

# WORKSHOPS

## AM Session 1: 9:45-11:15 AM

**Streamline Your Finances - Presented by Christine Moriarty:** Feeling overwhelmed with bills? Wondering where all those investment statements should go? Manage your money with less stress and more ease and make yourself more financially nimble. Come to this session for pointers on making your life easier and leave with a plan that does just that.

**Simple Strategies for a “Well-Business” Check-Up - Presented by Kathryn Baccaglini and Geoff Robertson:** If you have ever wondered how to gauge the success of your business, wonder no more. This team will show you a few quick and easy measurement techniques that will allow you to truly understand how your business is doing and to identify trends that will help you improve and maintain its health.

**How to Attract the Media’s Attention - Presented by Ann Zuccardy, Kate Haslam Paine and Sarah Spencer:** You know you have a great story to tell, but how do you get a reporter’s attention? This panel of communication experts will offer suggestions on how to make a good pitch and write a strong press release. Learn how to make the best use of social media to get noticed and take away tips on handling a television interview.

**Thrive With a Little Help From Your Friends - Presented by Laura Lind-Blum:** What could you accomplish if you were part of a team of treasured colleagues committed to each other’s success and who always looked out for your best interests? Call it a mastermind, an advisory council, a brain trust, a success sisterhood or whatever you like, but creating this purpose-driven alliance will add special value to all of your endeavors.

**Step Up To Success: How To Get More of What You Want In Life - Presented by Deborah Eibner:** Re-energize, rejuvenate and reinvent your life for your best year yet. Acknowledge your accomplishments, free yourself of guilt and regrets and take stock to help you live your life with fewer struggles. Assess what matters most to you and learn how to set goals that truly matter. Discover how to become more true to yourself.

## AM Session 2: 9:45-11:45 AM

**Social Media 101: Mastering the Basics - Presented by Lisa Wood:** Confused about what social media is and how to use it? Intimidated and need help getting started? Designed for the complete newbie, this session will introduce you to popular tools such as Twitter, Facebook, LinkedIn and Pinterest. Learn what they are, how they work, how they differ and who might benefit from using them.

**Women Veterans: Smoothing the Transition from Military to Civilian Life - Moderated by Katherine Long:** Women now represent roughly 20 percent of new military recruits and about eight percent of the entire veteran population. In honor of Veterans Day, this panel discussion will feature women who have served in the military, along with family support and employment specialists, who will explore career and economic opportunities for women transitioning from military to civilian life. What are the challenges and obstacles they face? What can help smooth the transition, and what makes their experience different from their male counterparts?

**To Market, To Market: Starting A Value-Added Food Business - Panel moderated by Heidi Krantz:** If you have thought about turning your culinary skills into a business, perhaps now is the time to act. This session will help you assess entrepreneurial skills and product readiness. Three clients of the Vermont Food Venture Center will share their start-up stories and detail what went right – and perhaps what didn’t.

**Life After Graduation: There’s No Need to Leave Vermont - Presented by Sarah Mayo, Emma Moros, Lisa Barnes and Carrie Black:** Who says all the good career moves are out of state? Meet this group of amazing young women and hear how each has managed to craft a dynamic career for herself in the Green Mountains. With their varied skill sets in filmmaking, media analysis, home cooking and space science, they are doing it all right here in Vermont.

**Why Green is Your Color: A Guide to Sustainable Careers - Panel moderated by Jacqueline Cooke:** Hear from women working in “green jobs” and learn how they contribute to Vermont’s environmental and economic stability. This panel will explore opportunities for women to be equal partners in emerging businesses that promote clean energy, recycling, environmental stewardship and creative design.

**Planning to Start or Grow a Business? Why a Business Plan Matters - Presented by Ela Chapin and Patty Duffy:** Learn what financial resources are available to businesses at different stages and scales, what basic financial statements every business should have and how a business plan can help any entrepreneur meet their goals. While this workshop will appeal to broad audiences, it will be of particular interest to agricultural start-ups.

## Session 3: 12:45-2:15 PM

**Social Media: Beyond the Basics - Presented by Lisa Wood:** This session is designed for those who use social media and want to take their efforts a step further. Learn about advanced techniques for “beefing up” your profile. Discover tools to help manage your campaigns and determine return-on-investment. Find out more about campaign strategies, best practices and how to bring in team members to help.

**So You Want To Be A Consultant? Take Your Professional Skill Set and Create a Business - Presented by Susan Palmer, Mary Nealon, Julia Rogers, Sarah Spencer and Mary Johnson:** Learn some practical steps for opening your own consulting business. Interact with a panel of professional consultants who will share details of how they got started. What unique niche market did they discover? How did their clients find them?

**Creative Financing, Community Style - Panel moderated by Andrea Cohen:** This group of panelists will explore how to build your business on a community-financed foundation. Learn from trailblazers who have used creative financing tools such as Community Supported Enterprises, Kickstarter, crowdfunding and more. Hear the latest on crowdfunding legislation and the JOBS Act. What is it all about and is it right for you?

**Cyber Safety and What You Need to Know - Presented by Dr. Jeremy A. Hansen:** For individuals and small businesses, learn what you can do to protect personal or employee data. The conversation will include the topic of shopping carts/e-commerce security measures and feature “Top 10 Ways to be Cyber Safe.”

**Getting to the Heart of Marketing - Presented by Sonja Hakala:** Does the thought of marketing yourself and your business make your blood run cold? If so, you’re not alone. Successful marketing campaigns start in the heart, the place of dreams, imagination and comfort. Learn how to dispel the myths of marketing and the fears that go with them. Strengthen your conversational skills and learn to build and share trust with others - the very things you’re already good at but never thought of as marketing.

**How to Build Your Financial Resume - Presented by Margaret Ferguson:** This educational workshop is designed specifically to help people become financially savvy. Indicators of financial security are reduced debt and increased savings. Learn how to save money by raising your credit score, protecting your financial identity and paying down your debt. Learn why your credit history matters - or does it?

**Resiliency Begins at Home: Simple Tools for Reducing Stress - Presented by Marianne Perchilk:** Based on the book *Simplicity Parenting* by Kim Payne, this presentation will offer ways to create a home life that supports well-being and allows you to reach your full potential as parents and professionals. Learn new ways to improve communication between parents and children, and how to simplify your daily routine to reduce stress.

**The Joy of Keeping Chickens - Presented by Jennifer Megyesi:** Nurture your interest in self-sustainability and learn the basics of keeping chickens, all while lowering your environmental impact. This beginner’s guide will point you to local resources to support your efforts.