

Vermont's 20th Annual

Women's Economic Opportunity Conference



Saturday, June 4, 2016

Vermont Technical College
Randolph Center

Presented by:

U.S. Senator Patrick Leahy

Featuring Keynote Speaker
**U.S. Attorney General
Loretta E. Lynch**



Sponsored by:

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

PREPARED, PUBLISHED AND MAILED AT TAXPAYER EXPENSE.

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
(75 minutes)

or

9:45 - 11:00 AM
(75 minutes)

or

9:45 - 11:45 AM
(2 hours)

Become a Facebook Power User
Presenter: Sara Munro

Get the Most Out of Coaching
Presenters: Susan Palmer,
Sarah Richardson, & Sarah Lipton

**Network Like a Pro: Beyond
the Grip and Grin**
Presenter: Markey Read

**Benefits of Non-Traditional
Work for Women**
Presenters: Kathy Johnson
& Rachel Jolly

**Salary Negotiation:
A Mutual Benefit**
Presenter: Meghan Oliver

**Does Your Business Idea
Have Legs?**
Presenter: Debra Boudrieau

**Finances: Giving Yourself
a Little Credit**
Presenter: Liz Scharf

**Your Business Website:
Helping or Hurting You?**
Presenter: Lisa Wood

**Ka-Ching: The Sound of
Marketing That Works**
Presenter: Amy Mattinat

**Make an Impact When You
Aren't Face-to-Face**
Presenter: Leora Dowling

**Social Media and
Personal Branding**
Presenter: Alexandra Tursi

**Women, Work and Wages
in Vermont**
Presenters: Lindsey Lathrop-Ryan,
Stephanie Lowe & Jessica Sabick

**Convert the Connection - After the
Networking Event**
Presenters: Gwen Pokalo
& Laurel Butler

Network With Confidence
Presenter: Jill Meyers

Featuring Keynote Speaker U.S. Attorney General Loretta E. Lynch



Loretta E. Lynch was sworn in as the 83rd Attorney General of the United States by Vice President Joe Biden on April 27, 2015. She received her A.B., cum laude, from Harvard College in 1981, and her J.D. from Harvard Law School in 1984. In 1990, after a period in private practice, Ms. Lynch joined the United States Attorney's Office for the Eastern District of New York. There, she forged an impressive career prosecuting cases involving narcotics, violent crimes, public corruption, and civil rights.

In 1999, President Clinton appointed her to lead the office as United States Attorney—a post she held until 2001. In 2002, she joined Hogan & Hartson LLP. While in private practice, Ms. Lynch performed extensive pro bono work for the International Criminal Tribunal for Rwanda, established to prosecute those responsible for human rights violations in the 1994 genocide in that country. In 2010, President Obama asked Ms. Lynch to resume her leadership of the United States Attorney's Office in Brooklyn. Under her direction, the office successfully prosecuted numerous corrupt public officials, terrorists, cybercriminals and human traffickers, among other important cases.

Ms. Lynch is the daughter of Lorenzo and Lorine Lynch of Durham, N.C., a retired minister and a librarian whose commitment to justice and public service has been the inspiration for her life's work. She enjoys spending her free time with her husband, Stephen Hargrove, and their two children.

WORKSHOPS: PM Sessions

Note: Please sign up for ONLY ONE afternoon session.

PM Session 1

1:00 - 2:00 PM

**The Status of Vermont's
Economy**

Presenter: Mat Barewicz

**Maker Movement: An Engaging
Forum for All**

Presenter: Douglas Webster

**Funding Your Business:
Get Loan Ready**

Presenter: Cindy Houston

**Your Legal Rights in
the Workplace**

Presenters: Cary Brown, Karen
Richards & Julio Thompson

**Leverage LinkedIn:
Staying Top of Mind**

Presenter: Kate Paine

**Connect With Your
Community**

Presenter: Carolyn Weir

or

PM Session 2

1:00 - 2:15 PM

**Use Facebook to Make Business and
Personal Connections**

Presenter: Sara Munro

**Know Your Auto: A Woman's
Car Care Workshop**

Presenter: Amy Mattinat

**Interview and Negotiate
for the Best Fit**

Presenter: Markey Read

**Women-Owned Business
Certification Programs**

Presenters: Chris Herriman
& Brenda Plastridge

Plan for Retirement

Presenter: Liz Scharf

**Leverage Social Media
as a Local Business**

Presenter: Cameron Chapman

Lead People Through Change

Presenter: Joy Kacik

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 advance 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 May 27, 2016 at noon

Individuals with disabilities may request accommodations by calling 802-229-0569 or emailing katie_alexander@leahy.senate.gov by May 20, 2016.

AGENDA

8:00 AM

Registration/Exhibits/
Coffee in Judd Hall

8:25-8:30

Welcoming Remarks
by President Dan Smith,
Vermont Technical
College

8:30-9:35

U.S. Senator
Patrick Leahy

Keynote Speaker
U.S. Attorney General
Loretta E. Lynch

9:45-11:45

AM Workshops
(75-minute & 2-hour
sessions)

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

1:00-2:15 PM

PM Workshops
(1-hour & 75-minute
sessions)

2:30-3:00

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 #16-0150-55).

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Presents**

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Vermont Technical College, Randolph Center

Keynote Speaker: U.S. Attorney General Loretta E. Lynch

More Info: leahy.senate.gov

Dear Friends,

As we mark the 20-year anniversary of Vermont's Women's Economic Opportunity Conference, I am most proud of the deep professional connections and personal friendships that have been forged through this vibrant event. Thousands of women have come together over two decades to learn, to share and to inspire. Some found help to start a small business; others developed skills for a better-paying job. This conference is a Vermont tradition, and I hope you will join us on June 4 at Vermont Technical College to celebrate its success.

Marcelle and I are delighted that U.S. Attorney General Loretta E. Lynch will be our keynote speaker. Ms. Lynch's life story is one of perseverance, grace, and grit. She is the daughter of a fourth-generation Baptist preacher and a school librarian who instilled in her the American values of fairness, equality and excellence. As a prosecutor, Ms. Lynch brought terrorists and cyber-criminals to justice, and she fought tirelessly against

violent crime and financial fraud. She has protected the rights of victims, prosecuted human traffickers and protected children. Her commitment to justice and public service are evident in all that she does.

Please take a few minutes to review the day's offerings, which include more than two dozen workshops, and visit my website at leahy.senate.gov for more information. Then sign up to join us on June 4!

Sincerely,



PATRICK LEAHY
United States Senator

