



AGENDA FOR THE WISE 2010 SYMPOSIUM

WISE Symposium :: April 8, 2010

7:30-8:30am | Registration and Continental Breakfast

8:30-8:45am | Welcome to WISE 2010

- 10-minute Wake-up Activity: What Can WISE Women Help Me With?
- Keys to success and introduction of Chancellor Cantor (Steve Fournier)
- Welcome address to WISE 2010 (Chancellor Nancy Cantor)
- Emcee for the day (Ann Marie Stonecypher)

8:45-9:30am | Morning Keynote "Entrepreneurial Leadership"

- Lisa Price, Carol's Daughter

9:30-10:15am | Morning Keynote "Jump into Entrepreneurship: Feet First"

- Taryn Rose, Haute Footure

10:15-11:00am | Networking Break and Exhibits

11:00am-12:00pm | Concurrent Breakouts: Morning Session

- Business Planning 101: From Idea to Action
 - Alex McKelvie
- Financing your start-up
 - Sue Malone
- I Get By With a Little Help from My (Government) Friends
 - Craig Watters
- Clicks or Bricks? Or Both? E-tailing Updates for 2010
 - Linda Cushman & Amanda Nicholson
- The Entrepreneurial Adventure: A first-hand experience on starting up
 - Jen Falso and Lisa Assenza
- Marketing for New Ventures: Out-thinking Not Out-spending the Competition
 - Minet Schindehutte
- Resources for women in business
 - Ana Harvey
- Entrepreneurship is...? Balancing Work and Life to Enact Your Own Definition of Success
 - Mike Haynie
- Cookin' Up Ambition: A panel with food entrepreneurs
 - Maureen Werther, Kathy Komar, Ramona Waldecker, Donna Reeves-Collins, moderator is Lynne Foster
- From Thought to Sales
 - Jennifer Wilkov



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12:15-1:00pm | Luncheon

- Remarks and networking time

1:00-1:15pm | Ann Michel Awards

- The Ann Michel Awards are presented by 2009 Recipients Rita Reicher & Nicole Samolis

1:30-2:30pm | Concurrent Breakouts: Afternoon Session

- Why the Business Plan Matters
 - Larry Bennett
- Why the Numbers Should be Your New BFF
 - Mary Ann Fiedler
- Surefire Ways to Reduce Your Costs: Identifying Operational Problems & Inefficiencies
 - Pat Penfield
- What's Next? Positioning and Transitioning Your Established Company
 - Holly Rosenthal
- Putting Pen to Paper: Releasing Your Inner Author
 - Sorche Fairbank and Donna Cross
- Beyond the Buzz: What can Social Media do for your business?
 - Carey Earle
- Ask the Experts: What Should I Know Ahead of Time?
 - Andrew Kane, Joan Powers, Virginia Smith, Marion Hancock Fish, moderator is Kathy Rowe
- Living Your Best Life: Work, Life and Staying Positive!
 - Dr. Robert Kiltz
- Tough As Nails: A panel of women in the trades
 - Donna Curtin, Kathy Kotz, Yolanda Mitchell, Doreen Garrett (moderator),
- 7 Secrets to Successful Leadership
 - Julie Shimer

2:45-3:00pm | Be WISE

- Joanne Lenweaver: Special message from the WISE Center

3:00-3:45pm

Afternoon Keynote "Her First Secret Recipe: Making it Against All Odds"

- Debbi Fields, Mrs. Fields Cookies

3:45-6:00pm

Exhibitor Business Expo

WISE Networking Reception and Book Signing w/ Mrs. Fields