

## Monday, October 18, 2021

<p><b>10:00 a.m. - 11:00 a.m. EDT</b></p>	<p><b>Evolving Sources of Capital and Women Business Owners in Action</b></p> <p><i>Sponsored by Bank of America</i></p>	<p>Access to capital is one of the greatest opportunities for any entrepreneur. Join this panel to learn more about the capital landscape, the resources available, and the best practices of women business owners as they navigated the world of funding, including the challenges and barriers they faced before eventually finding the necessary capital for their businesses. Additionally, Pam Seagle from Bank of America and Kim Azzarelli from Seneca Women will share their observations and learnings working with women entrepreneurs over the past decade.</p>	<p>Moderator: Pamela Seagle Bank of America</p> <p>Kim Azzarelli Seneca Women</p> <p>Janel Fields Field of Greens DFW</p> <p>Daniel Letendre Bank of America</p>
<p><b>10:00 a.m. - 11:00 a.m. EDT</b></p>	<p><b>Scaling Through The Entrepreneurial Journey</b></p> <p><i>Discover the Levers in Your Business That Will Help You Scale Exponentially</i></p> <p><i>Sponsored by Cultivate Advisors</i></p>	<p>When you first started your business, you had big aspirations and goals. But the reality is, growing a business is hard. With non-stop opportunities, it's easy to lose focus on the areas that can work as levers in your business. While there is no universal guide to being a successful entrepreneur, we've learned that the key to growing your business starts with understanding where you are on your Entrepreneurial Journey.</p> <p>In working with thousands of owners, we've identified five key stages of the entrepreneurial journey, including unique pitfalls, challenges and opportunities that plague business owners along the way. If you're stuck in your business and aren't sure what needs to change, you're not alone. This session is designed to help you identify your stage in the entrepreneurial journey and show you what you need to move to the next stage.</p> <p>During this session, you'll learn the following:</p> <ul style="list-style-type: none"> <li>• An overview of all stages in the Entrepreneurial Journey</li> <li>• Tangible steps you can take to grow to the next stage of your business</li> </ul>	<p>Casey Clark Cultivate Advisors</p>

		<ul style="list-style-type: none"> <li>• Personal stories from owners in the same position who have fought through the challenges to reach a new level</li> <li>• Information on how you can spend two hours with an advisor developing a custom five-year growth plan for your business</li> </ul>	
10:00 a.m. - 11:00 a.m. EDT	<p><b>Closing Gaps, Opening Doors Toward Financial Wellness</b></p> <p><i>Sponsored by Fidelity Investments</i></p>	<p>Learn how business owners and employees feel about their current finances, and how both can move toward financial wellness.</p> <p>During this session, you'll learn the following:</p> <ul style="list-style-type: none"> <li>• How workers across the country feel today, and what they see for their future.</li> <li>• How workers stress about finances, and what you can do to help. Women, the pandemic, and retirement savings: how to correct women's disproportionate realities.</li> <li>• Closing the retirement savings gap for American workers.</li> <li>• Pooled Employer Plans: an excellent retirement savings tool for small business owners</li> </ul>	<p>Kirsten Hunter Peterson Fidelity Investments</p> <p>Kristina Sarcione Fidelity Investments</p>

11:00 a.m. - 12:00 p.m. EDT	<p><b>Mental Wellness and Health</b></p>	<p>To effectively support women business owners to gain insight and awareness of our well-being. This session is to clarify what we can begin to do and support our mental wellness and health.</p>	<p>Jessica Bruny JessBeU, LLC</p>
11:00 a.m. - 12:00 p.m. EDT	<p><b>Medicare 101 For Your Business and Your Eligible Employees</b></p> <p><i>Sponsored by AARP</i></p>	<p>Becoming eligible for Medicare is an important milestone in anyone's life. Whether before, after, or at age 65, the transition to Medicare can be a confusing process. As employees are living and working longer many more will be eligible to make this transition during their working lives. Employers need to be able to provide their employees with the resources and information they need to make an informed decision.</p> <p>During this session, you'll learn the following:</p>	<p>Tricia Sandiego AARP</p>

		<ul style="list-style-type: none"> <li>• Overview of what Medicare is and what it means for your business</li> <li>• How to talk to your employees about Medicare</li> <li>• What resources and organizations to share with your employees</li> </ul>	
<p><b>11:00 a.m. - 12:00 p.m. EDT</b></p>	<p><b>Modern Day Technology, Using Hardware to Work Smarter Not Harder!</b></p> <p><i>Sponsored by Dell Technologies</i></p>	<p>Having “big picture” thinking is smart in business—and that includes all of your business’ technology components. You have a server, for instance, but what can you use it for? Learn about server components and uses, including file sharing, web hosting and more. How about networking bandwidth? Is yours too slow and can you better manage it to make it faster? Consider how much is enough and what will happen if you don’t have it. Then, there’s storage. Discover how storage devices can help you avoid one of today’s most common issues: running low or out of storage. And let’s not forget security—after all, 43% of cyber-attacks target small business and preventative intelligence is the best defense. In this session, we will bring it all together, giving you the big picture of your business’ technology components.</p>	<p>Katy Drozd Dell Technologies</p>