



Tuesday, October 11, 2022

<p>2:30 p.m. – 3:30 p.m. ET</p>	<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>
<p>2:30 p.m. – 3:30 p.m. ET</p>	<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>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- 	<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 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>business matchmaking services, international company vetting, market access support and advocacy</p> <ul style="list-style-type: none"> Trade finance options that help you start, sustain or grow your export business 	<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 Director 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>3:45 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>
<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>Does technology help you work more efficiently and effectively to accomplish</p>	<p>Judy Nichols, Founding Partner & Director of</p>



	<p>Your Digital Future</p> <p>The Journey Toward a Digitally Enabled Business</p> <p>Stopher Room</p>	<p>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>Data and Collaboration Consulting, Breakpoint Technology</p>
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