

<p>8:00 a.m. – 9:00 a.m. ET</p>	<p>Breakfast and Networking</p> <p>What You Didn't Learn in School: How to Network Like a Pro</p> <p>Exhibit Hall</p>	<p>Contrary to what is emphasized in school, grades and ability are not the only golden tickets to career success. Rather, building relationships is key to reaching professional goals, especially as an entrepreneur. Opportunities for growth arise when we go outside our comfort zones and foster connection with others in our industry and beyond. However, we are never taught how to network effectively, which can have detrimental consequences on growth both as an entrepreneur and as a business. In this program, you'll learn the dos and don'ts of networking digitally and IRL that play to your strengths and make a lasting impression.</p>	<p>Emily Griesing, Co-Founder & Chief Strategy Officer, Bossible</p> <p>Jessica Mazzeo, Esq., Co-Founder & COO, Bossible</p>
<p>8:00 a.m. - 5:00 p.m. ET</p>	<p>Exhibit Hall Open</p>		
<p>8:00 a.m. - 9:00 a.m. ET</p>	<p>The Future of the Workplace After the Pandemic</p> <p><i>Sponsored by Frost Brown Todd</i></p> <p><i>Continuing Legal Education session</i></p> <p>Segell Room</p>	<p>Learning Objectives:</p> <ul style="list-style-type: none"> • Considerations in the location of the workplace • The implications of remote work • Compliance issues under federal law • Cyber security attacks and incident response plans 	<p>Katie Biggs Wright, Esq. Frost Brown Todd</p> <p>Carena Lemons, Esq. The Lemons Law Firm, PLLC</p> <p>Christina Reger, Esq. Law Offices of Christina Reger, LLC</p>
<p>9:00 a.m. – 10:45 a.m. ET</p>	<p>Morning General Session, Keynote</p> <p><i>Sponsored by Bank of America</i></p> <p>Molly Bloom Speaker, Entrepreneur & Author</p> <p>Champion Mindset</p> <p>Ballroom A</p>	<p>Molly Bloom shares her playbook for winning, derived from her experiences skiing for the US Ski Team, running the largest poker games in the world, writing a best-selling memoir, and making an Oscar-nominated movie. She breaks her philosophy for growth and success down into 7 major points over the course of her presentation, which audiences will leave invigorated, informed, and primed for their own success.</p>	<p>Jen Earle, NAWBO CEO</p> <p>Karen Bennetts, National Board Chair</p> <p>Jill Calabrese Bain, Managing Director, Small Business, Specialty Banking & Lending Division, Bank of America</p>
<p>10:45 a.m. - 11:00 a.m. ET</p>	<p>BREAK</p>		
<p>11:00 a.m. – 12:00 p.m. ET</p>	<p>Grab a Seat at the Table: Roundtables on Various Topics</p>	<p>Have you ever wanted to have a casual, small group conversation about topics like certification as a woman business owner or diversity, equity, inclusion and belonging in</p>	



	Ballroom A	your own company or at NAWBO? Before heading into the Exhibit Hall, you're invited to grab a seat at the table with the topic that most interests you for a roundtable facilitated by some of our committee members, leaders, and speakers.	
12:00 p.m. – 1:45 p.m. ET	Grab and Go Lunch	Take your lunch and visit the Exhibit Hall and network with other attendees!	
1:45 p.m. – 2:45 p.m. ET	Track 1: Breakout Session Your Business Culture Winning the Race for Talent in an Increasingly Diverse World <i>Sponsored by Bank of America</i> French Room	We are experiencing the great migration or perhaps even the great realignment – whatever the phrase we choose, we are seeing talent as the great opportunity for the 21 st Century. Financial wellbeing has become the guiding light for employees and provides a chance for businesses to reimagine talent strategy. Moreover, as a society we are engaging with an increasingly diverse workforce. Employers need to understand the impact that this diversity has on talent attraction, retention and workplace benefit programs. The emphasis is increasingly on “holistic wellness,” – which includes mental health, physical health and financial security considerations. In this session, we will share new research from Bank of America, unpack key trends impacting the future of talent, including a special focus on the topic of Women and Financial Wellness.	Angela Antonio , Small Business Region Executive, Bank of America (Moderator) Lisa Margeson , Managing Director, Retirement Research and Insights, Bank of America Kai Walker , Managing Director, Retirement and Personal Wealth Solutions, Bank of America
1:45 p.m. – 2:45 p.m. ET	Track 2: Breakout Session Strategize for Success Trademark Basics: What Every Growing Business Should Know Now, Not Later Segell Room <i>Continuing Legal Education session</i>	Join us for a discussion about what all entrepreneurs, start-ups, and businesses should know about trademarks. We'll discuss what trademarks are, the benefits of federal trademark registration, and the basics of the registration process. We'll also talk about why it's so important for any new business to select a trademark that is both federally registrable and legally protectable. We'll close out the discussion with a question-and-answer session and direct you to free resources from the USPTO.	Jason Lott , Attorney Advisor for Trademarks Customer Outreach, U.S. Patent & Trademark Office
1:45 p.m. – 2:45 p.m. ET	Track 3: Breakout Session Your Digital Future	<u>Getting Creative: Business Strategy</u> This workshop provides creative inspiration and branding guidance to small businesses while using Facebook and Instagram. During this workshop we'll focus on business	Krista Neher , Author, Speaker & CEO, Boot Camp Digital



	<p>Getting Creative: Business Strategy and Reels School</p> <p><i>Sponsored by Meta</i></p> <p>Stopher Room</p>	<p>branding, thinking about the customer mindset, building copy and creative when creating a post, and then deciding what to post.</p> <p><u>Reels School</u></p> <p>Learn how to start creating Reels that engage your audience and help you reach your business goals. During this hands-on session, small businesses will be able to unlock native creative tools to create successful Instagram posts.</p>	
<p>2:45 p.m. – 3:00 p.m. ET</p>	<p>BREAK</p>		
<p>3:00 p.m. – 4:00 p.m. ET</p>	<p>Track 1: Breakout Session</p> <p>Your Business Culture</p> <p>DEI&B Reimagined: Going Beyond for an Even Greater Impact</p> <p><i>Sponsored by PNC Bank</i></p> <p>French Room</p>	<p>It’s time to reimagine diversity—to go beyond race to fuel inclusive and sustainable growth. Many of us are feeling the fatigue of an intense need to focus on DEI&B to make this happen. Do you feel it, too? It’s much more than the “right thing” to do; it makes smart business sense. That’s why we’ve brought several women to the table for this conversation, including some who have built successful businesses helping companies leverage the power of diversity and belonging and others whose role is identifying and building relationships with diverse suppliers, including women- and minority-owned businesses. Join us to push past the fatigue together and get reenergized for the future.</p>	<p>Tawana Bain, Chief of Authentic Connections, TBAIN & Co.</p> <p>Thresette Briggs, Chief Performance Officer Performance 3 (P3) (Moderator)</p> <p>Gina Coleman, SVP, Chief Diversity Officer, Corporate Responsibility Group, PNC Financial Services Group</p> <p>Stephanie Givans, VP & Commercial Relationship Manager, PNC Financial Services Group</p> <p>Roslyn Rice, Co-Founder, DPI, LLC</p>
<p>3:00 p.m. – 4:00 p.m. ET</p>	<p>Track 2: Breakout Session</p> <p>Strategize for Success</p> <p>5 Things Business Owners Need to Know About Transitioning Their Business</p>	<p>This presentation will provide an overview of things that every business owner should consider when implementing a succession or exit plan, including topics such as business valuation, various business succession/exit strategies, timing, options for funding a succession or exit plan, and certain risks to avoid in succession/exit planning. We’ll discuss ideas and strategies to help business owners create a more successful</p>	<p>Stacey McMahan, Director, Advanced Designs Unit, Pacific Life Insurance Company</p>



	<p><i>Sponsored by Pacific Life</i></p> <p>Segell Room</p>	<p>succession/exit plan, potentially including life insurance.</p>	
<p>3:00 p.m. – 4:00 p.m. ET</p>	<p>Track 3: Breakout Session</p> <p>Your Digital Future</p> <p>Digital Financial Literacy: Increasing Your Knowledge to Open Doors to your Success</p> <p><i>Sponsored by Mastercard</i></p> <p>Stopher Room</p>	<p>Digital financial literacy is a combination of information and acquired skills to navigate financial products and services needed to leverage digital technologies to your benefit. Technology is an absolute must in today's Digital Age where businesses and consumers are expected to master a variety of digital tools. Increasing your knowledge and confidence can open doors for your personal finances and your business. This session will get you started!</p>	<p>Jimmy Chow, Director of Community Relations, Mastercard</p>
<p>4:00 p.m. – 5:00 p.m. ET</p>	<p>General Session</p> <p>Spirited Dialogue: Women Shaking Up a Centuries-Old Industry</p> <p><i>Sponsored by Stax</i></p> <p>Ballroom A</p>	<p>Kentucky is no doubt known for its bourbon (95 percent is made here), and several women are shaking up the bourbon and overall beverage industry in exciting ways. Meet a brand-new bourbon distiller who is putting a fresh spin on this alcohol that dates back to the 18th century. Also, hear from an innovative winemaker and distributor—the only female distributor in the state—as well as the woman behind the only woman-owned seltzer brand that's in the Top 10 brands in this burgeoning industry. Get ready for some spirited dialogue about challenges in a male-dominated industry and innovating through these unique times!</p>	<p>Krystal Little, Chief of Staff, Stax</p> <p>Peggy Noe Stevens, Founder & President Peggy Noe Stevens & Associates (Moderator)</p> <p>Brittany Penny, CEO, 2 Cents Inc. – The IX Bourbon Whiskey</p> <p>Amy Walberg, CEO, PRESS Premium Alcohol Seltzer</p> <p>Jesika Young, Co-Founder, New Vibes Wine Co. & New Vines Distribution Co.</p>
<p>6:30 p.m. – 8:30 p.m. ET</p>	<p>Welcome to Louisville Reception</p> <p>Kentucky Derby Museum</p>	<p>Celebrate the start of this year's conference with a culinary, cultural and community experience you'll only find in our great host city of Louisville. Gather at the Kentucky Derby Museum, the American thoroughbred horse racing museum located on the grounds of Churchill Downs. While there, take a short</p>	<p>Lesa Seibert, CEO, Mightily</p> <p>Tori Murden McClure, President, Spalding University</p>



		tour of the racetrack and taste products from our Spirited Dialogue panelists.	Seema Sheth , Senior Vice President & Regional Executive, Federal Reserve Bank of St. Louis
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