

Connecting Women to Power

Business Conference

Friday, June 28, 2013

7:30 a.m. – 8:30 a.m.	Attendee Check-In and Continental Breakfast		
8:30 a.m. – 9:30 a.m.	Opening Session – Welcoming Remarks and Keynote Speakers		
9:45 a.m. – 11:00 a.m.	<p>Strategies For Moving Your Career Forward: The Path to Partnership, Perfecting Your “Elevator Speech,” and Building Strategic Professional Relationships</p> <p>Explore how to network quickly and efficiently to maximize contacts and leads. Gain information to ensure your networking encounters are memorable and engaging, learn to create an “elevator pitch” that best represents you, and how to follow-up and follow-through after networking events to turn contacts into solid working relationships.</p>	<p>Marketing Trends and Strategies: Utilizing Social and Traditional Media to Promote Your Business</p> <p>Learn how to obtain strategic media exposure through traditional channels, such as television and print, as well as social media such as Facebook, Twitter, and Constant Contact. Discover tricks to build a successful client base and attract new leads through branding identity, website design, and targeted email outreach.</p>	
11:15 a.m. – 12:30 p.m.	<p>International Trade May be Easier Than You Think! Capitalizing on federal, state, and local government resources and connecting with foreign governments and international decision makers to help your business expand over-seas</p> <p>Many federal, state, and local government resources exist to help small businesses expand over-seas, but many business owners are not aware of them. Meet agency representatives who will discuss what they have to offer and outline the steps you need to take to enter this exciting market.</p>	<p>Contracting with Fortune 500 Companies: Learn how to access millions in sub-contracts with public and private companies.</p> <p>Learn the basics to obtain government and private contracts. Become a success story by identifying local and statewide incentives available to your company.</p>	
12:30 p.m. – 2:00 p.m.	<p>The Executive Luncheon Expo Exploration Work-Life-Balance Panel Mini Breakout Sessions: <i>Women in Leadership Roles, Legal Aspects of Running a Business, Public Speaking, Registering for a Seller’s Permit, Government Advocacy for Business Owners, and more!</i></p>		
2:15 p.m. – 3:30 p.m.	<p>Capitalizing on Tax Credits and Avoiding the Pitfalls of Taxation: Learn to arrange your finances to minimize your tax liability and avoid fines, penalties, and fees.</p> <p>Hear from representatives from the Board of Equalization, Franchise Tax Board, Internal Revenue Service, and Employment Development Department who will share tax credits and free government services that businesses often do not take advantage of, as well as tax pitfalls that cost many businesses to pay unnecessary fines and fees.</p>	<p>Going Green: Creating Sustainability and Discovering Business Opportunities through Environmental Stewardship</p> <p>Leaders in the movement to create environmentally-friendly businesses will present the latest trends in “going green,” and discuss how your business can participate in conserving natural resources while enhancing profits. Panelists will also present opportunities to become a provider of the resources businesses need to maximize sustainability.</p>	<p>Accessing Investment Capital and Developing a Business Plan for Funding Success: The Keys to Acquiring Traditional and Non-Traditional Capital</p> <p>Financial well-being is an important part of any new and existing business venture. Obtain important information to build and strengthen your business by accessing investment capital through both traditional and non-traditional means.</p>