



2010 Women
Entrepreneurs'
Expo



2010 Workshop Descriptions

9:30am - 10:45am Workshop Round 1
(Choose one of four workshops)

“Beginner’s Launchpad”

Have you ever said, “I know I want to own my own business, but I’m not sure exactly what I want to do?” This experienced panel will discuss five ways to launch into entrepreneurship - direct sales, intrapreneurship (starting a business under a corporate umbrella), buying a franchise, buying an existing business, and starting from scratch.

Moderator: DeShawn Robinson-Chew, She-EO
Panelists: Marcy Stahl, Entrepreneur Success Coach
 Manny Espinoza, Prudential
 Heather Rosen, FranNet of Virginia

“Secrets of Sales Success”

There's a difference between marketing and sales. Sales actually “seal the deal,” and that's when the profits begin to roll in. This workshop will provide you with tips and techniques you can start to use today to develop sales success for your business.

Speaker: Dale Little, Business Strategist

“Power Up Your PR with Social Media!”

Learn how to use no-cost or low-cost social media tools to get your unique business story out to journalists and bloggers. They can put your business on the map and help you keep it there.

Speaker: Lisa Cole, MBA, Cole Communications, LLC

“Accelerate with Speed Networking” Guided Exercise

Get serious about networking and refine your 1 minute introduction at our “speed networking” exercise! The objective of speed networking is to get you into a one to one conversation with each and every other person present, with one minute to talk with each individual. The rotation is key, and with a limited timeframe, there will be a limited number of seats available. Please be prompt as once we have started the exercise, we will not be able to add additional people to the rotation.

Facilitator: Cynthia Rouillard, Storm Graphic Arts

11:15am - 12:30pm Workshop Round 2
(Choose one of three workshops or Open Networking)

“Keeping Cash in Your Cash Flow”

One of the most difficult tasks of planning a business start-up is figuring out how the cash is going to be flowing in and out of your business. Come learn how to forecast your cash flow and make sure there'll be enough money flowing in to write yourself a paycheck!

Speaker: Robert LeMay, LeMay and Company

“Secrets to Know to Market Like a Pro”

Gain insider tips on how to market your business effectively and without breaking the bank. We will put special focus on start-ups and small businesses that need to “rev up” their marketing efforts.

Speaker: Susan Prince, Cadence Marketing

“A Woman’s Place Is...On The Contract! Jumpstart Government Business in 2011”

Women business owners who win government contracts take a unique path to success. What key tactics do they use to open the doors to the world’s biggest buyer? Join us when Judy Bradt, CEO of Summit Insight, reveals new research that shows what we do differently...and seven steps that give all business owners a firm foundation when we’re looking into government business opportunities.

Speaker: Judy Bradt, Summit Insight

Open Networking with Exhibitors and Other Participants

2:45pm - 4:00pm Workshop Round 3
(Choose one of two workshops or Open Networking)

“ACCELERATE! Your Internet Marketing - A Hands-On Workshop”

You know that your website is a valuable tool for growing your business, but did you know that there are four secrets to web success that many companies overlook? This will be an engaging and enlightening session and you'll walk away with your own personal plan for accelerating Internet marketing success by thinking about how to capitalize on each of the four "secrets." Join us and you'll be on your way to accelerating your web success!

Speakers: Karen Maples, Myutiq, LLC

Tracy Betts, Balance Interactive

“Busy Woman’s Guide to Self Care and Sanity”

Blackberry. Daycare. Day job. Grow business. Family. Children. Friends. Charity. Where is the “YOU” in “YOUR LIFE?” This workshop is designed to help you discover ways to take care of yourself as you take care of everything else in your life. Learn techniques to de-stress, create a mental safe haven, and ultimately how to be your own quiet place in the storm called life.

Speaker: Lisa Goodman, Professional Imaging, LLC

Open Networking with Exhibitors and Other Participants