

Tuesday, October 11, 2022

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| <p>6:30 a.m. – 7:15 a.m. ET</p> | <p>Morning Hybrid Pilates & Yoga</p> <p>Azalea Room</p> | <p>This hybrid yoga/Pilates class emphasizes slow and deliberate movements, allowing your muscles to relax, while releasing built up energy. We will focus on poses like downward facing dog, upward dog, warriors, lunges, planks and more. Please bring a mat or towel and water - be prepared to sweat!</p> | <p>Crinda Francke, CEO, ExecuTrain</p> |
| <p>8:00 a.m. – 3:00 p.m. ET</p> | <p>Exhibit Hall Open</p> | <p>Come see all our amazing exhibitors and connect with our sponsors. Maybe you will win one of our raffle items!</p> | |
| <p>8:00 a.m. - 9:00 a.m. ET</p> | <p>Breakfast & Speaker</p> <p><i>Sponsored by UPS</i></p> <p>Ballroom A</p> | <p>Representation Matters: What it Really Means to be Inclusive</p> <p>There are very few women in the aviation industry, and even fewer women of color. Start your morning with the inspiring story of one woman—Angel Hughes—who hasn't let the "numbers" stop her from creating an impressive career for herself and supporting other women and women of color along the way. She currently serves as UPS Airline First Officer and Founder of Sisters of the Skies and will share her journey into aviation as well as the importance of inclusivity in the industry, and every industry, and supporting others so they feel they belong and are valued.</p> | <p>Jeff Whiteman, UPS Chief Pilot</p> <p>Angel Hughes, UPS Airline First Officer, and Founder, Sisters of the Skies</p> |
| <p>9:00 a.m. - 10:00 a.m.</p> | <p>Networking and Raffles in Exhibit Hall</p> | | |
| <p>10:00 a.m. – 11:30 a.m. ET</p> | <p>Workshop I</p> <p>Proudly Woman-Owned: Certification as a Tool for Equity and Growth</p> <p>Segell Room</p> | <p>Being a certified woman business owner is a tool to increase your visibility and opportunities to help grow your business, as well as to increase equity and parity for women business owners in general.</p> <p>Yet while there are currently more than more than 12.3 million women-owned businesses in the U.S. who represent the fastest growing segment of the economy, less than 2% are certified as WBE and/or MWBE.</p> | <p>Jeanette Armbrust, CEO, Greenlight Leadership Consulting Group, LLC</p> <p>Molly Gimmel, Chief Executive Officer & Co-Founder, D2DInc.</p> <p>Lena Graham-Morris, Chief Strategy Officer, Principal & Shareholder,</p> |

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| | | <p>Hear from NAWBO women business owners about why they got certified and the value of certification. Plus, discover how the NAWBO Institute has stepped up to certify women business owners.</p> | <p>HORUS Construction Services Inc.</p> <p>Teresa Meares, Vice President, General Manager WEM Cass Waste Expense Management (Moderator)</p> <p>Denise Spalding, President & Founder, Highnote</p> <p>NAWBO HQ Team: Jennifer Martin Kimberly Snodgrass</p> |
| <p>10:00 a.m. – 11:30 a.m. ET</p> | <p>Workshop II</p> <p>A Data-Driven Look Back and Forward: Women-Owned Businesses and the Economy – <i>Sponsored by ICIC/Goldman Sachs</i></p> <p>Stopher Room</p> | <p>The numbers never lie. In fact, they reveal a very compelling story about the state of our nation’s women business owners and the broader U.S. economy. Join ICIC’s team as they break down the latest research, taking both a look back and forward, to shed light on key issues. From the distribution of women business owners across different geographies and industries to inflation, the labor shortage, access to capital and other economic challenges. Understand the different paths the economy might take and what those could mean for your business, so you’ll be ready!</p> | <p>Peter Eberhardt, Senior Research Associate, Initiative for a Competitive Inner City (ICIC)</p> <p>Sonia Moin, Senior Director of Urban Business Initiatives, Initiative for a Competitive Inner City (ICIC)</p> |
| <p>10:00 a.m. – 11:30 a.m. ET</p> | <p>Workshop III</p> <p>Driving Growth: How to Build a High-Performance Team Without Spending a Fortune – <i>Sponsored by One Page Business Plan</i></p> <p>Coe Room</p> | <p>Why You Should Attend:</p> <p>Have a dream to grow and scale your business? If so, having a high-performance team will be vital to your success! But building that team can be expensive and time-consuming, not to mention finding the money to pay for it.</p> <p>But it doesn’t have to be that way... This workshop will show you how.</p> <p>Attendees will brainstorm with others and create a roadmap that will help them grow faster and more sustainably by having the right kind of team in place.</p> | <p>Meggan Ciaccia, P.A. & Co-Owner, Beyond Strategy Partners</p> <p>Michele Schina, Owner, TMS II, LLC Co-Owner, Beyond Strategy Partners</p> |

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| | | <p>If you are committed to growing your company, you'll want to attend this interactive, hands-on workshop to help you create your own customized plan to drive growth and profits while staying on a tight budget!</p> <p>What You Will Learn:</p> <ul style="list-style-type: none"> • How to develop an initial outline of the actions required to achieve your team growth plan • Three fundamentals of building your team with the right talent on budget as you scale for growth • How to identify the pros and cons of your roadmap with other like-minded business owners • How to identify any resistance you have to creating a team that will drive growth • What key performance indicators are relevant to building out your leadership team | |
| 10:00 a.m. - 11:30 a.m. | <p>Workshop IV</p> <p>The Future of Benefits: Emerging Opportunities & Innovations for Women-Owned Businesses – Sponsored by Public Private Strategies Institute</p> <p>French Room</p> | <p>There have been recent innovations and policy proposals around employee benefits, including paid family and medical leave, the fix for the "Family Glitch," Medicare drug pricing negotiation, Individual Coverage Health Reimbursement Arrangements (ICHRA), Qualified Small Employer Health Reimbursement Arrangements (QSEHRAs) and Marketplace enrollment opportunities. Join experts from the Public Private Strategies Institute (PPSI) to stay on top of all the latest innovations and the opportunities they present for women business owners.</p> | <p>Katie Vlietstra Wonnberg, Principal, Public Private Strategies & President of the Business for America's Future Fund</p> |
| 11:30 a.m. – 12:00 p.m. ET | <p>Speed Networking</p> <p>Exhibit Hall</p> | <p>Take time to reconnect with conference attendees!</p> | |
| 12:00 a.m. – 1:00 p.m. ET | <p>Lunch – Seated</p> | | |

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| | Ballroom A | | |
| 1:00 p.m. – 2:30 p.m. ET | <p>General Session – Sponsored by Bank of America</p> <p>Keynote – Magie Cook, CEO, Speaker & Author</p> <p>Greatness Is Within You! Discover or Re-Discover Your Purpose</p> <p>Ballroom A</p> | <p>You are so much more powerful than you think—and the time is NOW to discover or re-discover WHY you are here in this time and space! Who are you truly meant to be? What’s your greater purpose in life? Greatness is within you...you just have to look within yourself to find and unlock it. You have the power to overcome any personal or professional adversity with the right mindset, to re-discover your passion, to become bigger than yourself and to live a happy, meaningful life.</p> | <p>Melissa Phan, SVP, National Product Performance and Integration Manager, Bank of America</p> |
| 2:30 p.m. – 3:30 p.m. ET | <p>Track 1: Breakout Session</p> <p>Your Business Culture</p> <p>The Impact of Advocacy: Exploring the Significance of Advocacy Engagement for Women Small Business Owners – Sponsored by Kauffman Foundation</p> <p>French Room</p> | <p>While the United States hosts over 12 million women business owners, only a small percentage actively engages in advocacy at the federal, state, or local levels. Advocacy is an essential tool to connect policy with business issues to find innovative solutions. Like storytelling, advocacy can help policymakers paint the picture to understand the downstream impact of a legislative issues and identify with their constituents. Join for a discussion with small business leaders around the impact of advocacy, policy and business issues facing women business owners, best practices for small businesses engaging in advocacy, and more.</p> | <p>Lisa Coppola, Esq., Founder and Managing Partner, The Coppola Firm</p> <p>Rebecca Fleischaker, Executive Director, Louisville Downtown Partnership</p> <p>Corinne Hodges, CEO, Association of Women's Business Centers</p> <p>Christy Jarboe, Senior Economic Development Manager</p> <p>Ashlyn Roberts, Senior Manager of Government Affairs, Prism Group Public Affairs (Moderator)</p> |
| 2:30 p.m. – 3:30 p.m. ET | <p>Track 2: Breakout Session</p> <p>Strategize for Success</p> <p>Fuel for Minority-Owned and Women-Owned Businesses – Sponsored by UPS</p> <p>Segell Room</p> | <p>Join the UPS Ignite program and the Export-Import Bank of The United States (EXIM Bank) to hear from organizations dedicated to providing support to advance Minority-Owned and Women-Owned businesses. Whether you're growing domestically or ready to expand your business overseas, there are available resources and advocates from Federal, State and local agencies ready to help you move forward.</p> | <p>Michael Ashcraft, Senior Area Manager and Public Information Officer, SBA</p> <p>Maria Luisa Boyce, Vice President of Global Public Affairs, UPS (Moderator)</p> <p>LaTaunya Darden, Business Development Specialist, Minority and</p> |

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| | | <p>Key takeaways: Learn about</p> <ul style="list-style-type: none"> • Where to find training, counseling, federal contract support and funding opportunities available specially to women business owners • How to access support including market intelligence, business-to-business matchmaking services, international company vetting, market access support and advocacy • Trade finance options that help you start, sustain or grow your export business | <p>Women Owned Business Outreach Division, Office of Small Business, Export-Import Bank of the United States</p> <p>Mona Musa, Senior International Trade Specialist, U.S. Commercial Service</p> <p>Mary NeCamp, Program Manager, State Trade Expansion Program (STEP) Director, State of Kentucky</p> |
| <p>2:30 p.m. – 3:30 p.m. ET</p> | <p>Track 3: Breakout Session</p> <p>Your Digital Future</p> <p>Tech Trends Driving Marketplace Success – Sponsored by Dell Technologies</p> <p>Stopher Room</p> | <p>As we move through 2022, we are continuing to see seismic changes in the retail and hospitality spaces. In this session, Kristin Roubie, the Directory of Business Development at Elo Touch Solutions, will discuss key trends in the consumer marketplace and how technology is being leveraged to deliver seamless, engaging, personalized customer experiences to meet the demands of the reimagined consumer.</p> | <p>Kristin Roubie, Director of Business Development, Elo Touch Solutions</p> |
| <p>3:30 p.m. – 3:45 p.m. ET</p> | <p>BREAK</p> | | |
| <p>3:45 p.m. – 4:45 p.m. ET</p> | <p>Track 1: Breakout Session</p> <p>Your Business Culture</p> <p>Separate Yourself from the Competition: Craft an Buzz-Worthy Brand Story</p> <p>French Room</p> | <p>When you look at successful businesses, what do you think is the number one factor that separates them from their competitors? The answer is their STORY. Most buzz-worthy companies have a unique story that makes them stand out as a brand. At the end of the day, why do you think people buy? They buy because they believe that product or service can somehow make their lives better. That believe is solely built on emotional connections. Without that, all you have to compete on is price, and that won't get you very far. We all know that facts tell, but stories sell. Get ready to craft yours.</p> | <p>Melissa Tong, Founder & CCO, DuckPunk Productions, Inc.</p> |



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| <p>3:45 p.m. – 4:45 p.m. ET</p> | <p>Track 2: Breakout Session</p> <p>Strategize for Success</p> <p>The Digital Strategy Play – Sponsored by Verizon</p> <p>Segell Room</p> | <p>Effective digital strategies can help you grow your small business and keep a constant pulse on your client base at every touchpoint. There are many processes that leverage the modern customer journey, from sales and operations to IT and revenue tracking. Learn more about how your business can address pain points in your customer journey and how to identify repeat customers in this interactive workshop led by the Association of Women’s Business Centers.</p> | <p>Corinne Hodges, CEO, Association of Women’s Business Centers</p> <p>Jessie Yankee, VP Programs, Association of Women’s Business Centers</p> |
| <p>3:45 p.m. – 4:45 p.m. ET</p> | <p>Track 3: Breakout Session</p> <p>Your Digital Future</p> <p>The Journey Toward a Digitally Enabled Business</p> <p>Stopher Room</p> | <p>Does technology help you work more efficiently and effectively to accomplish your business goals? Is it driving success or driving you crazy? Judy Nichols, from Dean Dorton, walks you through the possibilities that a true digitally enabled business has to offer and how you can get started on this journey, including the key points that every business owner should consider.</p> | <p>Judy Nichols, Founding Partner & Director of Data and Collaboration Consulting, Breakpoint Technology</p> |
| <p>4:45 p.m. – 5:30 p.m. ET</p> | <p>Get ready for Gala!</p> | | |
| <p>5:30 p.m. – 6:00 p.m. ET</p> | <p>Awards Cocktail Reception</p> | <p>Join us for the Awards Reception and many photo opportunities!</p> | |
| <p>6:00 p.m. – 8:30 p.m. ET</p> | <p>NAWBO Annual National Awards Gala – Sponsored by Bank of America</p> <p>Ballroom A</p> | <ul style="list-style-type: none"> • Woman Business Owner of the Year Panel & Award honoring finalists Shital Daftari, Diana Dibble and Moira Vetter • Rising Star Award - Presented by Jacqueline Hayes • Member of the Year - Presented by Janis Shinkawa • Gillian Rudd - Presented by Lesa Siebert • Susan Hager - Presented by Megan Patton | <p>Beth Hoving, Senior Vice President & East Division Business Support Executive, Bank of America (Panel Moderator)</p> <p>Jill Calabrese Bain, Managing Director, Small Business, Specialty Banking & Lending Division, Bank of America Announce WBO of the Year</p> |