



TRANSFORMATIONS: *Discovering your Unique Self*



Charles Schwab, IBM, DIVA International and MACY's Personal Shopping Service invite you to Discover your unique self while benefiting Trade 4 Hope* on **September 15th, 2010** at Schwab, 211 Main Street (1st floor Auditorium), San Francisco, California.

Enjoy wine and light hors d'oeuvres, listen to Sydnie Kohara's story of self discovery, watch transformation occur with the latest Fall 2010 fashions, make your appointment with MACY's personal shopping service & DIVA International and support Trade 4 Hope. We are collecting gently worn clothing to help raise funds that will go to teens from low income families.

AGENDA

5:00pm Registration and Networking
5:30pm Trade 4 Hope
5:50pm Sydnie Kohara
6:30pm Macy's by Appointment
6:40pm Fashion Show
7:20pm Closing and Special Thanks



Sydnie Kohara

Award-winning broadcast journalist and co-anchor of CBS 5 Eyewitness News Early Edition

Kohara has lived all over the world she covers. She served as CNBC's international correspondent based out of NBC's London bureau, reporting on overseas financial markets. From Tokyo and Hong Kong to Frankfurt, Paris and London, Kohara provided the

latest market news and information on Asian and European corporations for CNBC's "Today's Business", "Squawk Box" and "Market Watch". She also filed daily reports for NBC's "Early Today" and appeared on MSNBC, as well as WNBC in New York City and other NBC affiliates nationwide.

Kohara also anchored CNBC-Asia's flagship news show, "Asia Nightly News", based in Singapore and serving more than 20 million viewers in the Asia-Pacific region. During her time there, she covered the region's financial markets as well as many of the stories making international headlines at the time, including the Asian economic crisis, nuclear testing in India and Pakistan, and rioting and unrest in political hotspots Indonesia and Cambodia. In addition, she was the original host of "dot.com", a weekly show about business and commerce in cyberspace. Kohara also mixed a little fun with business, hosting CNBC-Asia's "Corporate Raiders", a business game show pitting Asian executives against each other in a friendly war of words, knowledge and team skills.

Before returning to local television, Kohara anchored CNBC's "CNET News.com", giving viewers of the global business network a firsthand look at technology trends that affect the financial markets. From in-depth interviews with technology legends like Michael Dell and Jim Clark, to a dugout conversation with San Francisco Giants home run king Barry Bonds on his tech gear, Kohara explored the people and personalities driving this technology revolution. She has also worked at television stations in Sacramento, California and Montgomery, Alabama, where she was the first woman co-host of the University of Alabama's syndicated football shows.



Who We Are:

Trade 4 Hope is a nonprofit organization dedicated to reducing our consumer and ecological footprint by recycling and reusing clothes; furthermore, its mission is to provide less fortunate young women with

the opportunity to express themselves through their unique interpretations of style.

Where We Come From: Trade 4 Hope is a nonprofit organization whose mission is to provide the community with unique economic opportunities and to directly support less fortunate young women with clothes and money. Based in Marin County, Trade 4 Hope was founded by Gracie Berling, Lauren Halilej, Madeline Hooper, and Samantha Kelly. All four young women are interested in giving their less fortunate peers the opportunity for the success that everyone deserves. www.trade4hope.org

