



NAWBO
National Association of Women Business Owners

POWER YOUR DREAM™
WOMEN'S BUSINESS CONFERENCE CHICAGO 2009



M3 RACE AGENDA

Powered by Count Me In

Wednesday, June 24, 2009

- 8:00 a.m. **Continental breakfast**
- 8:30 a.m. **Opening — Isisara Bey, Journey Agent**
- 8:35 a.m. **Welcome from NAWBO**
- 8:45 a.m. **M3 RACE Financial Workshop with Ellen Rohr and Elizabeth Ladu.** Our numbers mavens, Ellen and Libby, present an exciting interactive session on key financial challenges facing small business owners. Here is the help you need to move your business ahead in this next leg of the M3 RACE.
- Ellen Rohr is President of Bare Bones Biz, a top business training and consulting company. Libby Ladu, founder of Right Brain Ventures, provides creative programs for small businesses. Both are program advisors to the M3 RACE.*
- 9:45 a.m. **Guide to the M3 RACE Dashboard — Heather Kipnis** shows you how to best use this invaluable racer's tool to help your business grow. *Heather is Manager, Programs & Education, Count Me In.*
- 9:55 a.m. **Guide to the M3 RACE Public Pages/Media Opportunities — Amy Litt** illustrates the elements of an effective profile page so your business can shine online, plus, how to position yourself for M3 RACE media opportunities. *Amy is Manager, New Media & Communications, Count Me In.*
- 10:05 a.m. **Keynote Address by Nell Merlino, CEO of Count Me In**
- 10:20 a.m. **Prize-Winning Pitch Tips from Hilary Blair.** *Hilary is an award-winning Teaching Artist and Voice Coach for the Denver Center for the Performing Arts*
- 10:30 a.m. **Housekeeping — Directions for the Business Pitch sessions**
- 10:40 **BREAK**

- 10:55 a.m. **Business Pitches begin.** Each M3 RACER gives a two-minute presentation to a panel of judges on the current state of their business. In this first round, judges will give feedback to the presenters immediately after their pitches.
- 11:30 a.m.
– 3:30 p.m. **One-on-One blitz sessions for M3 RACERS** with coaches from The Coach Connection and business advisors from SCORE. *By appointment only.*
- 1:00 p.m. **Buffet Lunch.** Here's your chance to pick up your autographed copy of Nell Merlino's exciting new book, *Stepping Out of Line: Lessons for Women Who Want It Their Way...In Life, In Love and at Work.*
- Plus:** Racers, have lunch with one of our experts. Another chance for some face time with the team guiding the M3 RACE.
- 2:00 p.m. **The 2nd round of Business Pitches — this time for prizes!**
- 3:30 p.m. **BREAK/Judges deliberations begin**
- 3:45 p.m. **Financials Wrap up/Pitch notes —** Business financial expert, Ellen Rohr gives feedback on the most common issues raised in the business pitch sessions, and tips on solving them.
- 4:00 p.m. **A Conversation with Nell and Stacey.** Listen as Nell Merlino and Stacey Schieffelin, former top international fashion model, successful HSN TV retailer and founder of YBF (Your Best Friend) cosmetics, as they share their "views from the top" of their companies, and answer questions from our audience.
- 4:20 p.m. **Dance Break**
- 4:25 p.m. **Webinars & Meet-ups —** Heather Kipnis outlines these special features of the M3 RACE.
- 4:30 p.m. **Pay It Forward/Find a SCORE —** Stacey Straughter, CMI's Manager of Communications & Marketing, shows you how you can share the excitement with another woman entrepreneur by paying it forward, and a new program that matches M3 RACERS with a business mentor.
- 4:40 p.m. **Remarks from OPEN —** Michelle Dolberry, Director of Advocacy Marketing for American Express OPEN, our founding partner.
- 4:50 p.m. **Announcements/Raffle & Pitch winners**
- 5:00 p.m. **Closing**
- 5:15 p.m.
– 7:30 p.m. **Special offer to M3 RACERS —** Have your crowd-pleasing head shot taken by Photographer and M3 to Award-winner Linda Russell in our M3 Studio, plus makeup from Stacey Schieffelin's YBF cosmetic line. *By appointment only.*

Thursday, June 25, 2009

10:30 a.m. **Make Mine a Million \$ Business RACE — Work Your Numbers! Ellen Rohr and Libby Ladu** lead a panel of M3 RACERS (including NAWBO members) in an interactive experience exploring and solving various financial challenges facing their businesses as they run the M3 RACE.
– 11:30 a.m.

ELLEN ROHR is president and founder of Bare Bones Biz, a business training and consulting company. Her passion for business literacy began when she nearly sank her own family's business. Then she learned how to keep track of the money...and make more of it. Now she has helped hundreds of entrepreneurs start, fix and grow their companies. Ellen was President of Benjamin Franklin Plumbing which, on her watch, grew from zero to \$40 million in sales, one of the fastest growing franchises in 2003. She is the author of three books, including her latest, The Bare Bones Biz Fitness Plan.

ELIZABETH (LIBBY) LADU is the founder of Right Brain Ventures, featuring creative programs for small businesses. Libby owned and managed the largest messaging center in New York City, and as an investment banker with two large European banks, she assisted large and small, public and private companies raise capital and execute mergers & acquisitions. She holds a Masters Degree in Community Economic Development and an MBA in Finance.

5:00 p.m. **General Session NAWBO/M3 RACE Awards Ceremony — Featuring the winners of the M3 RACE Business Pitch competition, and a special presentation by NAWBO president, Wendy Lopez with Count Me In president, Nell Merlino. Plus a keynote address by Stacey Schieffelin, founder and president of Your Best Friend cosmetic company. Stacey is a former top fashion model and current beauty industry trailblazer. She is a veteran television retailer and host of the highly successful Your Best Friend show, which airs regularly on HSN TV.**
– 6:15 p.m.

ABOUT STACEY SCHIEFFELIN — For more than a decade, women around the world have come to rely on Stacey Schieffelin as the girlfriend who gives them the straight story: honest beauty solutions delivered with a playful, uplifting approach. Armed with Southern down-home charm and oodles of get-gorgeous tips honed during her 20 years as a fashion model, Stacey is a trend setter, mentor and trusted friend to millions.

Gaining insight from over 12 years in TV retailing, Stacey has always felt a personal connection with her customers. As a model, Stacey worked the runways of New York, Milan, Paris and Rome for designers such as Yves St. Laurent, Versace, Armani, Dolce & Gabbana, Valentino, Chanel and Dior. She also appeared onstage with Diana Ross and Liza Minnelli, as well as in a Robert Palmer music video and

has been a guest on numerous TV shows. As a cosmetics expert, she is frequently sought by national magazines (such as *Allure*, *ELLE*, *Good Housekeeping*, *Marie Claire* and others) to provide quotable quotes and beauty tips. Stacey has a show, *Your Best Friend*, which regularly airs six times a year on HSN TV. .

Stacey is on the board of directors of Fashion Group International, an active member of Independent Cosmetic Manufacturers and Distributors, Cosmetic Executive Women, National Association of Women Business Owners and Color Design International Association.

Stacey was honored as one of America's "Power Women" by *Ladies' Home Journal*. A native of Lakeland, FL, she currently resides in Connecticut with her husband and business partner, David Schieffelin. They are the proud parents of two makeup-savvy daughters.

www.nawbo.org 

The NAWBO Women's Business Conference 2009 Stay & Play agenda is subject to change without notice.

The NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS, NAWBO, Power Your Dream and the Interlocking Dollars Symbol are registered trademarks of NAWBO. © NAWBO 2009 All Rights Reserved.