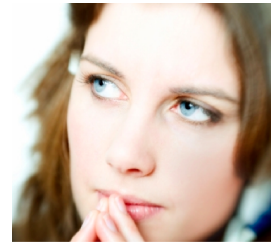


# PROJECTING CREDIBILITY

**HOW TO LOOK MORE CONFIDENT AND  
COMPETENT WHEN IT MATTERS MOST**



**Cara Hale Alter, Speaker**



- **Founder / President, SpeechSkills**, an award-winning communication training company
- **Author, *The Credibility Code***
- The “go-to” expert in the art and science of projecting confidence and competence when it matters most: in face-to-face interactions
- Provided workshops to Fortune 500 companies, including Google, eBay, Fireman's Fund, Allianz, Williams Sonoma, Shutterfly and Caterpillar
- Worked with numerous law firms, such as O'Melveny & Myers, Nixon Peabody and the Association of Business Trial Lawyers
- Instructor at Stanford Continuing Studies and UC Berkeley Extension
- BA in speech communication and MFA in theatre

**Thursday, December 13, 2012**

**5:30 PM – 8:00 PM**

Presented by

**NAWBO San Francisco Bay Area**

**Sir Francis Drake Hotel**

**450 Powell Street, San Francisco 94104**

CONVENIENT LOCATION:

Union Street Parking and Sutter/Stockton Garages  
Easy Access from BART/Powell Street Station

**Register now! <http://www.nawbo-sfba.org/>**

**Been there, done that?** Just wait until you hear expert Cara Hale Alter!

You will learn useful strategies and insights about using “**behavioral cues**” in becoming **more persuasive** and perceived as someone to do business with.  
***You may likely use these cues for the rest of your life.***

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\$50 - New Guests for first three months  
\$55 - Members at the door  
\$65 - Non-members in advance  
\$70 - Non-members at the door

**\*NEW: Lower pricing for members and guests for 1<sup>st</sup> 3 months**