

CONNECTING WOMEN TO POWER



Jerome E. Horton

Chair, California State Board of Equalization

National Association of Women Business Owners (NAWBO)

California State University, Dominguez Hills

California Educational Solutions



BUSINESS CONFERENCE

THURSDAY, JUNE 18, 2015 | 8:30 A.M. TO 5:00 P.M. (check-in 7:30 a.m.)



Jerri Rosen
CEO and Founder
of Working Wardrobes
Keynote Speaker



Dr. Annie Lim
Serial Entrepreneur and Founder
of Annie Lim International
Featured Speaker



Ann Marie Houghtailing
Author of *How I Created a Dollar*
Out of Thin Air
Keynote Speaker



Deborah Deras
Author of *Confessions of an Adrenaline*
Addict: How to Achieve More with
Less Effort
Keynote Speaker



Yvonne Horton
City Clerk of Inglewood
Work-Life Balance
Featured Speaker/Moderator

REGISTRATION RECOMMENDED TODAY

OVER 3,500 WILL REGISTER

Men Are Welcome!

No Cost to Attend (space is limited)

Online: www.boe.ca.gov/ConnectingWomenToPower

By phone: 1-888-847-9652

California State University, Dominguez Hills—Loker Student Union Auditorium

1000 E. Victoria Street, Carson, CA 90747 | Parking is free in Lot 6
(Please enter campus from Gate D off of Victoria Street to access Lot 6)



The location is accessible to people with disabilities.
If you require special assistance, please call 1-888-847-9652.

This conference is open to the public and being conducted pursuant to
Government Code section 11122.5 (c)(2) of the Bagley-Keene Open Meeting Act.



CONNECTING WOMEN TO POWER BUSINESS CONFERENCE HIGHLIGHTS

- Cutting Edge Strategies and Techniques
- Meet Millionaires Making Things Happen
- Motivational and Inspiring Speakers
- Working Together Works: Career Fair
- Scholarships For You
- Business Incubator
- Connect a Million Minds: Building Alliances for Success
- Tips on Turning Your Talents Into Profits
- Executive Leadership Training Programs
- Entrepreneurial Training Programs
- Toro Tank (Inspired by television show, Shark Tank)

CONNECTING WOMEN TO POWER BREAK OUT SESSIONS



Toro Tank Business Boot Camp and Competition

Have a great business idea? Enter the Toro Tank Boot Camp and Competition hosted by California State University, Dominguez Hills Entrepreneurial Institute for the opportunity to audition, pitch your business idea, and win access to funding and business resources that could help turn your dream into a million dollar reality.

Business Tax Essentials

Hear about free government services available to businesses, tips on permits and licensing, successful recordkeeping methods, tax credits and exemptions, as well as pitfalls to avoid paying unnecessary fines and fees. Stay after the presentation to meet with the Board of Equalization, Internal Revenue Service, Franchise Tax Board, and the Employment Development Department to answer your specific questions.

Skyrocket Your Business with Marketing Strategies, Trends, and Branding Using Social Media

This panel will explore how to strategically use social media tools to build a client base and attract new leads.

Business Startup 101

Learn how to effectively research your next business; learn about the rise and trends of the current startup world, and details of where your startup should be in 2015.

Negotiating to Win: Leadership and Persuasion to Get the Outcome You Want

Learn strategies to influence your outcomes and gain favorable results, find more power, and negotiate better deals to achieve win/win results.

Global Expansion and e-Commerce: Tapping into Foreign Markets to Create a Competitive Position

Explore the vast possibilities of business opportunities through international expansion and e-commerce. Experts will explain how you can expand your business with minimum capital investment, accelerate growth, increase sales, and gain valuable insight to grow your business.

Funding Your Business

Hear from representatives of financial institutions and private corporations who offer funding opportunities specifically designed for small businesses.

Real Talk, Real Issues, Real People, Right Now!

Join a dynamic group of experts who will help you relax, rejuvenate, and revive the power in you, and strengthen your resolve to be the best you can be. This session features a broad cross-section of successful individuals who will help you balance the rigorous demands of work, home, career, finances, and future, in a "talk show" style format.

Communication and Interpersonal Skills

Learn how to make a powerful first impression, and communicate in such a way that people listen. Whether you are walking into a room, conducting a meeting, giving a talk, or having a critical conversation, this session will leave you feeling self-assured knowing that your presence is making a powerful impact.

Non Traditional Business Ventures

Learn about career opportunities that defy gender stereotypes and strategies to supplement your income by turning a side business or hobby into a wealth building machine.

Women in High Places: Successful Leadership and Management Skills

This panel will explore successful management techniques and how to maximize your proficiency as a leader.

Health, Wealth and Wellness

Learn how to condition your mind and body to respond to your goals and objectives.

Winning the Contract

Learn the basics of obtaining government and private contracts and how to identify valuable incentives.

Connecting a Million Minds: Identifying and Solidifying Strategic Alliances

Explore how to network quickly and efficiently to maximize contacts and leads. Gain information to ensure your networking encounters are memorable and engaging, and learn to create an "elevator pitch" that best represents you, and how to follow through to turn contacts into solid working relationships.

Wealth Management, Estate Planning, and Financial Literacy

Learn about active, passive, and portfolio income as well as how to invest for a maximum return, protect profit from taxes, and establish an estate plan.

Power of Conversation—Public Speaking

Learn the skills to stand out and become a more engaging and powerful speaker with great strategies and techniques for painless public speaking.

7 Principles to Achieve Success

This session will provide a step-by-step system to approach time, to improve your effectiveness and efficiency, and to achieve success without scheduling every moment of the day, sacrificing your health or well-being.

FEATURED SPEAKERS



Willie J. Hagan
President
California State University,
Dominguez Hills
Featured Speaker



Patti Cotton
Founder and CEO
The Cotton Group, Inc.
Featured Speaker



Michele Ruiz
President and CEO
Ruiz Strategies
Featured Speaker



Susan Maples
Taxpayers' Rights Advocate
Franchise Tax Board
Featured Speaker



Renee Gibson
Chief, Collections Division
Employment Development
Department
Featured Speaker



Natalie Orta
Supervisor, Economic
Development Division
U. S. Small Business
Administration
Featured Speaker



Brittney Castro
Founder and CEO
Financially Wise Women
Featured Speaker



Valerie Draeger
President
Triliad Development, Inc.
Featured Speaker



Deane Leavenworth
Vice President
External Affairs
Time Warner Cable
Featured Speaker



Tonya Haynes
CEO
Phoenix Business
Development Group
Featured Speaker



Julie Anne Hennessy
Director of
U.S. Commercial Service,
U.S. Department
of Commerce
Featured Speaker



Lawnet Bates
Marketing Manager
United States Postal
Service
Featured Speaker



Debbie Cabreira-Johnson
Chief, Small Business Services
Los Angeles County Department of
Consumer and Business Affairs
Featured Speaker



Summer Sepulveda
Women's Community
Liaison Coordinator
Women's Business
Enterprise Council West
Featured Speaker



Donovan Green
Director, External Affairs
AT&T
Featured Speaker



Patricia Williams
Owner and Operator
McDonald's Corporations
Featured Speaker



Stephanie Ardrey
President and CEO
iVentLabs
Featured Speaker



Richard Downer
First Vice President,
Wealth Advisor
Morgan Stanley
Wealth Management
Featured Speaker

HONORED GUESTS*

Board of Equalization Vice Chair, George Runner
Board of Equalization Member, Diane Harkey
Los Angeles County Assessor, Jeffrey Prang
Insurance Commissioner, Dave Jones
Los Angeles County Supervisor, Mark Ridley-Thomas
Congresswoman, Janice Hahn
Congressman, Ted Lieu
Congresswoman, Norma Torres
State Senator, Ben Allen
State Senator, Isadore Hall, III
State Senator, Loni Hancock
State Senator, Robert M. Hertzberg
State Senator, Connie M. Leyva
State Senator, Carol Liu
State Senator, Tony Mendoza
State Senator, Holly Mitchell
State Assembly Member, Richard Bloom
State Assembly Member, Autumn R. Burke

State Assembly Member, Ian C. Calderon
State Assembly Member, Ed Chau
State Assembly Member, Matthew Dababneh
State Assembly Member, Tom Daly
State Assembly Member, Cristina Garcia
State Assembly Member, Mike A. Gipson
State Assembly Member, Lorena S. Gonzalez
State Assembly Member, Roger Hernandez
State Assembly Member, Chris R. Holden
State Assembly Member, Jacqui Irwin
State Assembly Member, Reggie Jones-Sawyer
State Assembly Member, Patty López
State Assembly Member, Jose Medina
State Assembly Member, Adrin Nazarian
State Assembly Member, Patrick O'Donnell
State Assembly Member, Anthony Rendon
State Assembly Member, Freddie Rodriguez
State Assembly Member, Shirley N. Weber

State Assembly Member, Scott Wilk
Mayor, Hawthorne, Chris Brown
Mayor, Port Hueneme, Sylvia Muñoz Schnopp
Mayor, West Covina, Fredrick Sykes
LA City Council Member, Tom LaBonge
LA City Council Member, Gilbert Cedillo
LA City Council Member, Paul Krekorian
LA City Council Member, Nury Martinez
LA City Council Member, Felipe Fuentes
Artesia City Council Member, Miguel Canales
Carson City Mayor, Albert Robles
Carson City Mayor Pro Tempore, Elito M. Santarina
Carson City Council Member, Lula Davis-Holmes
Carson City Clerk, Jim Dear
Torrance City Council Member, Tim Goodrich

* Only participating in this event as invited guests.

CONNECTING WOMEN TO POWER

A WORLD OF POSSIBILITIES

Partner Organizations

Academy of Art University
 Ameriprise
 Airvoice Wireless
 AmPac Tri State CDC, Inc.
 Armenian American Chamber of Commerce
 Beta Pi Sigma Sorority
 Black Business Association of Los Angeles
 Black Women for Wellness
 California Association of Nonprofits
 California Black Women's Health Project
 California Commission on the Status of Women and Girls
 California Department of Consumer Affairs
 California Department of General Services
 California Department of Motor Vehicles
 California Lifeline
 California Office of the Attorney General
 California Small Business Association
 California State University, Dominguez Hills – Entrepreneurial Institute
 California State University, Dominguez Hills – Mervyn M. Dymally African American Political & Economic Institute (MDAAPEI)
 California State University, Dominguez Hills – School of Business and Public Policy
 California Women 4 Women
 CDC Small Business Finance
 City of Los Angeles Business Source
 Derrick Faison Foundation
 Employment Development Department
 Franchise Tax Board
 Global Federation of Chinese Business Women – Southern California Chapter
 Governor's Office of Business and Economic Development (GO-Biz)
 Greater Los Angeles African American Chamber of Commerce
 Hispanas Organized for Political Equality (HOPE)
 Institute for Women Entrepreneurs
 Internal Revenue Service
 iVentLabs
 Jewish Labor Committee
 Korean Churches for Community Development
 Lil Xtreme Productions
 Los Angeles African American Women's Public Policy Institute
 Los Angeles Area Chamber of Commerce
 Los Angeles County Metropolitan Transportation Authority (Metro)
 Los Angeles County Metro Business Solutions
 Los Angeles County Office of Small Business
 Procurement Technical Assistance Center
 Los Angeles Latino Chamber of Commerce
 Los Angeles Regional Small Business Development Center (SBDC) Network
 Los Angeles Urban League
 Morgan Stanley
 National Association for the Advancement of Colored People (NAACP), Long Beach
 National Association of Professional Women
 Northrop Grumman
 Pacific Asian Consortium in Employment (PACE)
 Search to Involve Piliipino Americans (SIPA)
 She Shares
 South Bay Workforce Investment Board
 Southern California Edison
 Southern California Minority Supplier Development Council
 U.S. Postal Service – Los Angeles District
 U.S. Small Business Administration / U.S. Export Assistance Center
 Valley Economic Development Center
 Vermont-Slauson Economic Development Corporation
 Wade Institute
 Women's Business Enterprise Council West



Event Co-Sponsors

- AT&T
- Enterprise Holdings
- Farmers Insurance
- Finders Key Purse
- Haas Automation
- Herbalife
- Intuit
- Kasier Permanente
- Neutrogena
- Ralphs
- Sony
- SpaceX
- Terranea Resort
- Time Warner Cable
- UPS
- US Bank
- The Walt Disney Company
- at&t
- HERBALIFE
- SPACE X
- usbank
- SONY make.believe
- Ralphs
- intuit.
- FARMERS INSURANCE
- Time Warner Cable
- ENTERPRISE HOLDINGS.
- usbank
- The Walt Disney Company
- Neutrogena
- TERRANEA
- KAISER PERMANENTE.

The California State Board of Equalization's (BOE) participation in this activity and the appearance of the BOE name, logo, or seal on event promotional material is not an endorsement of the views, opinions, products or services of any program partner, participant, person, or entity.