**Tuesday, October 17, 2023**

**REGISTRATION OPEN: 8:00 AM – 1:00 PM CT**  
**TODAY'S EXHIBIT HALL HOURS: 8:30 AM – 1:00 PM CT**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Description</th>
<th>Speaker(s)</th>
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<tr>
<td>6:30 a.m. – 7:15 a.m. CT</td>
<td>Morning Yoga</td>
<td>Get your morning started with a wonderful yoga class. Appropriate for most fitness levels. You may want to bring water and a towel!</td>
<td>Amy Hogan, Mantra Yoga Collective; Sara Bergeron, SVP, SBA National External Partnerships Director, Bank of America</td>
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<td>8:30 a.m. – 9:30 a.m. CT</td>
<td>Continental Breakfast</td>
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| 10:00 a.m. – 11:30 a.m. CT | Workshop I **Sponsored by Ferguson Enterprises**                      | Two Sides of Certification: From Supplier Diversity Manager to WBE/MWBE  
The role of a supplier diversity manager is to seek out and foster vendor relationships in previously untapped categories—small businesses, minority-owned businesses and businesses in different geographic areas. Hear how one manager does it and what she looks for from certified women business owners, plus hear from an WBE/MWBE who is taking advantage of these opportunities to grow. Then, it’s time to interact! Ask questions with our NAWBO Institute Certification experts and join a roundtable of your peers to exchange ideas and best practices. **Key takeaways:** Learn what supplier diversity managers are looking for and how to leverage certification to get in the door. | Cathy Williams Sr. Business Diversity Manager, Ferguson Enterprises; Lena Graham-Morris (Moderator) Chief Strategy Officer, Principal & Shareholder, HORUS Construction Services Inc.; Angela DePaoli President and Founder, Bargas Environmental Consulting; Ranjani Mohana President, R Mo Business Solutions; Dawn Williams Supplier Diversity Program Manager, Mastercard |
| 10:00 a.m. – 11:30 a.m. CT | Workshop II **Sponsored by United Franchise Group**                   | Franchising 101: A Workshop to Jumpstart Your Journey to Franchise Ownership                  | Faith Abshire Franchise Owner, Graze Craze |

*601 Pennsylvania Ave NW  South Building, Ste 900  Washington, DC 20004  800-556-2926  national@nawbo.org  www.nawbo.org*
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| Brazos Room| 10:00 a.m. – 10:45 a.m. CT | Interested in owning a franchise, but don’t know enough about the industry, how to start the process or what franchise business is right for you? Get these answers and more from United Franchise Group, home to an affiliated family of brands and consultants with over 1,600 franchises in more than 60 countries. During this informative and interactive workshop on franchising, you’ll:  
- Hear from a dynamic team of industry experts, from franchise owners to those who work behind the scenes.  
- Learn exactly what franchising is and how the process works.  
- Evaluate category options and how to select a franchise brand that’s right for you.  
- Ask questions and get instant answers during a live Q&A session.  

*Key takeaways: Gain a comprehensive understanding of the industry and the tools needed to start your journey, plus know who to contact with follow-up questions.* | Taylor Gregory  
Director of Marketing, United Franchise Group  
Paula Mercer  
Vice President of Operations, Vast Coworking Group  
Donna Wichman  
Vice President, Starpoint Brands |
| Pecos Room | Pathways to Growth: Business Strategy and Financials | Goldman Sachs 10,000 Small Businesses helps entrepreneurs create jobs and economic opportunity by providing access to education, capital and support services. In this special workshop for NAWBO conference attendees, you’re invited to learn from program experts about two key areas of growth: business strategy and financials. You’ll start by assessing the financial health of your business—after all, health is wealth! Then, you’ll explore different funding options and revenue streams and leverage financial metrics to | Sonia Moin  
Senior Director of Urban Business Initiatives, ICIC/Goldman Sachs  
Nannette Ray  
President, TNR Accounting & Management Consulting, LLC |
put your business on a pathway to new opportunities and growth. Key takeaways: You’ll walk away with knowledge of your business’ financial health, funding options, revenue streams and financial metrics to help your business grow.

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| 10:00 a.m. – 10:45 a.m. CT | Workshop IV | **Cultivating Peak Performance: Empowering Collaborative Teams**
Sponsored by One Page Business Plan
Sabine Room
Elevate your leadership skills by joining our workshop that focuses on fostering a high-performance culture within your organization. Discover strategies to align your team’s goals, values, and strengths, driving motivation, accountability, and success. This empowering workshop is set to ignite the spark of energy within your team and set your company on a path towards sustained excellence and success. It goes beyond traditional team building, providing actionable insights to inspire change and achieve remarkable results. Perfect for leaders across industries to gain invaluable tools and actionable strategies to achieve peak performance.

**Key Takeaways:**
- **Aligning Individual and Team Goals for Collective Success:** Harness the power of a shared purpose by aligning individual strengths and values, driving commitment and motivation.
- **Nurturing a Collaborative Environment:** Create a collaborative environment that drives motivation and enhances teamwork and collective achievement.
- **Setting Clear Objectives and Fostering Accountability:** Master the art of setting meaningful goals and actionable plans that inspire and foster a sense of direction, purpose and accountability.

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<td>10:45 a.m. – 11:00 a.m. CT</td>
<td>BREAK</td>
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<tr>
<td>Time</td>
<td>Workshop</td>
<td>Session Title</td>
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| 11:00 a.m.   | Workshop V | IT Is That Simple—Technology Best Practices to Empower Growth | Technology can accelerate progress or distract you from what you care about most—growing your business! In this interactive session, we’ll talk about technology best practices to efficiently run your business, while staying in control. Learn how to increase employee productivity, lower support costs, secure your intellectual property and leverage AI insights to resolve problems before they occur. Time is your most valuable asset, so get it back to focus on your core business! | Maria Reverdatto  
Senior Software Product Manager, Dell Technologies  
Archana Tuppera  
Product Marketing Lead, Dell Technologies  
Lori Zwilling  
Solutions Product Manager, Dell Technologies |
| 11:00 a.m.   | Workshop VI | Delegate Like a Pro: Accelerate Your Business Growth by Knowing WHAT to Delegate | Have you ever added "get up" to your to-do list just to check something off? Found yourself stuck in an email marathon by noon? Yearned for quiet time to focus on your business's crucial projects? If you answered YES to any of these, this workshop is tailor-made for you. Running a business is no walk in the park, and juggling tasks can be overwhelming. Discover the game-changer — delegation. **Join this very interactive session to learn when to delegate or do it yourself, identify the tasks no one, including you, should handle, and unlock your Zone of Genius. Take back control of your time and pave the way for business growth.** | Lisa Crilley Mallis  
Founder, Impactive Strategies |
| 11:00 a.m.   | Workshop VII | Powerful Health: Your #1 Surprising Competitive Advantage in Business & in Life | Energy, focus, resilience, stamina, confidence...We all know that these attributes are mission critical for women business owners. Owning a business can be challenging on its best days and success comes to those who consistently show up as their best selves. Fortunately, these | JJ Virgin  
Founder, Mindshare Collaborative |
attributes are not as elusive as they may seem. They are predictable outcomes of building powerful health that can be achieved through three simple yet surprising strategies. **Key takeaways:** *Learn these three strategies and how to successfully incorporate them into your busy life so that you can achieve powerful health.*

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<tr>
<td>11:45 a.m. – 12:45 p.m. CT</td>
<td>Buffet Lunch&lt;br&gt;Exhibit Hall Hour&lt;br&gt;Rio Grande Exhibit Hall</td>
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<td>12:45 p.m. – 1:00 p.m. CT</td>
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<td>1:00 p.m. – 2:20 p.m. CT</td>
<td>General Session &amp; Keynote – Martha Beck&lt;br&gt;&lt;br&gt;<em>Presented by Bank of America</em>&lt;br&gt;<em>Sponsored by AARP</em>&lt;br&gt;<em>Grand Ballroom</em>&lt;br&gt;Thriving Through Change&lt;br&gt;Unprecedented times call for unprecedented solutions. The key? Creativity. We live at a time of changes so enormous and rapid that there’s no existing template to call on for guidance. Faced with this level of uncertainty, humans are wired to react with anxiety and by making fear-based decisions. Unfortunately, this almost always leads to problems, not only in business but also in our personal lives. Dr. Martha Beck’s powerful tools teach us to shift our internal response to change at a biological level. With these skills on board we can accept and embrace whatever turbulence we encounter. We can trade anxiety for creativity, and use change as a springboard for even greater success. Vera Jones (Emcee)&lt;br&gt;Founder, Vera’s Voice Works&lt;br&gt;Angela Antonio&lt;br&gt;Small Business Region Executive, Bank of America&lt;br&gt;Felicia Brown&lt;br&gt;Senior Advisor, AARP&lt;br&gt;Martha Beck&lt;br&gt;New York Times Bestselling Author</td>
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<td>2:20 p.m. – 2:30 p.m. CT</td>
<td>BREAK</td>
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<td>2:30 p.m. – 3:20 p.m. CT</td>
<td>Track 1: Breakout Session&lt;br&gt;Cultivate to Grow&lt;br&gt;&lt;br&gt;Financials: Putting Profit First&lt;br&gt;There are key elements required if you want to maintain healthy profits while you... Autumn Joyce&lt;br&gt;Partner and Cohort Leader, Cultivate Advisors</td>
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run and scale your company. We’ll lay the foundation by digging into pricing and margin management. You’ll learn how to create a cash flow pro forma that will bring clarity and help you remove financial stress. Plus, you’ll explore the most common automations and technologies to implement and understand how these will allow your financial systems to run with ease, allowing you more time to focus on your business. Key takeaways: You’ll create a cash flow pro forma and gain an understanding of financial system automations and technologies.

2:30 p.m. – 3:20 p.m. CT
Track 2: Breakout Session
Connect to Thrive
Sponsored by TriNet
Trinity A & B Room
Come Together: Navigating Difficult Conversations
Being a business owner, you’re bound to encounter tough conversations on occasion, whether you’re talking with a team member about a report of discrimination or sexual harassment, renegotiating contract terms or planning an exit. In this interactive session, TriNet’s Chief People Officer Catherine Wragg will share about the tools and methods she uses at TriNet to help navigate those tough conversations with colleagues, employees and partners. Nan McKay will also share her insights and experiences. Key takeaways: Ask questions, practice methods and learn to better navigate all the tough conversations you encounter.

Catherine Wragg
Chief People Officer, TriNet
Dr. Gena Yuvette Davis
Founder & CEO, True Synergy, Inc.
Nan McKay
Owner, Nan McKay Connects LLC

2:30 p.m. – 3:20 p.m. CT
Track 3: Breakout Session
Access to Success
Sponsored by Meta
San Antonio Room
All Things AI: Tap the Full Potential of These Emerging Technologies
A Metaverse Business Alliance study recently found that entrepreneurs and small business owners have a positive reception to AI and other emerging technologies and are excited about how these will benefit their businesses in the future. Join several panelists as they talk “all things AI” and how they’re leveraging these in their businesses to boost

Jessica Campos
Founder, Marketing For Greatness
Melinda Garvey
(Moderator)
Founder, Austin Woman Magazine and CEO, On The Dot
Dao Jensen
CEO, Oak Rocket
productivity and effectiveness while still valuing their people resources. **Key takeaways:** Learn about emerging technologies from women business owners who are using them and think through ways they can be applied to your business.

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<tr>
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<th>Track 1: Breakout Session</th>
<th>Sales: Increasing Your Close Rate</th>
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<td>3:30 p.m. – 3:40 p.m. CT</td>
<td>Break</td>
<td><strong>Cultivate to Grow</strong></td>
<td><strong>Bounce Back Ability: The Entrepreneur’s Guide to a Burnout Proof Business</strong></td>
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<td>Presented by Cultivate Advisors</td>
<td>Sponsored by B2B Reviews</td>
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<td>Sabine Room</td>
<td>Trinity A &amp; B Room</td>
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<td><strong>It’s common to feel that the best way forward is to focus on marketing to generate more leads. That’s one approach; the other that not as many dig into is how to optimize your sales process and skills for yourself and those on your team so that you earn more revenue from the same number of leads you’re already generating. We’ll take a deep dive into the core elements that make up a world-class sales process and techniques that will have your future customers asking for your product and service versus you having to sell them on it. <strong>Key takeaways:</strong> You’ll understand how to track and optimize conversion rates through all steps of your sales process and have a clear roadmap to increase your closing rates by 10% in the next few months.</strong></td>
<td><strong>As entrepreneurs, we often wear burnout as a badge of honor, but it’s time to redefine success and embrace a new set of strategies and a new mindset that keeps burnout at bay. Learn to leverage the power of “Bouncebackability”—a term your session expert made up but should be in the dictionary—to create businesses that are flexible, adaptable and resilient.</strong></td>
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**Suzi Freeman**
Founder, Teen Warrior Academy

**Michele Phillips**
Business Advisor, Cultivate Advisors

**Jamie Ostroe**
Founder & Head of Content, B2B Reviews

**Cait Donovan**
Speaker, Coach, Podcaster, Author
By understanding where burnout truly comes from, you’ll be empowered to make burnout-proofing moves with ease!

**Key takeaways:** Understand where burnout comes from and adapt new strategies that will keep it at bay.

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| 3:30 p.m. – 4:20 p.m. CT | Track 3: Breakout Session                        | Marketing Strategies For Minimum Cost and Maximum Impact                                                | Stephen Hewitt  
Director, Diverse Customer Segment, UPS  
Laura Neubauer  
(Moderator)  
CEO and Founder, Kaleidoscope Media Services  
Haydee Clark  
Principal, Resilient Freight Solutions  
Margaret Hernandez  
Founder & CEO, SocializeLA.com  
Andrea Pass  
Owner, Andrea Pass Public Relations |
| 4:30 p.m. – 5:30 p.m. CT | Get ready for Gala!                              |                                                                                                       |                                                                                                  |
| 5:30 p.m. – 6:00 p.m. ET | Gala Photo Opportunities                         |                                                                                                       |                                                                                                  |
| 6:00 p.m. – 8:30 p.m. ET | NAWBO Annual National Awards Gala                | Woman Business Owner of the Year Panel & Award honoring finalists  
Wendy Coulter, Rebecca Geller and Dr. Arlene Siller  
Gillian Rudd Award  
Susan Hager Award                                                                                   | Jill Calabrese Bain  
Managing Director, Small Business, Specialty Banking & Lending Division, Bank of America  
Beth Hoving  
(Senior Vice President & East Division Business) |
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| **Wendy Coulter**  
CEO, Hummingbird Creative Group |
| **Rebecca Geller**  
President & CEO, The Geller Law Group |
| **Dr. Arlene Siller**  
Founder & CEO, Ascend Nonprofit & Business Solutions (NBS) LLC |