

Conference Schedule at a Glance

Sunday, September 10

5:00pm-7:00pm Registration

PRE-CONFERENCE TRAINING

Monday, September 11: *Registration opens at 7am*

8:00am-12:00pm New WBC Staff Training
8:00am-12:00pm VBOC Training
12:00pm-1:00pm Lunch
Morning training attendees only
1:00pm-5:00pm Accountability in Action™ with Susan Mazza
Pre-Registration required
1:00pm-5:00pm The Trusted Advisor—7 Ways to be the Best Business Advisor You Can Be with Elizabeth Binning
Pre-Registration required
1:00pm-5:00pm International Partnership-Building with the U.S. Department of State
Pre-Registration required
1:00pm-5:00pm AWBC Impact Capacity Building Project Session
For grantees only
5:30pm-6:30pm Speakers Meeting

LEADERSHIP CONFERENCE

Tuesday, September 12: *Registration opens at 7am*

8:00am-10:30am Breakfast and Opening Plenary
11:00am-12:30pm Regional Working Groups
11:00am-12:30pm VBOC Training
12:30pm-2:00pm Lunch and Plenary
2:00pm-3:30pm Breakout Sessions
SBA Financial Staff Training
4:00pm-5:30pm Breakout Sessions
Financial Staff Reporting Panel
7:00-9:00pm Welcome Reception
Torpedo Factory Art Center

Wednesday, September 13

8:00am-9:30am Breakfast and Plenary
10:00am-11:30pm Breakout Sessions
12:00pm-1:30pm Lunch and Plenary
1:30pm-3:00pm Breakout Sessions
3:30pm-4:00pm Speed Information Sessions
4:10pm-4:40pm Speed Information Sessions
4:50pm-5:20pm Speed Information Sessions

Thursday, September 14

Capitol Hill - WBC Directors

7:30am -8:30am WBC Directors journey to Capitol Hill
8:30am-9:30am Breakfast and Plenary
9:30am-1:30pm Congressional Visits
1:30pm-3:00pm Lunch and Plenary
3:00pm-4:00pm Return to Hotel

Hotel - All remaining WBC attendees and VBOC

7:30am-8:30am Breakfast
8:30am - 12:00pm VBOC Training
8:30am-10:00pm Governmental Resources
10:30pm-12:00pm AWBC Partnerships
12:00pm-1:00pm Lunch

Reviews from the 2016 WBC Conference

“So much more is possible for my center! I got a lot of tools to help us get there!”

“I am part of a phenomenal group of women who care deeply about ensuring all women have the tools and resources needed to reach their full potential.”

“Very energizing conference. I am inspired to be more creative in my daily activities.”

“Women’s Entrepreneurship has a bright future!”

Conference Schedule

MONDAY, SEPTEMBER 11

Registration

7:00 am - 8:00 am
Atrium

New WBC Staff Training

8:00 am - 12 pm

Edison Ballroom (ABCD)

VBOC Training

8:00 am - 12 pm

Wright

Lunch

Morning attendees only

12:00 pm - 1:00 pm

Edison Ballroom Lobby

State Department Partnership Building

Pre-registration required

1:00 pm - 5:00 pm

Banneker

Impact Capacity Building

Grantees Only

1:00 pm - 5:00 pm

Bell

The Trusted Advisor—7 Ways to be the Best Business Advisor You Can Be

Pre-registration required

1:00 pm - 5:00 pm

Edison F

Accountability in Action™ - Susan Mazza

Pre-registration required

1:00 pm - 5:00 pm

Edison E

Speakers Meeting

Open to all presenters at the conference

5:30 pm - 6:30 pm

Edison G

TUESDAY, SEPTEMBER 12

Opening Plenary - Breakfast

8:00 am - 10:30 am

Edison Ballroom (ABCD)

Welcome and Opening Remarks
SBA Administrator Linda McMahon
Jacqueline Young Perrins, J.P. Morgan Chase
Marsha Bailey and Bonnie Nawara

Regional Working Groups

11:00 am - 12:30 pm

Regions 1 and 4 Nia Lucas and Briles Johnson

Banneker

Regions 2, 3, 8 Laura Maas and Elena Vasconez

Bell

Regions 5 and 6 Tonya Harris and Karmen Briggs

Edison F

Regions 7, 9 10 Sandy Wells and Heather Lux

Edison E

VBOC Session

11:00 am - 12:30 pm

Wright

Plenary - Luncheon

12:30 pm - 2:00 pm

Edison Ballroom (ABCD)

Gayathri Subramanian, ADP
Cheryl Sneed, Banneker Industries, Inc.
Joan Wages, NWHM

Reminder to visit our Exhibitors located outside the session rooms.

ADP

Clarus Works

DreamBuilder

FDIC

FranNet

GrowthWheel

Guided Business Plan

IBISWorld

Intuit

Live Oak Bank

Master Your Card

NCRC

Outreach Systems

Palo Alto Software

Sam's Club

Square

Thunderbird

Top 6 Business Coach

VistaShare

Conference Schedule

TUESDAY, SEPTEMBER 12

TUESDAY BREAKOUTS

2:00 pm - 3:30 pm

Best Practices in Social Media

Juli Monroe, Kenny Cunningham, Tracee Seals, and Amanda Park Wright

Tools and methods for effective social media usage at your center and for your clients.

Expand Your Grant Funding

Anne Flynn Schlicht and Rachel Werner Banneker

Prepare for fundraising success by learning different readiness strategies to surpass fundraising goals, conduct prospect research and determine your organization's grant readiness. Leverage partnerships with community based nonprofit organizations to attract and secure matching funds.

Reporting and EDMIS: Empowering Fact Based Decisions

Nancy McLain, Amy Fletcher, and Julann Jatzak Bell

A guide to using the information you collect from your clients to improve your WBC. These seasoned WBC veterans will share their insight and expertise on data integrity, tools, deliverables and more.

Business Counseling Programs

Josh Fegles, Amber Miller, and Erin Bloxham Curtis Edison F

Deliver quality and impactful counseling to your clients. Discover how to work smarter, not harder while reaching your client counseling goals and increasing program revenue. Featured programs LivePlan and Engage in Entrepreneurship program.

Small Business Access to Capital

Stella Adams and Erin Andrew Edison E

Accessing credit for your small business clients. NCRC and Live Oak Bank representatives expand your toolbox.

Financial Staff Session

Nicholas Walker and Felicia Daniels Smith Edison G

Question and Answer session with SBA Staff

TUESDAY BREAKOUTS

4:00 pm - 5:30 pm

Best Practices in Social Media

Juli Monroe, Kenny Cunningham, Tracee Seals, and Amanda Park Wright

Tools and methods for effective social media usage at your center and for your clients.

Expand Your Grant Funding

Anne Flynn Schlicht and Rachel Werner Banneker

Prepare for fundraising success by learning different readiness strategies to surpass fundraising goals, conduct prospect research and determine your organization's grant readiness. Leverage partnerships with community based nonprofit organizations to attract and secure matching funds.

Reporting and EDMIS: Empowering Fact Based Decisions

Nancy McLain, Amy Fletcher, and Julann Jatzak Bell

A guide to using the information you collect from your clients to improve your WBC. These seasoned WBC veterans will share their insight and expertise on data integrity, tools, deliverables and more.

Building and Utilizing an Advisory Board of Directors

Anne Janiak, Kiesha Haughton and Darcella Craven Edison F

Learn from an experienced panel on how to build and utilize a strong diverse Advisory Board of Directors.

Boots to Business

Renee Bobb, Angie Duncanson, Tara Elder and John Lira Edison E

Learn about providing targeted training for transitioning military, veterans, active duty and their families through the Boots to Business and Reboot program.

Financial Expert Panel

Kenneth Lyon, Deb Eslinger, Shannon Mulkey, and Carol Greenfield Edison G

Veteran financial experts will share tips on successful reporting and how to avoid frequent mistakes.

Welcome Reception

7:00 pm - 9:00 pm

Torpedo Factory Art Center - 105 N. Union Street See page 10.

Conference Schedule

WEDNESDAY, SEPTEMBER 13

Plenary - Breakfast

8:00 am - 9:30 am

Edison Ballroom (ABCD)

Michelle Wright, Capital One
Leadership Panel

Elena Vasconez, Carmen Diaz-Jusino and Ann Madsen
Moderated by Susan Mazza, Clarus Works

Plenary and Luncheon

12:30 pm - 2:00 pm

Edison Ballroom (ABCD)

Carol Craig, Craig Technologies
Mercedes Garcia, MasterCard
AWBC Annual Meeting

WEDNESDAY BREAKOUTS

10:00 am - 11:30 am

Programming Development

Sharon Miller, Erika Franz, Rana Shanawani, and Klassi Duncan

Wright

Programming options to expand your center's services including MicroMentor.org, Lean Start-up and targeted programs.

Steps to Increase Fundraising

Suzi Berget White and Ann Marie Wallace

Banneker

Top ten things you need to do before you start fundraising and ways to generate funding for your center. Highlighted will be a unique model with multiple funders.

Effective Business Coaching and Counseling

Elizabeth Binning, Cherylynn Sagester and Mary Hartfield

Bell
Develop the skills to deliver effective business coaching and counseling in your centers. GrowthWheel and center experiences will be explored.

Building and Utilizing an Advisory Board of Directors

Anne Janiak, Kiesha Haughton and Darcella Craven

Edison F

Learn from an experienced panel on how to build and utilize a strong diverse Advisory Board of Directors.

Data for Client and Center Market Research

Jacob Haupt, Robert Saarinen and Parker Stewart

Edison E

Discover tools: IBISWorld and US Census Data to conduct client and center market research.

Client Programming Tools

Erin Moos and Cynthia DuRant

Edison G

Learn about products available to educate and assist your clients from AWBC partners: Intuit QuickBooks and MoneySmart Series

WEDNESDAY BREAKOUTS

1:30 pm - 3:00 pm

Programming Development

Sharon Miller, Erika Franz, Rana Shanawani, and Klassi Duncan

Wright

Programming options to expand your center's services including MicroMentor.org, Lean Start-up and targeted programs.

Steps to Increase Fundraising

Suzi Berget White and Ann Marie Wallace

Banneker

Top ten things you need to do before you start fundraising and ways to generate funding for your center. Highlighted will be a unique model with multiple funders.

Small Business Access to Capital

Nancy Swift, Heather Lux and Robert Catanzaro

Bell

Discover ways to access credit for your clients. Expand your toolbox from experienced WBC directors and Independence Bank.

Jump Starting Center Operations and New Leaders

Wanda Lipscomb-Vasquez, Bonnie Nawara and Carmen Diaz-Jusino

Edison F

Implementing a 90 day strategic calendar, creating your SOP, and the importance of recruitment, retention and development in succession planning.

Intro to Strategy in Action™

Susan Mazza

Edison E

In an environment in which resources are scarce, you need a clear strategy to ensure you work smarter, not harder. Learn a simple yet potent approach to strategic planning.

Client Programming Tools

Erin Archuleta, John Blair and Katherine Zuga

Edison G

Learn about products available to educate and assist your clients from AWBC partners: Square, FranNet, and DreamBuilder.

Conference Schedule

WEDNESDAY, SEPTEMBER 13

Speed Information Sessions

3:30 pm - 4:00 pm

GrowthWheel

Elizabeth Binning
Wright

DreamBuilder

Katherine Zuga
Banneker

OutreachSystems

Colette Williams
Bell

FranNet

John Blair
Edison F

Speed Information Sessions

4:10 pm - 4:40 pm

Top 6 Business Coach

Tommi Wolfe
Wright

LivePlan

Josh Fegles
Banneker

VistaShare

Dave Smucker
Tim Shoemaker
Bell

IBISWorld

Robert Saarinen
Edison F

Speed Information Sessions

4:50 pm - 5:20 pm

TechSoup

Adam Eads
Wright

Square

Erin Archuleta
Banneker

FDIC

Cynthia DuRant
Bell

Guided Business Plan

Melanie Rae
Edison F

THURSDAY, SEPTEMBER 14

WBC Directors - Capitol Hill Agenda

Travel to Capitol Hill

7:30 am - 8:30 am

Opening Plenary - Breakfast

8:30 am - 9:30 am

On the Hill

Congressional Visits

9:30 am - 1:30 pm

Luncheon and Plenary

1:30 pm - 3:00 pm

Return to Hotel

3:00 pm - 4:00pm

Conference Attendees at Hotel

Continental Breakfast

7:30 am - 8:30 am

Edison Ballroom Lobby

Sessions

VBOC

8:30 am - 12:00 pm

Wright

Governmental Resources

8:30 am - 10:00 am

*Jennifer Shieh, Amy Kim, and Annie Rorem
Edison Ballroom (ABCD)*

Updates on resources and programs from government partners: STTR/SBIR, Government Contracting and National Women's Business Council

AWBC Partnerships

10:30 am - 12:00 pm

*Erin Archuleta, Cynthia DuRant, Katherine Zuga, and
Erin Moos*

Edison Ballroom (ABCD)

Learn about programs to educate and assist your clients from AWBC partners: Square, FDIC, DreamBuilder and Intuit.

Luncheon

12:00 pm - 1:00 pm

Edison Ballroom Lobby