



Tuesday, October 19, 2021

<p>10:00 a.m. - 11:00 a.m. EDT</p>	<p>Get Social: How Digital Ads Can Help Build Business</p> <p><i>Sponsored by Facebook</i></p>	<p><i>Match your Ad Objective to your Business Goal</i> – Gain an understanding of what ad objectives are as well as how they can help you achieve your business goals.</p> <p><i>Reach your audience with personalized ads</i> – Learn how you can determine who is most likely to be interested in your business, and how selecting the right audience, placement, budget and schedule can help make your ad spend more efficient.</p>	<p>Paige Ogawa Facebook</p> <p>Tristen Sutton Facebook</p>
<p>10:00 a.m. - 11:00 a.m. EDT</p>	<p>Franchising: Is it For You?</p> <p><i>Sponsored by UPS</i></p>	<p>This panel will discuss the franchising model from both the franchisee and franchisor perspectives. Women are on the rise in the franchise space and with good reason. As a franchisee, you are in business for yourself but not by yourself. With a built-in support system, success is more attainable more quickly. If you have a proven business with strong branding, replicable processes and well-defined operations, franchising your business can be a great way to grow and offer others the opportunity for business ownership.</p> <p>In unpredictable economic times, franchising is not immune to the ups and downs of the market, but it has proven to be more resilient and better able to pivot more quickly than many other types of business. Join us to learn more from a panel of amazing women in franchising.</p>	<p>Moderator: Elizabeth Denham Lotus Flower Media, Inc.</p> <p>Elizabeth Orden The UPS Store</p> <p>Priya Patel The UPS Store</p> <p>Kristin Selmeczy Molly Maid Bloomingdale</p> <p>Laura Spaulding Spaulding Decon</p>
<p>10:00 a.m. - 11:00 a.m. EDT</p>	<p>All in the Family: A Panel on Family Business Boundaries & Best Practices</p> <p><i>Sponsored by Frost Brown Todd, LLC</i></p>	<p>The advantages to a family-owned business are clear: You work with people you know well and love, you experience greater flexibility and security and you are building a financial legacy for retirement and future generations. But the challenges can be just as great, from emotions between family members running high to roles and processes that aren't clearly defined to a lack of planning for retiring or ultimately selling the</p>	<p>Moderator: Melanie McCoy Frost Brown Todd, LLC</p> <p>Steve Beatty Financial Solutions for Business</p>



		business. There are certainly legal and insurance considerations. Here, several women business owners share the unique dynamics of their family businesses and how they're harnessing those for continued success.	Lena Graham-Morris Horus Construction Leigh Keith Perfect Snacks
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11:00 a.m. - 12:00 p.m. EDT	The Power of Authority <i>How to Get the Revenue, Respect and Results You Deserve by Authoring a Book</i>	In today's crowded marketplace, the very best way to stand out from the competition is to establish yourself as the go-to expert and premier leading authority in your field. And the fastest, most credible way of becoming an authority is by authoring your own book. In this workshop, you'll learn how to grow your business by telling your story in a book; how to determine the topic and market; how to leverage it into multiple revenue streams and use it to gain free PR and media coverage and expert positioning in the marketplace; how to charge more for your services by becoming more valuable; and more practical, real-world publishing tips, guaranteed to help take you from where you are, to where you want to be.	Michelle Prince Prince Performance Group
11:00 a.m. - 12:00 p.m. EDT	The Next Big Online Thing: Blockchain	Who will control the next big online thing: blockchain technology? Everyone and no one. Gain a solid understand of what this technology is, why it's important for you and your business and how it's being applied right now—and how you can apply it too. Some of the topics that will be touched on during this presentation include how the way data is stored and protected affects you, your business and the government; who governs the system; and exciting ways it can be used for better transparency, identification, voting, audits, compliance and more.	Laura Barker BridgePoint Technologies, LLC & Toodlebox, LLC
11:00 a.m. - 12:00 p.m. EDT	Championing Women Voices: How to Become an Advocate and Build Relationships that Influence Policy	Entrepreneurs are on the front lines to rebuild our economy. In 2021, America has the opportunity to transform itself by strengthening policies that address racial inequality, narrow the gap between rich and poor, and raise the economic status of historically marginalized	Moderator: Jennifer Kelly Ventura Kauffman Foundation Jasmine Edwards digitalundivided



	<p><i>Sponsored by Ewing Marion Kauffman Foundation</i></p>	<p>communities. Launched by the Ewing Marion Kauffman Foundation in 2019, America’s New Business Plan set out to level the playing field and create equitable access to entrepreneurial opportunities for everyday Americans striving to launch new businesses. The purpose of this panel is to reinforce why women need a voice at the policy table, provide helpful tips on how to be a successful advocate and build relationships with policymakers.</p>	<p>Vanessa Roanhorse Roanhorse Consulting</p> <p>Tonya McNeal-Weary IBS Global Consulting</p>
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<p>2:30 p.m. - 3:30 p.m. EDT</p>	<p>The Power of Certification: Its Advantages Are More Than Meet the Eye</p> <p><i>Sponsored by Verizon</i></p>	<p>Certification is a word that often elicits images of piles of paperwork and red tape for women business owners, but that’s not always the case and the work and organization it takes to prepare for certification is well worth the effort involved. We’ll help you simplify the certification process and walk you through its advantages,. Discover how collecting and compiling information to get certified can lead to improved organization and record keeping for your business. Consider how to choose your ideal target market and go after it, including services that can be marketed and used under a certification program.</p> <p>You will learn where to network once certified, And the benefits of becoming a sub-contractor under a prime contractor in order to grow your business, without breaking the bank or risking failure. The future of certification starts here, and it’s an important next step for many women business owners who want to grow their business.</p>	<p>Jeanette Armbrust Skyline Exhibits</p> <p>Molly Gimmel Design To Delivery Inc.</p> <p>Teresa Meares TM Consulting</p> <p>Pat Patterson Verizon</p> <p>Paloma Vidgen Bank of West</p>
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<p>2:30 p.m. - 3:30 p.m. EDT</p>	<p>Business Strategy and Financials in Uncertain Times</p> <p><i>Sponsored by Goldman Sachs 10,000 Small Businesses</i></p>	<p>In this interactive session, you will learn how to assess the financial health of your business, evaluate the impact of an uncertain environment, and analyze different funding options, revenue streams to grow your business. You will leave with a framework on how to use financial metrics to lead your business to new opportunities.</p>	<p>Shaniece Bennett FINM Solutions & Accutrak Consulting and Accounting Services, PLLC</p>
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<p>2:30 p.m. - 3:30 p.m. EDT</p>	<p>Driving Inclusion Through Action</p> <p><i>Sponsored by Master Your Card</i></p>	<p>Inclusion is about creating an environment where all employees belong – enabling everyone to do their best work and thrive. We can reinforce our organization’s values, including how we practice decency and inclusion in all that we do, but creating an inclusive environment is only achieved if each one of us do our part.</p> <p>In this session I will share how you can drive Inclusion at all levels of the organization through:</p> <ol style="list-style-type: none"> 1. Inclusive leadership skill building, 2. Employee Engagement, and 3. Partnership with the Business 	<p>Arlene González-Pagán Mastercard</p>
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