

Vermont's 19th Annual

Women's Economic Opportunity Conference



Saturday, September 19, 2015

**Vermont Technical College
Randolph Center**

**Presented by:
U.S. Senator Patrick Leahy**



Featuring:
Keynote Speaker Jane Lindholm
Host, VPR's *Vermont Edition*

Sponsored by:

USDA Rural Development • US Small Business Administration
Vermont Agency of Human Services, Office of Economic Opportunity
Vermont Agency of Transportation • Vermont Business Education Corporation
Vermont Commission on Women • Vermont Community Loan Fund
Vermont Department of Labor • Vermont Economic Development Authority
Vermont Manufacturing Extension Center • Vermont Procurement Technical Assistance Center
Vermont SCORE • Vermont Small Business Development Center • Vermont Women's Fund
Vermont Works for Women • Women Business Owners Network

AGENDA

8:00 AM

Registration/Exhibits/Coffee
Judd Hall

8:25-8:30

Welcoming Remarks
Dan Smith, President
Vermont Technical College

8:30-9:35

U.S. Senator Patrick Leahy

Keynote Speaker
Jane Lindholm, Host,
VPR's *Vermont Edition*

9:45-11:45

AM Workshops
(75 minute & 2 hour sessions
and Networking Hub)

**Lunch will be served in
the Morey Dining Hall
immediately following
morning workshops.**

1:00-3:15 PM

PM Workshops
(1 hour & 2 hour sessions and
Networking Hub)

3:20-3:45

Closing remarks, raffle and
evaluations in Judd Hall

The Vermont Small Business Development Center and the Vermont Women's Business Center are partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a non-discriminatory basis. (SBA co-sponsorship #15-0150-178).

WORKSHOPS: AM Sessions

For more detailed workshop descriptions and presenter biographies, please visit leahy.senate.gov

Note: Please sign up for ONLY ONE morning session.

9:45 - 11:00 AM or **9:45 - 11:45 AM**
(75 minutes) (2 hours)

Listening to Your Business
Presenter: Paula Cope

**Leading Change: Taking
Constructive Risks**
Presenter: Susan Palmer

Personality Profiles
Presenter: Deborah Eibner

**Bringing More Creativity to Your
Work and Life**
Presenter: Marianne Mullen

Your Money, Your Goals
Presenter: Margaret Ferguson

**Micromessaging: Success STEMs
from Here**

Presenters: Jen Roberts, Page
Spiess, Laurel Butler, Zina Howe

**Friend or Foe: Building Strong
Networks of Support**
Presenter: Kerry Secrest

**Design Your Work Around
Your Life**
Presenter: Heather Finley

**Creative Marketing Strategies
on a Shoe-String Budget**
Presenter: Kate Finley Woodruff

 **NEW: Networking Hub**
Presenter: WBON

Register Online: leahy.senate.gov

In the interest of making this conference accessible to all Vermonters, there is no charge to register. Lunch and child care are also provided free with registration.

Prefer to register by phone? Call Vicki at 802-728-9101.
Questions? Call Senator Leahy's Montpelier office at 802-229-0569.

Registration Deadline is September 13, 2015

Arrangements for persons with disabilities will be made in accordance with the Americans with Disabilities Act of 1990. Arrangements for accommodations should be requested two weeks in advance by contacting Senator Leahy's office at 802-229-0569, or emailing at thomas_renner@leahy.senate.gov.

WORKSHOPS: PM Sessions

Please choose one workshop from Session 1 AND Session 2
OR one two-hour workshop from Session 3.

PM Session 1
1:00 - 2:00 PM

and

PM Session 2
2:15 - 3:15 PM

or

PM Session 3
1:00 - 3:00 PM

Exploring the Non-Traditional Workforce for Women
Presenter: Jenny Beaudin

Marketing for Introverts: Let Your Voice be Heard
Presenter: Lisa Wood

Coaching Intensive on Work-Life Balance
Presenters: Kerry Secrest and Susan Palmer

Start a Specialty Foods Business (And Watch it Grow)
Presenter: Kim Crosby

Become a Facebook Savvy Business
Presenter: Sara Munro

Giving Yourself a Little Credit
Presenter: Liz Scharf

Getting Serious, A Preview (Exploring Business Ownership)
Presenter: Gwen Pokalo

Financial Yield, Ownership, And Startup Costs
Presenters: Laurel Butler and Gwen Pokalo

Real-World Cyber Security
Presenter: Dr. Jeremy A. Hansen

Social Media Mastery in an Ever-Connected World
Presenter: Lisa Wood

Using Pinterest for Your Business
Presenter: Alexandra Tursi

How to Keep the Conversation Going After the Conference
Presenter: Vickie Wacek

Facebook Basics
Presenter: Sara Munro

 **NEW: Networking Hub**
Presenter: WBON



Featuring Keynote Speaker **Jane Lindholm** Host, VPR's *Vermont Edition*

Jane Lindholm hosts the award-winning Vermont Public Radio program *Vermont Edition*. Jane joined VPR in 2007, and has been recognized with regional and national awards for interviewing and use of sound. Before returning to her native Vermont, Jane served as director/producer for the national program Marketplace, based in Los Angeles. Jane began her journalism career in 2001, when she joined National Public Radio (NPR) as an Editorial/Production Assistant for Radio Expeditions, a co-production of NPR and the National Geographic Society. During her time at NPR, she also worked with NPR's Talk of the Nation and Weekend Edition Saturday.

Jane graduated from Harvard University with a B.A. in Anthropology and has worked as a writer and editor for Let's Go Travel Guides. In her free time, Jane enjoys nature writing and photography. She has had her photojournalism picked up by the BBC World Service and combines photography and nature writing on her blog, CommonWanderer.com.

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Presents

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More Info: leahy.senate.gov

Dear Friends,

Please join Marcelle and me on September 19 at Vermont Technical College in Randolph Center for the 19th Annual Women's Economic Opportunity Conference. This year's conference will be an exciting and enriching occasion filled with opportunities for hands-on learning, along with practical conversations about building opportunities for success.

I am delighted to announce that Jane Lindholm, host of Vermont Public Radio's *Vermont Edition*, will offer this year's keynote address. Every day, Jane demonstrates her depth of knowledge and infectious curiosity about the most complex issues facing our state. I look forward to hearing her personal stories about her professional endeavors.

Featuring nearly two dozen workshops, this daylong conference will help you learn how to capitalize on social media, gain invaluable marketing know-how, and achieve that critical work-

life balance. This year's conference will feature a newly added Networking Hub for you to personally connect and strengthen your professional networks with other attendees. As always, the conference is free of charge. Lunch is also provided, along with pre-registered child care.

This conference capitalizes on the diversity of professional talent and entrepreneurship that makes Vermont a great place to live, raise families and cultivate businesses. Marcelle and I look forward to seeing you on September 19!

Sincerely,



PATRICK LEAHY
United States Senator

