

2014 National Women’s Business Center Training Conference

Monday, July 21st

409 Third St, SW, Washington, DC

Federal Center SW Metro—Orange and Blue lines

8:00am—8:30am	Concourse	Check-In & Assembly
8:30am – 9:30am	Conference Room A/B/C	<p>Welcome and Opening Plenary Session</p> <p><u>Summary:</u> Please join the Office of Women’s Business Ownership for the opening remarks of the annual Women’s Business Center Training Conference! Women-owned businesses are a critical and fast growing segment of the economy. At the same time, women’s businesses have a set of unique challenges. Women’s Business Centers across the country play an integral role in creating opportunities for women entrepreneurs and fostering growth. This conference is an opportunity for WBCs to learn about new programs and strategies as well as exchange experiences with peers, in an effort to leverage influence in their communities.</p> <p><u>Goals:</u> The focus of this plenary is to give context and highlight the importance of the activities of the next three days within the current economic climate.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Erin Andrew, Assistant Administrator, Office of Women’s Business Ownership• Tameka Montgomery, Associate Administrator, Office of Entrepreneurial Development• Amanda Brown, Executive Director, National Women’s Business Council• Marsha Bailey, Chair, Association of Women’s Business Centers• Bruce Purdy, Deputy Assistant Administrator, Office of Women’s Business Ownership
9:30am—9:45am	Break	
9:45am—11:15am	Conference Room A	<p>Board Development and Engagement</p> <p><u>Summary:</u> This session highlights how to develop and maintain a board for your program. Bringing together influential community members or experts in the field can strengthen the reach and foundation of your center.</p> <p><u>Goals:</u> Learn how to recruit strong board members and get them more engaged with your WBC.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Marsha Bailey, Chair, Association of Women’s Business Centers• Pat Blanchard, Director, Jacksonville Women’s Business Center• Beth Gitlin, Executive Director, Women’s Business Center at Florida Tech• Heather Lux, Project Director, Wisconsin Women’s Business Initiative Corporation

	<p>Conference Room B</p>	<p>Empowering Entrepreneurs: SBA Initiatives and White House Priorities</p> <p><u>Summary:</u> There have been many initiatives over the past few years. Unlock the jargon and acronyms to learn about current programs and how they can be applied to your WBC. This will also be an opportunity to understand how the SBA’s new Administrator is tailoring programs to be more inclusive and reflective of demographics in the U.S.</p> <p>Programs include: Boots to Business, Accelerator funding, Clusters, Scale-up America, and SBA partnership with Commerce.</p> <p><u>Goals:</u> This session aims to ensure all WBCs have access to the programs and information pertinent to their clients and centers.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Julie Kirk, Director, Office of Innovation and Entrepreneurship, Department of Commerce’s Economic Development Administration • Hallie Schneir, Associate Director, Office of Public Engagement, White House • Sarah Hughes, Clusters and Skills Initiative Team, Presidential Management Fellow, SBA • Kim Peyser, Senior Advisor, Office of Innovation and Investment, SBA • Barb Carson, Deputy Associate Administrator, Office of Veterans Business Development, SBA
	<p>Conference Room C</p>	<p>Challenges and Best Practices for Rural Programs</p> <p><u>Summary:</u> WBCs located in rural areas often face unique challenges—a widespread client base, different markets than those in urban areas, and limited budgets. Our panelists will offer tips on how to stretch a small-dollar budget to maximize your rural WBC’s impact.</p> <p><u>Goals:</u> Connect with other rural WBCs to learn about shared challenges and tools for success in rural areas.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Monica Braun, Women’s Business Center Director, Center for Rural Affairs • Deb Eslinger, Executive Director, Center for Technology & Business, North Dakota • Helen Merriman, Director, Black Hills State University Women’s Business Center • Barbara Rackley, Program Manager, REI Women’s Business Center
<p>11:15am— 12:45pm</p>	<p>Lunch is on Your Own. <i>Note: If you leave the building, please be sure to allow ample time to reenter through security.</i></p>	

<p>12:45pm— 2:00pm</p>	<p>Conference Room A/B/C</p>	<p>Pathways to Funding: Meeting Your Match and Forming Advisory Fundraising Committees</p> <p><u>Summary:</u> Money is a constant topic of conversation among nonprofit leaders. How much do we need? Where do we find it? This panel discussion will focus on funding models and strategies to achieve your match. Forming an advisory fundraising committee can utilize diverse channels in accessing resources.</p> <p><u>Goals:</u> Identify best practices and strategies for meeting you match and sustaining WBC funding.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Beth Gitlin, Executive Director, Women’s Business Center at Florida Tech • Joanne Lenweaver, Director, WISE Women’s Business Center • Amber Miller, Project Director, Milwaukee, Wisconsin Women’s Business Initiative Corporation • Joanne Randolph, President and CEO, Women’s Business Center of North Alabama
<p>2:00pm—2:15pm</p>	<p>Break</p>	
<p>2:15pm—3:30pm</p>	<p>Conference Room A/B/C</p>	<p>On the Horizon: Changes in the WBC Program</p> <p><u>Summary:</u> Advancing opportunities for women in business is at the forefront of our agenda. Here’s an update on how we are trying to make the process more efficient and better serve the WBCs.</p> <p><u>Goals:</u> Learn about our new initiatives and changes to the program.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Erin Andrew, AA, Office of Women’s Business Ownership • Bruce Purdy, Deputy AA, Office of Women’s Business Ownership • Carol Greenfield, Grants Manager, Office of Women’s Business Ownership • Julie Verratti, Advisor, Office of Women’s Business Ownership
<p>3:30pm—3:45 pm</p>	<p>Break</p>	
<p>3:45 – 5:00 pm</p>	<p>Conference Room A/B/C</p>	<p>Beyond the Startup: Helping Second-Stage Businesses Grow</p> <p><u>Summary:</u> Although funding and resources exist for small businesses and startups, second-stage entrepreneurs have different needs to continue growth. In 2012 second-stage companies only represented 9% of resident establishments, but represented 33.3% of jobs and 33.7% of sales. This session will focus on opportunities and programs for second-stage entrepreneurs. Topics include SBIR/STTR, Second stage training, access to capital, SBICs, VCs, and Angels.</p> <p><u>Goals:</u> Identifying scaling opportunities and capital as well as training curricula for WBCs to utilize for the second-stage.</p>

		<p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Beth Gitlin, Executive Director, Women’s Business Center at Florida Tech • Briles Johnson, Director, Women’s Business Center of North Carolina • Dr. Kathleen Connell, CEO, STEMACCEL, Inc. • Jeff Finkelman, Deputy Associate Administrator, Office of Investment and Innovation, SBA
5:00 -5:30 pm	BREAK	On your own – travel to Bullfeathers.
5:30pm—7:30pm	Bullfeathers 410 First St SE, Washington, DC 20003	<i>AWBC sponsored networking event at Bullfeathers. Capital South metro stop on the orange/blue line.</i>
2014 National Women’s Business Center Training Conference Tuesday, July 22nd		
7:30 – 8:30 am	Conference Room A/B/C	Rooms available for Mentor-Mentee meetings
8:30am—9:45am	Conference Room A	<p>Oversight Discussion - Budgets and Payments</p> <p><u>Summary:</u> Financial fuzziness can be an obstacle for nonprofits. Avoiding common mistakes will help reduce paper work and help get your payments processed more efficiently. Learn about the HHS Process, the OWBO financial management system.</p> <p><u>Goals:</u> Develop a strong understanding for the financial management processes of the SBA grant.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Donnell Williams-Miller, SBA, Office of Women’s Business Ownership • Janet L. Morgan, Chief, Governmental and Tribal Payment Section, U.S. Department of Health and Human Services
	Conference Room B/C	<p>Access to Capital – Micro-lending Overview</p> <p><u>Summary:</u> This session will include best practices in micro-lending, discussion on micro-lending programs and how to access them, and an update on the WE-Lend Initiative.</p> <p><u>Goals:</u> This session will focus on how to leverage micro-lending programs to provide access to capital for clients.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Samira Cook-Gaines, Vice President of Business Development, National Community Reinvestment Coalition

		<ul style="list-style-type: none"> • Amelia Lobo, Director, Iowans for Social and Economic Development (ISED Ventures) • Daniel Upham, Financial Analyst, SBA
9:45 am— 10:00am	Break	
10:00am— 11:30am	Conference Room A	<p>On-line learning: An Assessment of the Dreambuilder tool</p> <p><u>Summary:</u> This session will be moderated by Thunderbird with panelists from several of the pilot sites. The pilots will discuss how they are using the tool and what they see are opportunities or challenges.</p> <p><u>Goals:</u> This session will demonstrate the capabilities of the tool and provide opportunity to hear from WBC users.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Kellie Kreiser, Assistant Vice President and Executive Director, Thunderbird for Good • Katherine Zuga, Project Manager, Thunderbird for Good • Mike Crawford, Program Director, Blue Drop Performance Learning • Tracy Bame, President, Freeport-McMoran Foundation
	Conference Room B	<p>Access to Markets: Women Owned Small Business Contracting Program and Supplier Diversity</p> <p><u>Summary:</u> Growing revenue is a key concern for any business. For small businesses, finding new sources of revenue growth can be challenging. Through the SBA’s 5% government contracting goal the SBA is committed to increasing access for women owned small businesses to government contracts. Speakers will provide an overview of this program as well as how to get your clients to self-certify as WOSB’s so they can be ready to sell to the government.</p> <p><u>Goals:</u> Learn about the SBA’s government contracting program for women owned small business and how to prepare your clients to participate in the program.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Consuella McCain, Director, DC Women’s Business Center • Janice Lopez, Director, Women’s Business Development Center WBC • Mary Helen Aldeis, Program Director, Women’s Business Border Center, El Paso Hispanic Chamber of Commerce • Deb Loeser, Program Manager, Women’s Business Center, Center for Empowerment and Economic Development • Aditi Dussault, Senior Advisor, Office of Government Contracting, SBA
	Conference Room C	<p>Financial Exams: Common Challenges and how to Avoid Them</p> <p><u>Summary:</u> Every WBC has had a financial exam. Learn what the common mistakes are and how to avoid them. Also included is a discussion of some</p>

		<p>potential upcoming tools to help the WBCs.</p> <p><u>Goals:</u> This session will help centers better prepare for financial exams.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Rick Garcia, SBA Financial Examination Unit • Stuart Leidner, Executive Director, Prospera Business Network, Bozeman, MT
11:30am— 1:00pm	<p>Lunch is on your own.</p> <p><i>Note: If you leave the building, be sure to allow ample time to reenter through security.</i></p>	
1:00pm—2:15pm	<p>Conference Room A/B/C</p>	<p>Access to Capital –Crowd Funding and other SBA programs including upcoming changes to the loan programs</p> <p><u>Summary:</u> For a small business to be successful and grow, securing capital is crucial. The landscape for securing this funding has grown more complex in recent years. New innovative financing options have developed, including crowd funding and micro-lending. Come learn about these new delivery systems as well as other SBA financing programs and the relevant changes to current loan programs.</p> <p><u>Goals:</u> Learn about new financing options, and changes to existing SBA loan programs.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Ann Marie Mehlum, Associate Administrator, Office of Capital Access, SBA • Anna Curran, Plum Alley • Kim Peyser, Senior Advisor, Office of Innovation and Investment, SBA
2:15pm—2:30pm	<p>Break</p>	
2:30pm—3:45 pm	<p>Conference Room A</p>	<p>Panel Discussion: Mentoring vs. Training Programs</p> <p><u>Summary:</u> With limited resources, deciding between one-on-one mentoring with clients and larger training sessions can be a tough choice. Learn about the pros and cons of mentoring vs. training, and which types of programs are best suited for different clients and markets. Speakers will address the goals of mentoring and training programs, and how to achieve measurable results.</p> <p><u>Goals:</u> Gain insights into how to best allocate your resources between mentoring and training, and how to strengthen existing programs.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Jennefer Gustafsson, Director, Women’s Business Center, Local Development Corporation of East New York • Deb Loeser, Program Manager, Women’s Business Center, Center for Empowerment and Economic Development • Margaret Adams, Program Manager, Women’s Business Center, Cornerstone Alliance • Sara Vescio, Executive Director, Women’s Business Center at Canisius College

	Conference Room B	<p>Panel Discussion— Leveraging Impact: Effective Outcomes Tracking</p> <p><u>Summary:</u> Most successful nonprofits have embraced a culture supporting outcomes thinking. Effective evaluation and outcomes assessment are integral to the sustainability of organizations and the delivery of services. This roundtable panel discussion will highlight assessment and outcomes measurement strategies. Participants will discuss best practices of evaluation methods, tools, technology, and staffing needs.</p> <p><u>Goals:</u> Identify successful models and discuss a strategy for WBCs to have a national impact survey.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Leah Gonzalez, Program Manager, WBC Director, Women’s Economic Ventures • Nancy McLain, Reporting Coordinator, WESST Enterprise Center • Jennifer Auer, Optimal Solutions Group
	Conference Room C	<p>Effective Collaboration: District Offices and Partners</p> <p><u>Summary:</u> Learn successful strategies on developing and maintaining collaborations with your local SBA office and other resource partners. Panelists will share tools of the trade on accessing vital partnerships, the why and how.</p> <p><u>Goals:</u> Learn the benefits of collaboration and key strategies.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Victoria Wortberg, Program Manager, Washington Center for Women in Business, Thurston Economic Development Council • Deb Eslinger, Executive Director, Center for Technology & Business, North Dakota • Barbara Rackley, Program Manager, REI Women’s Business Center • Shuraie Mackin, District Office Technical Representative, Washington Metro Area District Office, SBA
3:45pm—4:00pm	Break	
4:00pm —5:30 pm	Conference Room A/B/C	<p>Advocacy for your Program: How to Tell your WBC Story</p> <p><u>Summary:</u> Advocating for your program is an important step to securing matching funds and long-term community and political support. Learn the difference between lobbying and advocacy, and how much of both your WBC should engage in. We’ll discuss ways to differentiate yourself from other programs, collaborate with partners to build capacity, and advocate for your program at the local, state, and federal levels.</p> <p><u>Goals:</u> Learn how to leverage your WBC’s successes and partnerships for successful advocacy efforts. Connect with the Association of Women’s</p>

		<p>Business Centers (AWBC), which supports federal advocacy for the WBCs.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Marsha Bailey, Chair, Association of Women’s Business Centers • Claudia Conner, Director, Women’s Business Center, BIGAUSTIN • Heather Lux, Project Director, Wisconsin Women’s Business Initiative Corporation • Fred Baldasarro, Assistant Administrator, Office of Communications and Public Liaison, SBA
<p>2014 National Women’s Business Center Training Conference Wednesday, July 23rd</p>		
7:30am – 8:30am	Conference Room A/B/C	Rooms available for Mentor-Mentee meetings
8:30am—9:30 am	Conference Room A/B	<p>Women’s Entrepreneurship Organizations</p> <p><u>Summary:</u> Speakers from WIPP, NAWBO, WBENC, WPO, NWBC, and the US Women’s Chamber of Commerce will present on how they work together and ways to further collaborate with WBCs</p> <p><u>Goal:</u> Connect WBCs with national women’s organizations.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Leslie Marlow Wendell, WPO • Amanda Brown, NWBC • Kristie Arslan, WIPP • Candace Waterman, WBENC • <i>NAWBO, Speaker Invited</i> • <i>U.S. Women’s Chamber of Commerce, Speaker Invited</i>
8:30am – 9:30 am	Conference Room C	<p>Inclusive Programs: online tools (Dreambuilder), bilingual training, tapping underserved markets such as veterans via re-boot to business, Encore Entrepreneurs</p> <p><u>Summary:</u> We are always looking for new ways to support and strengthen women small business owners and entrepreneurs. SBA is expanding its programs to incorporate underrepresented communities into the entrepreneurial landscape. Learn about different inclusive programs that reach and empower different segments of the population.</p> <p><u>Goals:</u> Identify programs your center can utilize to reach women entrepreneurs and ensure they have the opportunity they need to turn great business ideas into viable and successful businesses.</p> <p><u>Speakers:</u></p>

		<ul style="list-style-type: none"> • Jeff Butler, WBC Director, AnewAmerica • Beth Gitlin, Executive Director, Women’s Business Center at Florida Tech • Debra Mason, Manager, Education and Training, Seton Hill University’s E-Magnify Women’s Business Center • Colleen Seto, WBC Director, Little Tokyo Service Center CDC
9:45 am— 10:15am	Conference Room A/B/C	Remarks by Administrator Maria Contreras-Sweet, followed by networking

10:25—11:50am	Conference Room A	<p>Gaining Publicity: Public Relations and Messaging</p> <p><u>Summary:</u> Creating a media presence for your WBC can help attract clients, bring in funding, and garner political support. Hear from WBCs that have successfully run public relations campaigns, getting their name out in the community and press. Learn successful messaging and outreach strategies that your WBC can replicate.</p> <p><u>Goals:</u> Identify public relations tools and strategies that can garner more community and media attention for your WBC.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Helen Merriman, Director, Black Hills State University Women’s Business Center • Paula Connelly, WBC Program Manager, Renaissance Entrepreneurship Center • Lori Gillen, Managing Director, Maryland Women’s Business Center • Joanne Randolph, President and CEO, Women’s Business Center of North Alabama
	Conference Room B	<p>Organizational Development</p> <p><u>Summary:</u> Strategic planning is an important aspect of successful nonprofit leadership. This can help clarify goals and strategies as well as paint a clear picture of resource allocation. In addition, there will be a discussion of the WBC Model: Pros and Cons of Stand-Alone vs. Embedded Centers, staffing models for growth and building a board that adds capacity.</p> <p><u>Goals:</u> Learn organizational development models that can strengthen your center.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Pat Blanchard, Director, Jacksonville Women’s Business Center • Sandra Cahill, WBC Director, University of Hartford Entrepreneurial Center • Consuella McCain, Director, DC Women’s Business Center
	Conference Room C	<p>Tapping into Export Markets</p> <p><u>Summary:</u> A woman-owned business that exports averages \$14.5 million in receipts, compared to \$117,036 if the company does not export its products.</p>

		<p>Join us for this information session on exporting and importing resources your clients can utilize, including the Export-Import Bank of the United States, the U.S. Trade Representative, the International Trade Commission, and more.</p> <p><u>Goals:</u> Learn about government resources that your clients can use to increase revenues and reach new markets.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Jordan Valdes, Office of International Trade, SBA • Janice Lopez, WBC Director, WBDC Women's Business Center
11:50am— 12:00pm	Break	
12:00pm— 1:00pm	Conference Room A/B/C	<p>Summary Session</p> <p>Wrap-up and Success Stories</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Erin Andrew, AA Office of Women's Business Ownership • Nancy McLain, Reporting Coordinator, WESST Enterprise Center

*The Committee on Small Business and Entrepreneurship will hold a hearing on **Wednesday, July 23, 2014, at 2:30 p.m., in SH-216**, entitled *“Empowering Women Entrepreneurs: Understanding Successes, Addressing Persistent Challenges, and Identifying New Opportunities.”* One of the witnesses is Victoria Wortberg, the Program Manager for the Washington Center for Women in Business.

Prior to the hearing there will be a reception from 1:00 – 2:00 pm with Senator Maria Cantwell and Senator James Risch in the Senate Hart Building, Room SH-216.