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EXECUTIVE COACH TO WOMEN:
BECOME THE CHANGE AGENT OF YOUR OWN CAREER
Houston Seminar Benefits Foundation for the Education of Girls

AUSTIN, TEXAS, May 3, 2010 — "As I look back over my 50 years, I can see how I've always been eager to call for a 'Do-Over!'" says executive coach Ann Daly PhD, author of the new audiobook, *Do-Over! How Women Are Reinventing Their Lives.*

"People ask me how I could possibly give up a tenured university position, but it had become more of a job prison than job security. I wanted to use my women's studies research to help women more directly, as a coach."

Dr. Daly will share real life stories and smart strategies in her seminar for women, "Do-Over! How to Reinvent Your Work Life," to be held 5:30pm on Wednesday, May 12, at Pricewaterhouse-Coopers, 1201 Louisiana St., Houston.

Sponsored by Texas Wall Street Women, seminar proceeds will benefit the Foundation for the Education of Young Women (http://www.feyw.org). Tickets are $25, available online at: http://www.txwsw.com. The seminar is open to the public.

"I think of a Do-Over! as an intentional reinvention done with all the exuberance of spirit we had on the playground when we were kids and we were shouting for a 'Do-Over!,'" Daly says. "Women are reinventing themselves with a frequency and intensity that could hardly be imagined by our mothers' generation."

Do-Over! How Women are Reinventing Their Lives (Wollemi Pine Press, February 2010) is part memoir, part self-help manual, and part girl talk. *Do-Over!* features 13 personal essays about women who are reaching something more. You'll hear all about the rocket-scientist-turned-entrepreneur, the restless retiree, and the author's own mom. *Do-Over!* includes a series of four free companion workbooks to help readers, wherever they are in life, create their own personalized reinvention roadmaps: Motherhood, Career, Transition, and Prime Time.

INTERVIEW TOPICS:

- Career reinvention for women
- Top 3 Do-Over! mistakes to avoid
- Ten unwritten rules that sabotage women's careers
- Preparing our daughters to succeed

ANN DALY PhD (http://www.anndaly.com) is an expert on women's changing lives. Before reinventing herself as an executive coach, she was a journalist and then a women's studies professor at The University of Texas at Austin. Dr. Daly is the award-winning author of six books, including *Do-Over! How Women Are Reinventing Their Lives* (http://www.anndaly.com/do-over.html). She has been featured on Oprah & Friends' "Peter Walsh Show" and in *ForbesWoman,* More.com, Essence.com, and *Houston Woman* magazine.

To request a review copy or schedule an interview, contact Ann Daly at: 512/454-0531 or media@anndaly.com.

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