

# Morgan Stanley

*Please join us at The Morgan Stanley Northern California  
Women's Wealth & Wisdom Award Luncheon*

## *“Living Well and Living Wisely”*

*Presentation by Shelley O'Connor  
Chief Executive Officer of Morgan Stanley Private Bank, N.A.  
“Pearls of Wisdom from a Bank CEO”*

*Honoring Diane Dietz  
Executive Vice President and Chief Marketing Officer of Safeway, Inc.  
“The Grocer, The Baker, The Candlestick Maker:  
Lessons on Life & Leadership”*

**Diablo Country Club  
1700 Clubhouse Road, Diablo, CA 94528  
Friday, September 20, 2013**

**Reception, Luncheon & Program 11:00am until 1:30 p.m.**

### **Hosted by:**

**Taryn Sievers, Senior Vice President, Financial Advisor, Family Wealth Director**  
**Mary Lowery, Associate Vice President, Financial Advisor, CERTIFIED FINANCIAL PLANNER™**  
**Marlo Seligman, Senior Vice President, Financial Advisor, CERTIFIED FINANCIAL PLANNER™**

**North Bay Complex – Oakland Branch  
1 Kaiser Plaza, Suite 900  
Oakland, CA 94612**

Private Bankers are employees of Morgan Stanley Private Bank, National Association, Member FDIC.

The guest speaker is neither an employee nor affiliated with Morgan Stanley Wealth Management. Opinions expressed by the guest speaker are solely her own and do not necessarily reflect those of Morgan Stanley.

Investment and Services offered through Morgan Stanley Smith Barney LLC, Member SIPC

*“Living Well and Living Wisely”*

*This is a special event that will honor one of our California women leaders in business who will share her personal story of her path to success picking up wisdom along her way and will share advice with us that we all can appreciate. Please come and share the benefits of living well and living wisely and enjoy our 2013 most inspiring speakers.*



**Shelley S. O'Connor, CEO**  
Morgan Stanley Private Bank, N.A.

Shelley S. O'Connor is Chief Executive Officer of Morgan Stanley Private Bank, N.A., which provides banking and lending services as part of Morgan Stanley's comprehensive wealth management offering.

Ms. O'Connor serves on the Management Committee of Morgan Stanley and also as a member of the Executive Committee of Morgan Stanley Wealth Management, a global leader that provides access to a wide range of financial products and services to individuals, businesses and institutions. Morgan Stanley Private Bank includes a nationwide network of private bankers who partner with Morgan Stanley financial advisors to provide banking and lending services including mortgages, securities-based loans and tailored lending.

Ms. O'Connor joined Morgan Stanley in 1984 and has held a succession of leadership and senior management positions at the Firm. Prior to assuming her current role in October, 2010, she was Chief Administrative Officer for Morgan Stanley Wealth Management with direct responsibility for Global Risk Management, Technology and Operations, and coordination of initiatives across Legal and Compliance, Corporate Communications, Human Resources and Corporate Services functions.

From 2004 to 2006, she served as Chief Operating Officer of the US Client Coverage Group, and prior to that, she served as Southwest Regional Manager for the Firm's Private Wealth Management (PWM) business.

*Ms. O'Connor earned a B.A. from The University of California, San Diego.*



**Diane M. Dietz, EVP & CMO**  
Safeway, Inc.

As Executive Vice President and Chief Marketing Officer for Safeway, Ms. Dietz is one of a small number of senior executives who run this \$40 billion company. She oversees all aspects of the company's initiatives and policies regarding advertising, merchandising and brand strategy and is responsible for all functions related to marketing, digital engagement/strategy, product development, product manufacturing, supply operations and Safeway's award-winning, multi-billion dollar private label brands.

Ms. Dietz came to Safeway after an illustrious 19-year career with Procter & Gamble, where as the Executive Vice President of Oral Care, she is widely credited with leading the turnaround of P&G's Oral Care North America unit and rejuvenating the Crest brand. She played a lead role in the Gillette acquisition, with responsibility for integrating the Oral B business unit in North America and globally.

Ms. Dietz was recognized in 2013 as Marketer of the Year by Supermarket News and most recently was featured in The San Francisco Chronicle as a top female in business. She was named a CMO to Watch in 2010 and has been named by Progressive Grocer as one of the Top Women In Grocery every year since joining Safeway. A recipient of the Canne Advertising Bronze Lion Award in 2006, Gold Lion Award in 2007 and an Effie Award for Crest Pro Health in 2008, Ms. Dietz was also named Ad Age Top 50 Marketers of the Year in 2007.

*Ms. Dietz holds a B.S. in Marketing & Economics from Northern Illinois University. She lives in the Bay Area with her husband Patrick and her two young daughters.*

**Please R.S.V.P. before September 13th to Mary Alice Dinerman at 510-891-0545 or by email [Mary.Dinerman@morganstanley.com](mailto:Mary.Dinerman@morganstanley.com)**