

Wednesday, June 9, 2010

National Leadership Summit Presented in Partnership with AWBC L'Enfant Plaza Hotel

7:00 – 10:00 a.m. **Looping Shuttle Service between
JW Marriott and L'Enfant Plaza Hotel**

7:30 – 8:30 a.m. Arrival and Breakfast

9:00 – 11:30 a.m. **National Leadership Summit**
(Grand Ballroom A/B)

Opening Remarks: **Helen Han**, President & CEO, NAWBO

Sponsor Remarks: **Evelyn Strange**, President,
Advanced Electrical Systems, Inc. and Chair-Elect, NAWBO

Presentations and Interactive Panel Discussion:
Mapping the Women's Enterprise Landscape. *Moderator:* **Julie Weeks**, President & CEO, Womenable. *Panelists:* **Helen Han**, President & CEO, NAWBO; **Ann Marie Almeida**, President & CEO, AWBC; **Patricia Greene**, Ph.D., Professor of Entrepreneurship, Babson College; and **Virginia Littlejohn**, President & CEO, Quantum Leaps, Inc. *This interactive panel presentation will set the stage for your personal and organizational visioning as nonprofit leaders. The leaders of the AWBC and NAWBO—and some of the most knowledgeable experts in women's enterprise today—will provide a "lay of the land" on the state of women's enterprise development today and help you chart a course for tomorrow. What trends are impacting women business owners and women's business organizations today, what's looming on the horizon—and how you can become an effective agent for "training leaders for a world of change." Be prepared for an informative, interactive, thought-provoking and action-oriented discussion.*

NAWBO/AWBC MOU Signing Ceremony
By **Helen Han**, President & CEO, NAWBO and **Ann Marie Almeida**, President & CEO, AWBC

11:30 – 12:00 p.m. **NAWBO Board Installation Ceremony**

Installing Officer Introduction: **Helen Han**, President & CEO, NAWBO

Installing Officer: **Virginia Littlejohn**, President & CEO of Quantum Leaps, Inc. and NAWBO Past President (1984-85)

Installation Remarks: **Kelly Scanlon**, President & Publisher, Thinking Bigger Business Media, Inc. and 2010-11 Board Chair, NAWBO

12:15 – 2:00 p.m. **Keynote Luncheon** (Grand Ballroom C/D)

Keynote Intro: **Helen Han**, President & CEO, NAWBO

Keynote: "Courageous Leadership" featuring Deborah Collins Stephens, bestselling author and co-founder of The Center for Innovative Leadership. *Drawing from her work with entrepreneurs*

and political leaders, Stephens will provide insight on how the best leaders develop and use courage as a way to: overcome adversity and manage risk; ignite employee engagement; build brand loyalty; become an "entrepreneur of people" to capture the hearts and minds of customers; and improve the culture of the organization. Learn how to become an effective leader by unleashing and instilling capacities of courage, integrity, humility, self-confidence and wisdom.

2:15 – 4:00 p.m. **NAWBO/AWBC Leadership Development
Interactive Workshop** (Grand Ballroom A/B)

Presented by Global Sustainable Leadership, International. *This interactive session is one of the few training programs for emerging social change leaders that provides leadership and entrepreneurial training to transform local communities. The training provides community and nonprofit leaders with transferable skills and education; community-based reinvestment strategies; a collaborative partnership and alliance building orientation; and a commitment to visionary and inclusive leadership. GSL International encourages leaders to rebuild the fabric of our world by purposefully empowering them with leadership skills, entrepreneurial training and advocacy abilities.*

4:15 – 4:45 p.m. **NAWBO Presidents Assembly Business
Meeting** (Grand Ballroom A/B)

4:00 – 6:00 p.m. **Looping Shuttle Service from ITC, L'Enfant
Plaza Hotel and JW Marriott to National
Museum of Women in the Arts**

Opening Reception National Museum of Women in the Arts

6:00 – 8:00 p.m. **Opening Reception Hosted by local
NAWBO chapters**

Networking reception hosted by NAWBO mid-Atlantic chapters joined by local community leaders to welcome the Women's Business Conference attendees and women entrepreneurs from around the country. Featuring wine from local vineyards and cheese donated by Cabot Creamery.

Welcome Remarks: **Leslie Curran**, President, NAWBO-DC

Sponsor Remarks: **Wendy Lopez**, Vice President, URS Corporation and Immediate Past Chair, NAWBO

VIP Remarks: **Luwanda Jenkins**, Special Secretary, Governor's Office of Minority Affairs; **Carla A. Nelson**, Director, Mayor's Office of Minority & Women-Owned Business Development

Closing Remarks: **L. Content McLaughlin**, President, NAWBO-Baltimore

7:00 – 9:00 p.m. **Looping Shuttle Service from Museum to
JW Marriott and L'Enfant Plaza Hotel**

Thursday, June 10, 2010

Women's Business Conference International Trade Center

- 7:00 – 8:30 a.m.** Looping Shuttle Service from L'Enfant Plaza Hotel to ITC
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- 7:00 a.m.** Conference Registration Opens; International Guests to meet with NAWBO Ambassadors (Amphitheatre Lobby)
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- 7:30 – 8:30 a.m.** Breakfast Buffet Served (Amphitheatre Lobby)
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- 8:30 – 8:45 a.m.** Doors open and seating begins (Amphitheatre)
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- 8:45 – 10:10 a.m.** **Opening General Session: The Power of One!** (Amphitheatre)

Mistress of Ceremony: **Alison Starling**, Co-Anchor, "Good Morning Washington" and ABC7 News

Opening Remarks: **Helen Han**, President & CEO, NAWBO Commemorating NAWBO's 35th Anniversary and the theme—*Power of One—where one woman, one business and one collective voice making a difference for future generations.*

Conference Chair Remarks & Acknowledgements: **Julie Weeks**, President & CEO, Womenable

Sponsor Remarks and Keynote Introduction: **Christine Cuoco**, Interim Director, Customer Advocacy Marketing, American Express OPEN

Keynote Speaker: **Karen Mills**, Administrator, U. S. Small Business Administration to speak on the power and impact of women-owned businesses in the economy.

NAWBO 2010 Awards Presentation:
Presented by NAWBO Board Chair, **Kelly Scanlon**, President/Publisher, Thinking Bigger Business Media, Inc. with **Julie Weeks** and **Helen Han**.
Celebrating NAWBO's 35th Anniversary, NAWBO gives tribute to our heritage and recognizes two icons from the women's enterprise community who have contributed significantly to the success of women-owned businesses and NAWBO's longstanding history.

Awardees:
Virginia Littlejohn, President & CEO of Quantum Leaps, Inc. and NAWBO Past President (1984-85) – NAWBO Susan Hager Legacy Award

Dr. Terry Neese, President & CEO of Institute for the Economic Empowerment of Women (IEEW) and NAWBO Past President (1990-91) – NAWBO Gillian Rudd Business Leadership Award

Sponsor Remarks and Keynote Introduction: **Leesa Gilliam**, VP and GM, Personal Trust Services, Ameriprise Bank

Keynote Speakers: **Claire Shipman**, Senior National Correspondent, ABC News' "Good Morning America," and **Katty Kay**, Washington Correspondent, BBC World News America; Co-Authors, *Womenomics: Write Your Own Rules for Success*

WBC Networking Challenge: **Devora Zack**, President, Only Connect Consulting & Author, *Networking for People Who Hate Networking*

10:15 – 10:30 a.m. Book signing on stage

10:30 – 11:30 a.m. Concurrent Breakout Sessions

Power Your Business – Exit Planning: What Every Business Owner Needs to Know

Janice Robertson, Managing Director, SiVal Advisors, LLC.
Empower yourself and your business by planning for your 'Exit' rather than letting life's often unpredictable events determine when and how you sell or bequeath your business. Understand why it is critical to plan, regardless of the size, location, industry sector or tenure of your business. Learn the important steps you can take to maximize the valuation of your business, minimize taxes and avoid legal pitfalls in the process. (Horizon Ballroom)

Power Your Brand – Creating Meaningful, Lasting Networks

Devora Zack, President, Only Connect Consulting. *Learn and immediately put into practice practical, enjoyable and innovative techniques to build and sustain real connections. This dynamic seminar teaches skills such as making a positive first impression, remembering names and working with your natural style. Successful networking is a key to professional success, career advancement and personal fulfillment. Come prepared to actively learn and network in real time.* (Rotunda)

Power Your Leadership – Policy Issues and Your Bottom Line

Moderator: **Kelly Scanlon**, President/Publisher, Thinking Bigger Business Media, Inc. **Panelists:** **Meredith West**, Professional Staff, Committee on Small Business & Entrepreneurship, U.S. Senate; **Ginger Lew**, Senior Advisor, White House National Economic Council; **Bruce Purdy**, Deputy Assistant Administrator, Office of Women's Business Ownership, U.S. SBA. *This session will discuss the legislation, programs and tools created during the past year that can impact your business' financials, including SBA lending programs, tax credits, federal contracting/procurement changes, the HIRE Act and more.* (Meridian D/E)

11:30 – 12:00 p.m. Exhibit Hall & Marketplace

12:00 – 12:45 p.m. Networking Luncheon (Atrium)

12:45 – 1:00 p.m. Doors open and seating begins (Amphitheatre)

(continues)

1:00 – 2:15 p.m. General Session: Trailblazing Women!
(Amphitheatre)

Mistress of Ceremony: **Caroline Lyders**, Weeknight Anchor and Reporter, ABC 7/WJLA-TV

Keynote Introduction: **Helen Han**, President & CEO, NAWBO

Keynote Speaker: **Valerie Jarrett**, Senior Advisor and Assistant to the President for Intergovernmental Affairs and Public Engagement to speak on women's leadership and the power of entrepreneurship.

NAWBO/Wells Fargo Trailblazer Awards Presentation:

Awards presentation by **Joy Ott**, Regional President-Montana, Women's Business Services National Spokesperson, Wells Fargo and **Kelly Scanlon**, President/Publisher, Thinking Bigger Business Media, Inc. and Board Chair, NAWBO.

The NAWBO/Wells Fargo Trailblazer Awards honor three women entrepreneurs for their talent, drive, entrepreneurial success—and demonstrated commitment to giving back.

Awardees: **Kristi Saucerman**, President & CEO, Auction Frogs
Jane Skeeter, CEO, UltraGlas
Kay Woods, Founder, Precious Treasures Childcare

2:30 – 3:30 p.m. Concurrent Breakout Sessions

Power Your Business – Access to Capital: Navigating the Financial Landscape

Moderator: **Laura Yamanaka**, President/Founder, teamCFO, Inc.;
Panelists: **Leesa Gilliam**, Vice President and General Manager—Personal Trust Services, Ameriprise Bank; **Michelle di Gangi**, EVP, Director of Small and Mid-Size Enterprise Banking, Bank of the West; and **Hiren Patel**, Director of Financial Services, Sam's Club. *Small business owners know that traditional financing options don't always work for them. Come learn what alternative credit and financing options are available from a variety of sources and what you need to do differently to improve your balance sheet and FICO scores. The collective wisdom of a financial planner, community bank and retailer will help you discover the options that are right for your business.* (Horizon Ballroom)

Power Your Leadership – Trailblazing Women: Up Close and Personal with Successful Leaders

Moderator: **Monica Smiley**, Publisher/CEO, Enterprising Women.
Panelists: **Kristi Saucerman**, President & CEO, Auction Frogs; **Kay Woods**, Founder, Previous Treasures Childcare; and **Jane Skeeter**, CEO, UltraGlas. *In this session, you will have a chance to hear firsthand from the NAWBO/Wells Fargo Trailblazer Award winners who were selected for their talent, drive and entrepreneurial spirit. They will discuss how they successfully developed unique products, services and delivery channels in their businesses as well as their vision and commitment to building organizations that make a difference in the community. You won't want to miss this lively discussion!* (Rotunda)

Power Your Impact – Going Global: Stories and Strategies for Successful Business

Moderator: **Kelly Watkins**, President, Expressive Concepts.
Panelists: **Maxine Westaway**, President & CEO, Marketing

Associates Ltd; **Diane Tompson**, Managing Director, Powercom Group Pty Ltd; and **Runa Magnusdottir**, Founder/CEO, Connected-Women.com. *This expert panel of international women business owners will share stories about their global companies. They will also share practical tips and techniques you can use to grow your business internationally. There will be time for Q&A, so bring your challenges and let's find solutions!* (Meridian D/E)

3:30 – 5:00 p.m. Exhibit Hall & Marketplace

3:00 - 6:00 p.m. Looping Shuttle Service from ITC, JW Marriott and L'Enfant Plaza Hotel to Capitol Hill Cannon Building

Capitol Hill Networking Reception Presented in Partnership with AWBC Cannon Office Building, Caucus Room

6:00 – 7:45 p.m. NAWBO/AWBC Capitol Hill Networking Reception

Welcome Remarks and Elected Official Introductions:

Cynthia McClain-Hill, Managing Director, Strategic Counsel PLC and Chair, NAWBO PAC

NAWBO/AWBC Advocate Award Presentations:

Presentation by **Helen Han**, President & CEO, NAWBO; **Cynthia McClain-Hill**, Chair, NAWBO PAC; and **Ann Marie Almeida**, Founding President & CEO, AWBC. *Giving tribute and recognition to three high profile women Congressional leaders who have worked on behalf of women-owned businesses and women's business centers to strengthen their wealth-creating capacity and promote economic development in the business community.*

Honorees:

Honorable Nancy Pelosi (CA)

Speaker of the House of Representatives

Honorable Olympia J. Snowe (ME)

Ranking Member, Senate Committee on Small Business & Entrepreneurship

Honorable Mary L. Landrieu (LA)

Chair, Senate Committee on Small Business & Entrepreneurship

NAWBO/AMMJE MOU Signing Ceremony:

By **Helen Han**, President & CEO, NAWBO and **Rosa Elena Lozano**, President, AMMJE

7:30 – 8:30 p.m. Looping Shuttle Service from Capitol Hill to ITC, L'Enfant Plaza Hotel and JW Marriott

8:00 – 9:00 p.m. Complimentary Buffet Dinner at the International Trade Center (Atrium)

9:00 – 10:00 p.m. Looping Shuttle Service from ITC to L'Enfant Plaza Hotel

Friday, June 11, 2010

Women's Business Conference International Trade Center

7:00 – 8:30 a.m. Looping Shuttle Service from L'Enfant to ITC

7:00 – 10:00 a.m. Conference Registration
(Amphitheatre Lobby)

7:30 – 8:30 a.m. Breakfast Buffet Served (Exhibit Hall)

8:30 – 8:45 a.m. Doors Open and Seating Begins
(Amphitheatre)

8:45 – 10:15 a.m. General Session: Power Your Legacy!
(Amphitheatre)

Welcome and Speaker Introduction: **Helen Han**, President & CEO, NAWBO

Economic Forecast: **Gina Martin Adams**, Director and Senior Institutional Equity Strategist, Wells Fargo Securities, LLC takes a look to the future and discusses the growth of the U.S. economy, employment statistics, lending rates and trends in the housing market.

Keynote Panel Moderator Introduction: **Julie Weeks**, President & CEO, Womenable and Conference Chair, NAWBO

Powering Your Legacy Through Business Success.

Moderator: **Martha Mertz**, Founder, ATHENA International.

Panelists: **Jane Wurwand**, CEO, Dermalogica; **Annette Taddeo-Goldstein**, Founder/CEO, LanguageSpeak; and **Anousheh Ansari**, Entrepreneur, Technologist, Astronaut, Author, *My Dream of Stars*. A powerful roster of successful women entrepreneurs who come from diverse backgrounds and cultures shares their triumphs and tribulations of business ownership and how they have built a legacy of success that goes beyond themselves for future generations to follow. Q&A session included as time permits.

10:15 – 10:30 a.m. Book signing on stage

10:30 – 11:30 a.m. Concurrent Breakout Sessions

Power Your Business – Victory in Procurement for Women Business Owners.

Moderator: **Christine Cuoco**, Interim Director, Customer Advocacy Marketing, American Express OPEN. Panelists: **Denise Rodriguez Lopez**, President, KMJ Company; **Julie Weeks**, President & CEO, Womenable; **Ana Harvey**, Assistant Administrator, Office of Women's Business Ownership, U.S. SBA; and **Marissa Levin**, CEO, Information Experts. This panel session will educate women business owners on the federal procurement opportunities and process to help power their business to the next level of success. Learn about the new Women's Procurement Rule from a representative from the SBA and hear from a contracting officer

about opportunities to do business with the government. The panelists have a wealth of knowledge in this area that they want to share with you. (Meridian D/E)

Power Your Brand – Your Social Media Fulcrum: How to Leverage Social Media to Build Your Brand AND Get More Business.

Lena West, CEO/Chief Strategist, xynoMedia. Thus starts yet another year of hearing about social media. It works. It doesn't. Don't do this. Do that. Never do THAT! Always do THIS! At this point, you're not even concerned with what other people are doing; you'd like to figure out what you need to do about social media—and more importantly, what you can safely ignore! This session will outline, in detail, the best way to approach social media so that you can start building your social media profile AND get more business in a way that is unique and most effective for women business owners. No more 20-year-old male geek talk! (Rotunda)

Power Your Leadership – Corporate Social Responsibility: Leveraging the Power of Doing Well by Doing Good.

Mollye Rhea, President, For Momentum LLC. Corporate Social Responsibility (CSR) has become an essential element in today's business culture. Savvy business leaders view CSR as a creative opportunity to fundamentally strengthen their business while contributing to society at the same time. The challenge often comes in finding the balance between lofty goals and the bottom line. This session will cover the latest in CSR trends and provide insights into the essential building blocks of a successful and affordable CSR program. (Horizon Ballroom)

11:30 – 12:00 p.m. Exhibit Hall Marketplace

12:00 – 1:00 p.m. Networking Luncheon with Table Topics
(Atrium)

- Access to Capital
 - Building Powerful Networks
 - Cash Flow & Fiscal Management
 - Diversity Marketing
 - Effective Media Strategies
 - Employee Engagement
 - Exit Planning
 - Going Global
 - Going Green
 - Government Contracting
 - Growing Your Business
 - HR Issues
 - Impacting Public Policy
 - Import/Export Businesses
 - Intellectual Property
 - Legal Issues
 - Licensing, Distribution and Franchising
 - Next Generation Marketing
 - Perfecting Your Pitch
 - Social Media
 - Work-life Balance
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1:00 – 1:15 p.m. Doors Open and seating begins
(Amphitheatre)

(continues)

1:15 – 2:10 p.m. General Session: Power Your Future!
(Amphitheatre)

Sponsor Introduction: **Helen Han**, President & CEO, NAWBO

Guardian Girls Going Places Award Presentation

Presented by **Katherine Readinger**, Second Vice President of Agency Marketing, Individual Products Distribution and **Helen Han**, President & CEO, NAWBO

Rewards the enterprising spirit of one young girl (age 12-18) who demonstrates budding entrepreneurship; is taking the first steps toward financial independence; and is making a difference in her school and community.

Awardee: **Zoe Albert**, Faux Paws, Allen, TX
National 2nd Place Winner in the 2010 GGP Entrepreneurship Award Program

Keynote Intro: **Kelly Scanlon**, President/Publisher, Thinking Bigger Media, Inc. and NAWBO Board Chair

Keynote Speaker: **Sam Horn**, Owner, Sam Horn Keynotes, Creative Consulting; Author, *POP! Stand Out in Any Crowd*. *In tough times and in a crowded marketplace, no one can afford to blend in. What are you doing to make your business stand out?*

WBC2010 Finale and Acknowledgements: **Julie Weeks**, President & CEO, Womenable and Conference Chair, NAWBO

2:15 – 2:30 p.m. Book signing on stage

2:45 – 3:45 p.m. Concurrent Breakout Sessions

Power Your Business – Success Stories from the Entrepreneurial Front Lines.

Moderator: **Sharon Pinder**, CEO, The Pinder Group. *Panelists:* **Kristina Bouweiri**, President & CEO, Reston Limousine; **Michelle Lee**, CEO, STG International, Inc. *During last year's worst economic recession in decades, most companies struggled to find ways to survive. Many faced increased competition as competitors dropped their prices in order to keep existing customers and attract new ones. Come learn how several companies met these challenges head on such as Reston Limousine who rekindled customer relationships and posted a profit last year. These innovative strategies created many valuable lessons learned that will be shared with you during this important panel.*
(Horizon Ballroom)

Power Your Brand – Building Online Credibility: Dos and Don'ts for Small Businesses.

Tiffany Jonas, President, Aio Design LLC. *Did you know 63 percent of consumers turn to the web first for information, even about local companies? And because the majority of these are likely to find your website through search engines like Google, they probably don't know you or your company. Quickly establishing credibility is crucial not only to companies selling products online, but also to professionals offering services to consumers or business buyers. With a myriad of other choices just*

a click away, how can you quickly build trust with your website visitors? Learn the simple steps you can take to put their concerns to rest... and convert more website visits into sales. (Rotunda)

4:00 – 5:00 p.m. Exhibit Hall Breakdown

4:30 – 5:30 p.m. Global Development Group Meeting
(L'Enfant Plaza Hotel)

Hosted by: **Kelly Watkins**, Chair of Global Development for NAWBO. *Learn how to use online resources to network, share information, conduct business and improve communication and interaction with sister associations. Invitees: GDG members. All international guests and conference attendees interested in international business.* (Quorum)

5:00 – 6:30 p.m. Closing Reception
L'Enfant Plaza Hotel

6:00 – 8:00 p.m. Optional: "Experience DC" Tours leave from L'Enfant Plaza Hotel and JW Marriott

6:45 – 8:00 p.m. Optional: Global Development Group International Dinner
(L'Enfant Plaza Hotel, Quorum)

3:00 – 6:00 p.m. Looping Shuttle Service between ITC and L'Enfant Plaza Hotel

Saturday, June 12, 2010

L'Enfant Plaza Hotel

8:30 – 11:30 a.m. Invitation-Only Sponsor Breakfast & National Advisory Council Meeting
(Quorum)

Looping Shuttle Service between JW Marriott to L'Enfant Plaza Hotel from 8 a.m. to 12 p.m.