more information call (512) 476-7833 or click www.grrlaction.org

IBM Chapter - Women in Technology

Women in Technology works to provide women in the technology community a networking and professional growth environment to develop relationships and create new opportunities. For more information call (703) 683-4003 or click www.womenintechology.org

Kickskirt

The marketing-to-women company that puts as much emphasis on great creative as we do on incisive research. For more information call (512) 327-4095 or click www.kickskirt.com

Lifeworks

Provides a comprehensive network of services for youth and families, addressing critical needs to achieve lasting, positive change. For more information call (512) 735-2400 or click www.lifeworksaustin.org

MindTamers

Everyone can learn to be a mindtamer. Our company teaches people how. Learn and apply what you learn on your own, live with other people or virtually. For more information click www.mindtamers.com

Miracle Foundation

Dedicated to empowering children to reach their full potential, one orphan at a time. For more information click www.miraclefoundation.org

The Money Academy

A unique method of introducing financial concepts in a "kid-friendly" way. For more information click www.themoneyacademy.net

Moody Me Workshops By Elizabeth Decker

Provide a safe and supportive space for women and girls interested in exploring their moods and feelings through imagery and poetic expression. For more information call (512) 255-7871 or click www.melancholygirls.com

Morning Star Rising

Helps adolescent girls make a successful transition to young adulthood. For more information call (512) 329-8635 or click www.morningstarrising.org

OutYouth

It's mission is to support and provide services to gay, lesbian, bisexual, transgender, and questioning youth ages 12 - 19 in Austin and Central Texas. For more information click www.outyouth.org

Planned Parenthood

America's most trusted provider of reproductive health care. Dedicated to offering men, women, and teens high-quality, affordable medical care. For more information click www.plannedparenthood.org

Renée Trudeau

Career and work/life coach and president of Austin-based Career Strategists. The purpose of Renée Trudeau & Associates is to empower and inspire women, men and their families to define and create the lives they desire, and to provide them with the resources and support needed to experience greater life balance and enhanced physical, emotional and spiritual well-being. For more information click www.reneetrudeau.com

SafePlace - Expect Respect

Provides safety for individuals and families affected by sexual and domestic violence and helps them in their healing so they can move beyond being defined by the crimes committed against them,

and become Survivors. For more information call (512) 927-9616 or click www.safeplace.org

Sharon Fonke

Sharon Fonke is psychotherapist specializing in marriage and family therapy. She has worked for over 25 years in the area of women's issues and healthy development of girls. For more information call (832) 423-3093 or click sfonke@gmail.com

Sheyla Morataya-Fleishman

Author, motivator, and life coach specializing on the issues affecting Hispanic Women and their families. Sheyla is a testament to the success of the common person and has risen from disadvantaged circumstances and through the power of education managed to become an expert in self-esteem and family affairs. Her message is one of commitment to developing opportunities that shape an individual's success, personally, professionally, and in the family. For more information click www.sheylaonline.com

Skills 2 Success - Pat Kirkland

Dedicated to offering practical, powerful communication programs that teach people how to transform their relationships by changing how they communicate. For more information click www.skills2success.com

Sol 2 Soul - Evelina Solis

An academic/career coaching and inspirational speaking resource that offers a variety of educational workshops,

trainings, programs, and consultations to students, teachers, parents, coaches, leaders, corporate executives, non-profits, communities and churches. For more information call (830) 237-3307 or click www.mysol2soul.com

Sun Dragon

Supports the physical and spiritual empowerment of all through training in conflict resolution, self defense, and non-violent martial arts. For more information call (512) 416-9735 or click www.sundragon.org

Tao Texas

A community-focused martial arts school whose mission is to give everyone the opportunity to gain mental, physical, and spiritual strength, and as a result, make the world a better place. For more information call (512) 779-5499 or click www.taotexas.com

Theatre Action Project

A team of professionally trained artists and educators that work with young people to learn critical life skills, gain tools for creative expression and have successful experiences that build self-esteem and confidence. For more information call (512) 442-8773 or click www.theatreactionproject.org

Texas Education Agency

TEA provides leadership, guidance, and resources to help schools meet the educational needs of all students. For more information call (512) 463-9734 or click www.tea.state.tx.us

Texas Wall Street Women

TXWSVW is an exclusive peer network comprised of professional women in the investment management business. For more information click www.txsw.com

Travis County Attorney's Underage Drinking Prevention Program

Identifies the link between underage drinking with more highly visible social issues in addition to drinking and driving. For more information call (512) 854-4229 or click www.co.travis.tx.us/county_attorney/Underage_Drinking_Pgm/default.asp

YogaRx

A new kind of yoga experience with the programs specifically tailored to you, your body, mind and health. For more information call (512) 554-3988 or click www.yoga-rx.com

YouthLaunch

A youth service program that helps young people gain new knowledge and skills, improve their self-esteem and efficacy, and develop a strong sense of social responsibility. For more information call (512) 342-0424 or click www.youthlaunch.org

Young Women's Alliance

A professional organization of women facilitating opportunities to lead, educate, network and serve. For more information call (512) 825-0275 or click www.youngwomensalliance.org

Conference Hosts

GENaustin



Originally called The Ophelia Project, GENaustin was created in 1996 by 12 concerned mothers raising adolescent girls in Austin, Texas, to address an increasing trend among middle school aged girls - a systematic decline and sometimes permanent loss of self-esteem the outcome of which can be devastating: epidemic levels of anorexia/bulimia, self mutilation, depression, low academic achievement, teen pregnancy, and drug abuse. GENaustin fosters healthy self esteem and provides options at a time when girls begin to feel the burdens rather than the advantages of femininity.

Ann Richards School for Young Women Leaders



The Ann Richards School is a unique all-girls public school founded to educate young women and give them the confidence and skills necessary to succeed in college, in their careers, and in their communities. Our vision is to focus on the whole girl, providing academic and enrichment opportunities that will engage our students, expand their horizons, and give them the tools to achieve their dreams. For more information call (512) 414-3236 or click www.annrichardsschool.org

Latinitas



Latinitas is focused on informing, entertaining, and inspiring young Latinas to grow into healthy, confident, and successful adults through media and technology. Latinitas is the first digital magazine made by and for young Latinas. Unique from most teen magazines, Latinitas generates content from the girls themselves through its Latinitas' outreach programs. For more information call (512) 322-9947 or click www.latinitamagazine.org



campGEN is being offered for the first time in the summer of 2010 in Austin, TX!

clubGEN Explore. Empower. Engage.



campGEN clubGEN Girls Now! Conference JOIN TODAY!



Girls Now! Conference is a statewide one-day event for girls grades 5-12, their parents, educators and social workers.



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