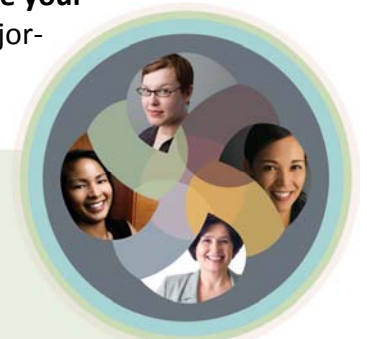
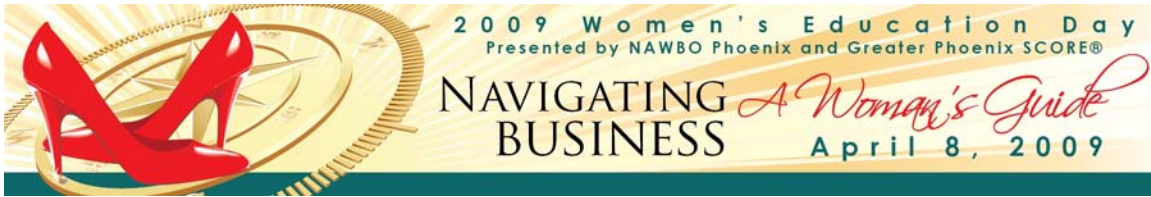


Time	Topic	Location
8:00am – 9:00am	Registration, continental breakfast, vendor exhibits open	Foyer/ Vendor Hall
9:00am – 9:15am	Opening address, sponsor recognition	Cottonwood
9:15am – 10:00am	<b>Inspiration &amp; Connection Session</b> Speaker: Dena Patton, Chat Chew & Chocolate	Cottonwood
10:00am – 10:45am	<b>IT'S ALL UP TO YOU: Create Value in your company by transitioning from Entrepreneur to Entrepreneur CEO</b> Speakers: Lillian Coury, <i>Pegasus Pathways</i> & Deborah Wichterman, <i>MAP Consulting</i>	Cottonwood
10:45am – 11:30am	Program – <b>Financial Resources</b> Speaker: <b>Alternative Finance in the Credit Crunch featuring</b> Phyllis Rector, <i>The Interface Financial Group</i> & <b>How to Start, Grow and Succeed in Business....</b> featuring Cathy Lease, <i>Small Business Association</i>	Cottonwood
11:30am – 12:15pm	Program – <b>The Power of Mentoring and Intentional Growth....so you land in Your Best Place!</b> Speaker: Catherine Marsh, <i>COO for Auction</i> and Laura Anderson, <i>The Center for Intentional Growth</i>	Cottonwood
12:15pm – 12:30pm	Luncheon buffet	Luncheon Hall
12:30pm – 1:30pm	Keynote luncheon Speaker: TBA	Cottonwood
1:30pm – 2:00pm	Break, vendor exhibits open (VIP Reception by invitation only)	Foyer/ Vendor Hall
2:00pm – 2:45pm	Session breakout options: <ul style="list-style-type: none"> <li>✓ <b>HELP! To Employ or to Outsource? That is the question!</b> with Ginny McMinn, <i>McMinn HR</i> &amp; Lisa Bhella, <i>INBOXTOOUTBOX</i></li> <li>✓ <b>BidSource, How to Locate Opportunities with the Government</b> with Danny Ayala, <i>Phoenix Chamber of Commerce</i></li> <li>✓ <b>Using web-based technology to improve business efficiency and effectiveness: How you can increase your bottom line</b> with Choo Tay, <i>media88</i>, and Sindi Major-Martinez, <i>Sindel Technology Solutions</i></li> </ul>	Ocotillo 1  Ocotillo 2  Brittlebrush





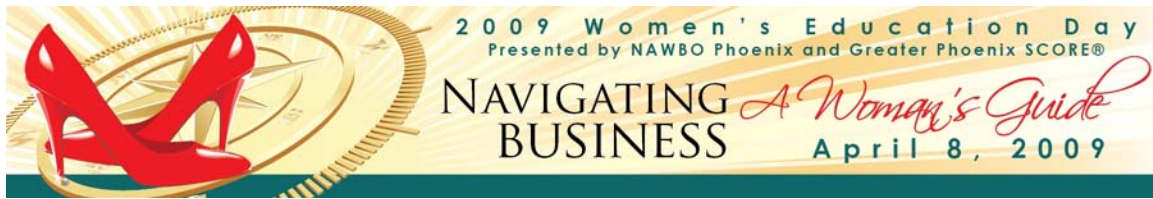
2:45pm – 3:00pm	Break, vendor exhibits open	Foyer/ Vendor Hall
3:00pm – 3:45pm	Session breakout options: <ul style="list-style-type: none"> <li>✓ <b>Time Management for the Busy Career Woman</b> with Jody Owen, <i>PerfectPower &amp; The Space You're In</i></li> <li>✓ <b>Taking Control: An Estate Planning Workshop for Women</b> with Lolita Prescod, <i>LCP Enterprises, LLC</i></li> <li>✓ <b>Marketing Magic &amp; Sales Success</b> with Cynthia Wrasman, <i>MJC Solutions</i>, and Loretta Love Huff, <i>Emerald Harvest Consulting</i></li> </ul>	Ocotillo 1  Brittlebrush  Ocotillo 2
3:45pm – 4:00pm	Voicemail Break	
4:00pm – 6:00pm	Networking at Happy Hour and Reception	



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS  
*Phoenix Metropolitan*

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9:15am – 10:00am **Inspiration & Connection Session** Cottonwood  
 Speaker: Dena Patton, Chat Chew & Chocolate

Chat, Chew and Chocolate will present an energizing session filled with connection and networking, plus helpful guidelines on how to develop boundaries, balance and basics for business productivity.

10:00am – 10:45am **IT'S ALL UP TO YOU: Create Value in your company by transitioning from Entrepreneur to Entrepreneur CEO** Cottonwood

Speakers: Lillian Coury, *Pegasus Pathways* & Deborah Wichterman, *MAP Consulting*

Becoming an Entrepreneur CEO is not a matter of a little fix here, a little fix there, it is a whole way of running your company, a whole way of doing business. Creating value starts with you and the fundamentals.

Come and explore Three Keys to Building Value in Your Company and Transform from an Entrepreneur to an Entrepreneur CEO  
 Become an empowering leader

Align your organization with your vision, mission and values and involve your employees in the process

Focus on the vital few by developing the vital factors for your organization.

Align employee goals to your vital factors to create powerful focus.

Establish accountability by pushing it down through your organization and holding people accountable.

Accountability is about measuring performance and taking appropriate action.

10:55am – 11:40am **Program – Financial Resources** Cottonwood  
**Alternative Finance in the Credit Crunch** featuring Phyllis Rector, *The Interface Financial Group*

There is financing available.

**How to Start, Grow and Succeed in Business....** featuring Cathy Lease, *Small Business Association*

The Small Business Administration (SBA) provides tools for success with a list of resource partners that provide technical assistance, financing to individuals starting or expanding a business and counseling. Cathleen Lease, Lender Relations specialist provides the necessary information in understanding how to apply for small business loans.

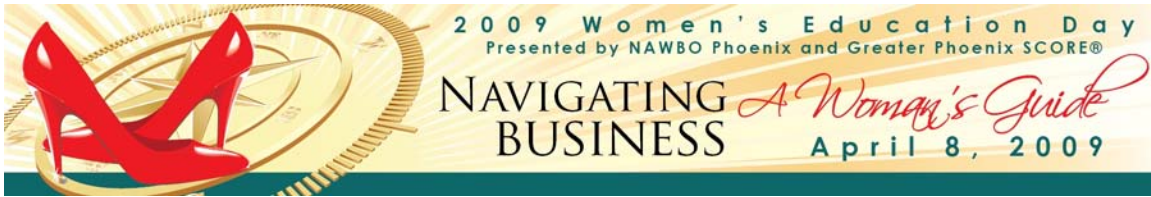
Learn about SBA's lending role and how to estimate loan costs.

Learn lender credit requirement for loan approval.

Find sources to capital to start or grow your business.

Learn loan interest rates, terms, amounts, and collateral requirements.





11:50am – 12:30 pm

**Program – The Power of Mentoring and Intentional Growth....so you land in Your Best Place!**

Cottonwood

Speaker: Catherine Marsh, COO for Auction and Laura Anderson, The Center for Intentional Growth

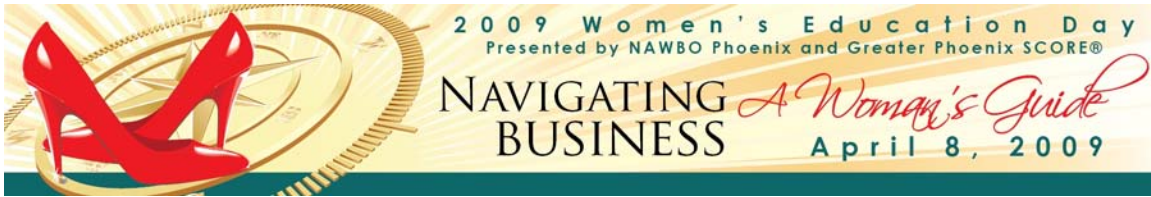
Are you ready for mentoring? When should I choose a mentor, consultant, coach or advisor? What actions can you take now? And how can I intentionally grow to propel my business? These are some of the questions we will be addressing in this session. This will be given by Laura Anderson and myself.



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## Afternoon Breakout Sessions

2:00pm – 2:45pm

Session breakout options:

- ✓ **HELP! To Employ or to Outsource? That is the question!** with Ginny McMinn, *McMinn HR* & Lisa Bhella, *INBOXTOOUTBOX*

Ocotillo 1

This session includes:

- \*The signs in your business that indicate you need to add capacity.
- \*Options available to business owners for adding capacity - employing/ outsourcing.
- \*Employees - Keeping them productive and motivated when others around them are losing their jobs. Hiring a new employee.
- \*Outsourcing - Where to look. What to look for. The outsource/business owner interview and finding the right person to bring value to your business.

2:00pm – 2:45pm

Session breakout options:

- ✓ **BidSource, How to Locate Opportunities with the Government** with *Danny Ayala, Phoenix Chamber of Commerce*

Ocotillo 2

BidSource began in 1988 as an economic development tool, specifically designed to assist local businesses identify, understand and respond to government contracting opportunities. Over the years, BidSource has evolved from a dispatcher of information into a refined support organization, utilizing the latest technology. Since the program's inception, BidSource has helped local business members attain more than \$1 billion in government contract awards, which has created or retained more than 19,000 jobs in Greater Phoenix.

The BidSource program delivers more than 70,000 matched government bid opportunities to members each month and provides hands-on assistance in developing marketing strategies, understanding and preparing proposals and identifying teaming and subcontracting opportunities. BidSource also conducts workshops throughout the year on a variety of procurement and small business issues to help its members become more successful.

2:00pm – 2:45pm

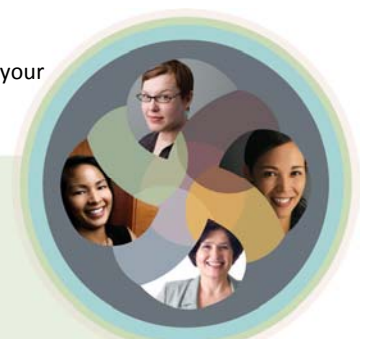
Session breakout options:

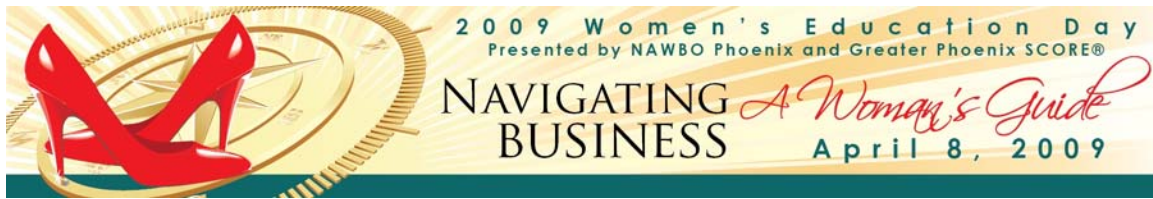
- ✓ **Using web-based technology to improve business efficiency and effectiveness: How you can increase your bottom line** with *Choo Tay, media88*, and *Sindi Major-Martinez, Sindel Technology Solutions*

Brittlebrush

What is available in web-based technology that can save you money and increase your company's efficiency. We will discuss Software Applications as a Service - What it is, the benefits, the drawbacks, what services are out there to help you increase your efficiency and improve your bottom-line. *By Sindi Martinez, CEO of Sindel Technology*

The winning strategy of e-mail marketing. Learn how to maximize your Return of Investment with effective e-mail campaign and strategy. *By Choo Tay, CEO of media88*

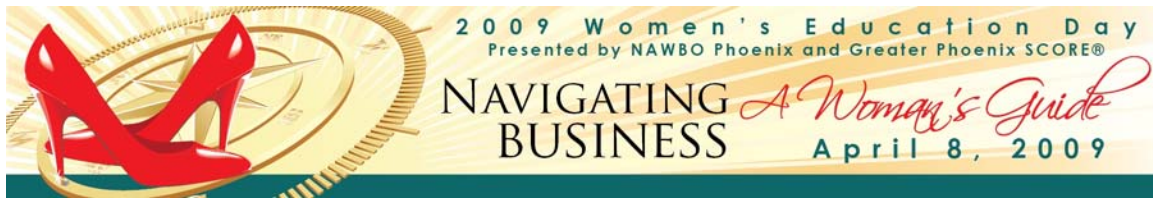




## Afternoon Breakout Sessions

3:00pm – 3:45pm	<p>Session breakout options:</p> <ul style="list-style-type: none"> <li>✓ <b>Time Management for the Busy Career Woman</b> with Jody Owen, <i>PerfectPower &amp; The Space You're In</i> In this interactive session, we will explore the impact of time on our busy days, how to leverage it, and make the most of every minute!</li> </ul>	Ocotillo 1
3:00pm – 3:45pm	<p>Session breakout options:</p> <ul style="list-style-type: none"> <li>✓ <b>Taking Control: An Estate Planning Workshop for Women</b> with <i>Lolita Prescod, LCP Enterprises, LLC</i> You have formed your corporation/LLC and have been successful in business and have put in place a cash management plan, tax plan, investment plan, college fund, and retirement plan. However, have you asked yourself the all important question "What If"? This workshop will address strategies you can use today to plan for the distribution and preservation of your assets.</li> </ul>	Brittlebrush
3:00pm – 3:45pm	<p>Session breakout options:</p> <ul style="list-style-type: none"> <li>✓ <b>Marketing Magic &amp; Sales Success</b> with <i>Cynthia Wrasman, MJC Solutions, and Loretta Love Huff, Emerald Harvest Consulting</i> Do you need more clients? Better clients? Do you feel like you're spinning your wheels with your marketing efforts? Would you like to make more money with less effort? Not closing all the sales you expect?</li> </ul> <p>Here's what you'll discover in this information-packed, interactive session:</p> <ul style="list-style-type: none"> <li>* The 4 biggest marketing mistakes made that waste your time and money</li> <li>* The 3 critical keys to sales success</li> <li>* The 4 places where you could be losing sales</li> <li>* How to ask the key questions and learn about your customer's business drivers</li> <li>* How to customize your message and quantify your value.</li> </ul> <p>Get focused and walk out with an action plan you can implement right away!</p>	Ocotillo 2





## **2009 Resource Day Exhibitors**

### **Sponsors**

Arizona Department of Commerce  
SWANK  
National Bank  
State Farm

### **Marketplace Tables**

The Car Source – Karen Cimaglia  
McMinn HR – Ginny McMinn  
APS – AAAME – Rena Huber  
Fransource – Harriet Moser



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