



## Tuesday, October 11, 2022

<p><b>10:00 a.m. – 11:30 a.m. ET</b></p>	<p><b>Workshop I</b></p> <p><b>Proudly Woman-Owned: Certification as a Tool for Equity and Growth</b></p> <p><b>Segell Room</b></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>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><b>Jeanette Armbrust</b>, CEO, Greenlight Leadership Consulting Group, LLC</p> <p><b>Molly Gimmel</b>, Chief Executive Officer &amp; Co-Founder, D2DInc.</p> <p><b>Lena Graham-Morris</b>, Chief Strategy Officer, Principal &amp; Shareholder, HORUS Construction Services Inc.</p> <p><b>Teresa Meares</b>, Vice President, General Manager WEM Cass Waste Expense Management (Moderator)</p> <p><b>Denise Spalding</b>, President &amp; Founder, Highnote</p> <p><b>NAWBO HQ Team:</b> Jennifer Martin Kimberly Snodgrass</p>
<p><b>10:00 a.m. – 11:30 a.m. ET</b></p>	<p><b>Workshop II</b></p> <p><b>A Data-Driven Look Back and Forward: Women-Owned Businesses and the Economy – <i>Sponsored by ICIC/Goldman Sachs</i></b></p> <p><b>Stopher Room</b></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><b>Peter Eberhardt</b>, Senior Research Associate, Initiative for a Competitive Inner City (ICIC)</p> <p><b>Sonia Moin</b>, Senior Director of Urban Business Initiatives, Initiative for a Competitive Inner City (ICIC)</p>

<p><b>10:00 a.m. – 11:30 a.m. ET</b></p>	<p><b>Workshop III</b></p> <p><b>Driving Growth: How to Build a High-Performance Team Without Spending a Fortune – <i>Sponsored by One Page Business Plan</i></b></p> <p><b>Coe Room</b></p>	<p><b>Why You Should Attend:</b></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>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><b>What You Will Learn:</b></p> <ul style="list-style-type: none"> <li>• How to develop an initial outline of the actions required to achieve your team growth plan</li> <li>• Three fundamentals of building your team with the right talent on budget as you scale for growth</li> <li>• How to identify the pros and cons of your roadmap with other like-minded business owners</li> <li>• How to identify any resistance you have to creating a team that will drive growth</li> <li>• What key performance indicators are relevant to building out your leadership team</li> </ul>	<p><b>Meggan Ciaccia, P.A. &amp; Co-Owner, Beyond Strategy Partners</b></p> <p><b>Michele Schina, Owner, TMS II, LLC Co-Owner, Beyond Strategy Partners</b></p>
<p><b>10:00 a.m. - 11:30 a.m.</b></p>	<p><b>Workshop IV</b></p> <p><b>The Future of Benefits: Emerging Opportunities &amp; Innovations for</b></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</p>	<p><b>Katie Vlietstra Wonnenberg, Principal, Public Private Strategies &amp; President of the Business for America's Future Fund</b></p>



	<p><b>Women-Owned Businesses – <i>Sponsored by Public Private Strategies Institute</i></b></p> <p><b>French Room</b></p>	<p>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>	
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