

Educating Moms, Empowering Women, Celebrating YOU!

www.momference.com



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**Six days. 50 expert speakers. Thousands of Moms.
One Life-changing Experience**

About Momference – A Meeting of the Moms

Momference - A Meeting of the Moms is a week long tele-summit celebrating, educating and empowering women who are moms. Held October 1-6, 2007, this inaugural event will bring thousands of mothers together from across the country and yet not one of them needs to leave the house! The entire conference will be conducted by phone and through the Momference website so at their convenience, mothers can simply dial in to hear the many inspiring experts to discuss challenges, share successes and offer tips and guidance around the many facets of life as both a mom and a woman!

Knowing that most mothers say that finding time for themselves is the single biggest challenge they face when balancing family life, the Momference producers designed this unique event so that there's no need to get a babysitter! No need to take time off of work! No need to disrupt carefully balanced schedules at all!

The incredible lineup of Momference experts that will inspire, motivate and encourage women across the many facets of life as a parent, spouse, professional, friend, and woman. Registrants will hear from best-selling authors and noted professionals on a range of topics including Work & Career, Home & Environment, Relationships, Parenting, and Health & Wellness.

In addition to bringing self-empowering, educational and fun sessions to moms by phone, Momference is committed to helping other moms by donating 10% of the net registration proceeds to charities that support women and families in need including Women for Women International, National Network To End Domestic Violence, Just For Mom Foundation, Society For Women's Health Research, and The Blessing Basket Project.

The Momference Mission Statement

Momference provides a welcoming, inclusive opportunity for mothers in all stages of motherhood and life to meet, share, learn and grow. We are dedicated to a common bond – that regardless of the many superficial differences in our lives, family structure, careers and dreams, we are united by the heart-felt desire to be the best that we can be in every aspect of our lives for the good of ourselves and our loved ones.

How Momference was Born

Jaffe Life Design, LLC (www.jaffelifedesign.com) is a professional coaching and consulting company based on the premise that life is a gift and every day counts. Company founder, Mike Jaffe, formed Jaffe Life Design, LLC after spending more than 15 years as a Marketer in various capacities, from Fortune 500 firms to internet startups to consulting. In 2001, an airplane crashed into his desk where he worked on the 96th floor of the North Tower of the World Trade Center. However, he was still in the subway en route to his office after deciding the day before to go into work a few minutes late that day so he could have breakfast with his family (for a change).

A few years later, arising from the many important lessons and distinctions Mike learned from that horrible event, Jaffe Life Design was born, dedicated to helping men and women create possibility and abundance in their lives. Working with them opened my eyes to the challenges faced by the moms of today. It is a tougher job than perhaps any other modern time as more and more is expected of today's moms but nothing has been taken off their plate.

The first group coaching session he did was actually at a playgroup, where the kids were all running around the backyard and the moms were sitting around having conversations. Going in, he thought the discussion was going to be almost entirely about getting back to work and the challenges of that - lacking confidence, being out of the loop, technology moving at a very intimidating pace, not having had a professional conversation in a few years, etc. But what he found almost immediately was that re-entering the workforce was only one of many challenges faced by these moms. Something as simple as finding a little time to do something for themselves such as painting or reading, was almost impossible. And when it was done, there was often guilt involved, because the moms always could think of more 'productive' uses of their time. It was clear to Mike that these Moms, like Moms all over, had put themselves last on the list and didn't know how to break the cycle.

The idea for the Momference came as he continued to look deeper at the needs of moms in his area. He conducted a survey of more than 150 working and stay-at-home moms in Fairfield County, CT, and found that 77% overwhelmingly said that **not having enough time for themselves was the top challenge they faced when balancing family life**. In fact, when these moms were asked what the number one thing that they wanted that would help them manage their lives, a majority said "A Wife!"

He toyed with the idea of creating a physical center for moms but then had the idea to use a teleconference format to serve the moms since it would be a great fit with their busy schedules and lifestyle.

Why MOMFERENCE? <condensed version>

Momference founder Mike Jaffe is a professional coach who knows first-hand that life is a gift and every day counts. On September 11, 2001 his desk on the 96th floor of the North Tower at the World Trade Center was hit by a jet plane. Because he had decided to have breakfast with his family that morning, Mike was still in the subway at the time of the disaster. Reinventing himself after that life-altering event, Mike founded Jaffe Life Design as a Human WakeUp Call™ to alert people to the potential their lives possess. Momference is part of Mike's vision of creating life-changing experiences for others and bringing empowerment and possibility to their lives.

Mike Jaffe Bio <short>

Mike Jaffe serves as an inspiring Human WakeUp Call in a stressful, uneasy world. Founder of The WakeUp Revolution™ and Momference – A Meeting of the MomsSM Mike uses his own brush with tragedy to alert others to the potential in their own lives, empower them to break free of complacency, and make conscious choices to overcome their limiting beliefs and live a life they design, on their own terms. To learn about his powerful speaking, coaching and workshops, or to receive Mike's inspirational audio course "7 Steps to Wake Up and Live An Extraordinary Life!", visit www.jaffelifedesign.com.

For more on Mike Jaffe's inspired coaching business, visit www.JaffeLifeDesign.com. For more on the Momference, its coordinators and speakers, as well as the agenda of fabulous topics visit the event website at www.momference.com. Early bird registration rates available now, but only for a short time so sign up to get the most out of this unique experience. And tell other moms that there's an easy way to take some time to be inspired and learn about themselves!

Photos of Mike Jaffe and the Featured experts available on the Momference Website. www.momference.com

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8 QUESTIONS WITH MOMFERENCE CREATOR MIKE JAFFE

1) Was there any one idea or event that led you to create this conference?

There is a series of events that led ultimately to creating the Momference. The *first event* happened on September 11, 2001 when a plane crashed into my desk on the 96th floor of the North Tower of the World Trade Center. I was lucky enough to still be in the NYC subway that day because I had decided to go in late that day and spend a few extra minutes having breakfast with my family. A few years later, the *second event* occurred when I created Jaffe Life Design, a coaching business dedicated to serving as a wakeup call for others, alerting both men and women to the potential their lives possess. The *third and most directly influential event* to the birth of the Momference was one of my first group coaching experiences at a playgroup of one of my wife's friends. What I expected to hear and what I was asked to discuss were the challenges moms face when re-entering the work place. What I discovered was how challenging it was for these women in all aspects of their lives. The working moms were struggling to juggle their work and home responsibilities and still be able to breathe. And the non-working moms were missing a sense of their own identity and purpose beyond their role as a mom and spouse. For both groups, finding time to do something for themselves was close to impossible. And if they did take time for themselves, there was a feeling of guilt attached with it. It became immediately clear to me that these moms had put themselves last on the list and didn't know how to break the cycle.

2) Why do you think this summit is important to moms?

After the eye opening experience I had with the playgroup, I continued to do research and look deeper into the needs of moms. I conducted a survey in

Fairfield County, CT and found that out of the 150 moms surveyed (both working and stay at home) **77% said that having enough time for themselves was the top challenge they faced when balancing family.** That blew me away. So I realized that I needed to create something for moms, by moms (even if a dad was a driving force behind it) and about moms to start meeting the needs of their challenging lives. This 100% all-telephone summit is built and developed to enhance, enrich and most importantly, to empower moms all around the country, and even the world. But not just in their parenting role. This summit includes many sessions on work and career, self-care and wellness, home and environment and relationships as well. Every woman will leave the summit with a feeling of empowerment and commitment to the incredible 'role' they have, but just as important, to themselves.

3) How did you go about compiling the list of speakers and experts? For example, were you looking for particular viewpoints from your presenters?

The overwhelming response from potential speakers is another thing that fascinated me. We built the roster by both reaching out to our own networks as well as researching current topics and finding speakers that specialized in those topics. We are still getting inquiries almost daily for speakers who love the idea and want to be a part of it. I think that it is a great testament to the spirit in which the Momference has been created combined with the massive need and desire out there to support moms.

When deciding on experts, the only viewpoint we required was that our speakers had the same philosophies about the importance of moms in our society. We weren't looking for any specific point of view. It was more important to us that the topics covered were timely and relevant and the speakers had expertise and were excellent presenters.

For example, one of our panel discussions on Career Perspectives for Moms includes a mom who spent 25 years at a Fortune 500 company, a self-made Mompreneur, a work-from-home mom, career coaches who specialize in working with moms, and our web designer who gave birth to her 3rd child while building our website.

4) There seem to be a lot of great motherhood topics being addressed during this tele-summit. But what makes the information presented at this event unique as compared to, say, self-help books or Web sites that might address the same topics?

First of all, our format is unique – **we are the first telesummit geared specifically for moms.** Prior to each session, all participants will receive by email the phone number to call and a special passcode that allows them to enter each session, just like a normal phone call.

We know that moms don't have a lot of time and struggle trying to juggle everything each day. So we specifically created this as a tele-summit so they can participate in as many sessions as they want, simply by using their telephone. No need for babysitters, parking or traveling anywhere. Whether they are sitting at home in their pajamas or working in their office, they can participate fully.

And as a LIVE event, it gives MOMS the option to take part in a real discussion and seminar. Participants will be able to ask the experts questions before, during or after each of the more than 50 sessions, ensuring that the speakers are hitting relevant concerns and issues of the participating moms. We also have a Momference Forum where our experts will spend time interacting directly with our participants before and after their sessions. That doesn't happen in a book!

We're also recording every session so moms that can't participate live or have to miss any of the sessions they wanted to hear can get the entire event on MP3 audio files that they can download and listen on their own terms – in the car, at the gym, or after the kids are in bed.

Second, it is our speakers themselves, most of them nationally renowned experts in a mom-related field. The speakers we have lined up are creative, exceptional people that will offer actionable strategies to our participants to address the challenges they face as both a mom and a woman.

We have great keynotes by renowned experts and best-selling authors such as Tom Crum – the author of *Three Deep Breaths*, and Dr. Roni Cohen-Sandler, who wrote *"I'm Not Mad, I Just Hate You"* and *"Stressed Out Girls – Helping Them Thrive in the Age Of Pressure."*

We have Mompreneurs such as Tara Paterson – the Founder of the Just For Mom foundation, and Theresa Salihu, founder of Inspire, Inc., just to name a few.

We also know that we wanted to make this week a celebration of moms and in addition to our many educational and dynamic sessions, we have a great comedian, Jeff Applebaum, who will be doing short comedy breaks to bring smiles to our moms. We even have a multi-platinum singer/songwriter, Lorraine Ferro, who will be leading the entire community in a group singing lesson. We have no idea how that's going to end up but it should be a blast!

As this is our first Momference, we did try to cover a broad range of topics and with more than 40 speakers and 50 sessions, every mom will find sessions that are highly valuable to their specific needs.

5) A quick glance at the session topics seems to indicate that time-management is a large theme in many of these sessions. Is that one of the biggest challenges you see facing mothers today?

When the moms in the survey were asked what the number one thing that they wanted that would help them manage their lives, a majority said "A Wife!"

Managing all of the demands put upon us is a challenge we all face today. For moms, trying to manage the day-to-day of a home, the kids, and for some, their work, is an heroic effort that they do every day! It's not surprising that the study indicated that moms desperately need some "ME TIME" (without feeling guilty when actually having some) and support across all of the dimensions of their lives.

The experts that we have on board will be addressing many of these topics including strategies for permanently organizing your home, your work, your email and even helping organize your kids; approaches and solutions for juggling the many worlds you live in; and rediscovering the importance of self-renewal without the guilt. A mom that has her own interests and time to focus on herself will be a strong role model and a patient listener to her children. It will show her children that it is ok for mom to have time to herself, teaching them the principles of self-love that may break the cycle for when its time for them to be the mom or dad.

6) What other challenges do moms face and how will this conference address them?

For our initial Momference, we are including topics that affect moms across many different stages or life situations: from Mompreneur to Corporate Mom, from how your diet affects your newborn baby, to dealing with bullies or raising teens in today's age of pressure, from dating strategies for single moms, to helping your kids deal powerfully with your divorce. We have a top chef showing our busy moms how to make delicious 15 minute meals for their families; we have an expert talking about navigating through the holidays; and we even have top nutritionists speaking on eating strategies for optimal women's health. Each situation has it's own challenges and we will touch on many of them.

7) The sessions encompass motherhood, but is there any relevance for fathers during these presentations?

Absolutely! As the creator of the tele-summit, and being a man myself, I can tell you that many of these topics are pertinent to men and dads as well, either directly, or indirectly in how they affect our wives.

The women who attend our Momference will be gaining insights into how to communicate more effectively, how to create time for themselves, how to manage their lives better, how to stay centered in the midst of chaos, how to be better organized – all things that directly impact themselves and their families. By its nature, that directly affects us as men and husbands.

Through my coaching work, I've also seen how technology has created additional time-pressures and directly impacted families. Whether it's cell phones or Blackberries, people are reachable at all times from almost anywhere. The boundaries between work and home have been marginalized and the transition time from going from your work environment to your home has been pretty much eliminated. (Today, Mr. Rogers would have a phone headset in one ear and a PDA in his hands while changing his shoes!) These days, you have to consciously 'unplug' and many people find it very hard to do that. As a result, they are constantly checking email or getting phone calls, even during times that were once considered 'family time.' The impact is that it strains families, leading

to resentment in relationships, reduced time spent away from work and increased stress due to shifting expectations arising from the skewed belief that because you CAN be reached, you should be reachable. This is a growing problem for families and it impacts both moms and dads.

As partners in leading our family, the environment we create for ourselves and our kids is influenced by our own individual needs, wants and perspectives as well as our interdependencies, mutual respect, understanding and expressions of love with our partners and our children. By empowering and encouraging our spouses and our children, we are contributing enormously to the overall well-being of our families.

We do plan on having events like Momference specifically for dads in the future.

8) Is there any one session that you're excited about the most?

We have such great speakers on the roster, I'm excited for them all! (How's that for a safe answer). I'm really looking forward to the group singing lesson – I think that will be really fun. I think the panels and keynotes will also be very powerful for our moms. Part of the reason we are offering so much in this first event is that there will definitely be something for everyone here.



Contact: Mike Jaffe, Jaffe Life Design
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Frequently Asked Questions

Where will this event be held?

The entire Momference Event was designed for ease of use by our thousands of participants, and is being held using telephone conference lines, so you can participate from the location that is most convenient for YOU just by making a simple phone call.

How will participants connect to the speakers?

Prior to each session, all participants will receive by email the phone number to call and a special passcode that allows them to enter each session, just like a normal phone call. (Depending on the long distance calling plan on the phone you call from, toll charges may apply, just like any long-distance phone call you make.)

Where do you need to be to participate?

Since the entire event is being conducted this way, it means that you can participate from anywhere in the world - including the comfort of your home, your office, while in the car (please use a hands-free headset - we don't want any accidents), etc. No need to get a babysitter, put on makeup, take time off of work, or disrupt any of your carefully balanced plans and schedules at all!

How long does the Momference Tele-summit last?

The event begins on Monday, October 1, 2007 and ends on Saturday, October 6, 2007. Each day, presentations will begin at approximately 9:30am EST (6:30am PST) and continue until 10pm EST (7pm PST) with plenty of breaks between segments. The final events on Saturday end at 6pm EST. See the Schedule Page for details www.momference.com/schedule.htm

What if someone cannot attend all sessions?

All calls will be recorded as MP3 files and are made available for playback shortly thereafter. CD recordings of the event are also available for sale in the Momference Shop. CDs will be mailed within a few weeks after the end of the event, enabling you to listen to the valuable information shared with you at anyplace and anytime. NOTE: The Mother-Load Registration Package includes the Event CDs.

How will registrants be able to ask the Experts a question?

Because of the volume of participants on the calls, it is not feasible to have everyone on at once with an open microphone during the presentations. Momference makes it easy with two ways to interact with the expert on a call.

1. By email. The easiest way to hear your question answered DURING the call is to email it in advance or during the session directly to info@momference.com. Simply put the name of the presentation or speaker in the subject line. Your questions can be

submitted before, during or after each session. Those questions not answered during the session and any received afterwards will be forwarded to the Experts directly and posted in the Momference forum with their response.

2. In the Forum. Before and after each call, our experts will also be participating in the Momference Forum, where you can interact, follow existing discussion topics or start one of your own. Learn about the experiences of other moms, discover solutions from our experts and share your questions, concerns, and tips.



momferenceSM
A MEETING OF THE MOMS

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FACTS ABOUT MOMS

80.5
Million

Estimated number of mothers in the United States in 2001.

81%

Percentage of women 40 to 44 who are mothers.

2.1

Average number of children that women today can expect to have in their lifetime.

25.2

Average age of women in 2004 when they gave birth for the first time.

55%

Percentage of mothers in the labor force with infant children in 2004.

61%
AND
81%

Percentages of children younger than 6 living with married parents who eat breakfast and dinner, respectively, with their mother every day.

5.6
Million

Number of stay-at-home moms in 2006.

143,000

Number of stay-at-home dads.

51%

Percentage of women who gave birth to their first child and returned to work within four months.

10.4
Million

The number of single mothers living with children younger than 18 years old.

FACTS ABOUT WOMEN

59%

Percent of women 16 or older who participated in the labor force in 2005. This amounted to 69.3 million women.

63
Million

Number of married women in 2005.

Nearly
6.5
Million

The number of women-owned businesses in 2002, up 20 percent from 1997.

26.1
Million

Number of women 25 or older with a bachelor's degree or more education in 2005, more than double the number 20 years earlier.

37%

A Percentage of women 16 or older who work in management, professional and related occupations.

More than
7.1
Million

Number of people employed by women-owned businesses.

65%

Percentage of women citizens who reported voting in the 2004 presidential election, higher than the 62 percent of their male counterparts who cast a ballot.



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FOR IMMEDIATE RELEASE

MOMFERENCE—A Meeting of the Moms Launches Website

International 6-Day October Teleconference Designed for Moms
Opens for Registration

Westport, CT July 31, 2007 – Calling all Moms! This October, thousands of moms will get together for a week’s worth of inspiration, education and celebration—and not one of them will need to leave the house. Early registration is now open for the **MOMFERENCE—A MEETING OF THE MOMS** at www.Momference.com where moms can learn more about the fabulous speakers and hot topic presentations that will come to them via the telephone!

Mike Jaffe, professional coach and founder of Jaffe Life Design announces the first ever **MOMFERENCE—A MEETING OF THE MOMS**, an October 1-6, 2007 tele-summit that will bring high-caliber speakers and experts on the many facets of motherhood today directly to moms via telephone and downloadable audio clips. Jaffe, a father and husband, knows through his research and work with women (and his wife!) that most mothers today wish they had more time for themselves. But between caring for children, careers, parents, communities and home, there’s precious little time for personal growth and discovery.

The answer? **MOMFERENCE** – Six days of presentations by authors and experts who know that moms come from different backgrounds and varying circumstances. To address the many aspects that can encompass motherhood today, participants can choose to join talks and panel discussions on any or all of five tracks: Work & Career, Home & Environment, Relationships, Parenting, and Self Care & Wellness – plus additional special programming including singing

sessions, author readings of “The Mommy Monologues” and comedy breaks by a nationally recognized comedian.

MOMFERENCE talk titles include:

- Oasis in the Overwhelm: 60 Second Strategies for Busy Moms
- Professional Women Reinvented: Keys to Thriving in Professional Life
- Stressed-Out Moms: Raising Teens in Today's Age of Pressure
- When Daughters Become Women – Deepening the Mother/Daughter Relationship
- Fitting Fitness Into a Busy Life
- Answering Your Wake Up Call! Life Lessons from a 9/11 Survivor
- How Your Diet Affects Your Nursing Baby: Body, Mind & Spirit
- Buried in Email – How to Dig Out from the E-Mountain
- Marketing for Mom-Powered Businesses
- Deal Powerfully with Divorce for the Benefit of your Children
- Date Smart - Savvy Dating Strategies to Find Love Today
- Wired Teens and Media-Savvy Moms
- Navigating the Mommy Track: Career Strategies for Current and Future Moms

In addition to supporting moms through empowering seminars and workshops, MOMFERENCE is dedicated to lending support to moms in difficult situations. Ten percent of the net proceeds from **MOMFERENCE** will be donated to charities that support women and families in need including Women for Women International, National Network To End Domestic Violence, Dress For Success, Just For Mom Foundation, Society For Women's Health Research, and The Blessing Basket Project – all of which are linked to www.Momference.com.

To read more about the **MOMFERENCE** agenda, the coordinators and the roster of experts, or to find information on registering, or becoming a sponsor, partner or affiliate, www.momference.com. **To schedule an interview with Momference producer Mike Jaffe, call 203.341.0258 or email media@momference.com**

ABOUT MIKE JAFFE and JAFFE LIFE DESIGN:

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