



FIND YOUR
GRIT

2019 LEADERSHIP CONFERENCE • SEPT 25
2019 Schedule #WiBNConf2019 #FindYourGRIT

Wednesday, September 25		Sinclair Conference Center	
7:30 – 8:30 a.m.	Breakfast & Registration	Great Hall	Registration open, light breakfast and coffee
8:30 – 8:45 a.m.	Welcome Remarks	Great Hall	Welcome Remarks with Melissa Cutcher and Ann Rieggle-Crichton
8:45 – 9:45 a.m.	Morning Keynote	Great Hall	That's What She Said: Making Our Internal Dialogue Our Biggest Cheerleader with Jess Ekstrom
9:45 – 10:15 a.m.	BREAK		Networking & Vendor Village
10:15 – 11:30 a.m.	Break-Outs 1 (Choose 1)		Session 1: How to Make the Leap from Employee to Entrepreneur with Bill Powell
			Session 2: Website and SEO Best Practices with Lisa Couture
			Session 3: #SquadGoals – When Women Help Women, We All Succeed with Dr. Melinda G. Hubbard
			Session 4: No Grit, No Problem: How to Persevere When You're Not Type A with Christy Shell, M. ED
			Session 5: How to Become a Top Sales Performer with Brenda Aveyard
11:30 – 11:45 a.m.	BREAK		Networking & Vendor Village
11:45 a.m. – 1 p.m.	LUNCH & Networking	Great Hall	The Magic of Being a Connector with Valerie Smiley
1 – 1:15 p.m.	BREAK		Networking & Vendor Village
1:15 – 2:30 p.m.	Break-Outs 2 (Choose 1)		Session 1: Leading with Vulnerable Courage with Sandy Johnson
			Session 2: How to Keep More of Your Profits & Give Less to Uncle Sam with Jessica A. Distel, CPA, MBA
			Session 3: Discipline is the Deciding Factor with Teresa Zumwald
			Session 4: Entrepreneurs – Want to Build and Scale Your Business? Start Downtown with AJ Ferguson
			Session 5: Explode Your Sales: A Marketing System for Successful Retailers with Danielle Fritz
			Session 6: A Look at Resources for Improving Business Operations with Alex Perry
2:30 – 2:45 p.m.	BREAK		Networking & Vendor Village
2:45 – 4:00 p.m.	Break-Outs 3 (Choose 1)		Session 1: Are You Prepared for Your Financial Future? With Nicole T. Strbich and Carrie Cook
			Session 2: Entrepreneurs – How to Turn Your Small Business Into Big Business with Todd Crawford, Caitlin Krebs, Carrie Webb, Nan Reed, and Andie Doller
			Session 3: Selling Your Story with Mike Staffen
			Session 4: The Feminine Leader – Leading from the Inside-Out with Rebecca Victor
			Session 5: Utilizing Your Sales Strengths to Close More Deals with Tywauna Wilson
			Session 6: Using Business as a Force for Good with Kelly Dolan
4:00 – 4:15 p.m.	Break		Networking & Vendor Village
4:15 – 5:00 p.m.	Speaker	Great Hall	Ready, Set, Grow! With Janet Jackson
5:00 – 5:15 p.m.	Closing Remarks	Great Hall	Closing Remarks with Melissa Cutcher & Ann Rieggle-Crichton
5:15 – 7:00 p.m.	Cocktail Reception	South Lobby	Cocktail & Networking Reception