

# Women Entrepreneurs INSPIRE Conference 2012

presented by  
Riata Center for Entrepreneurship, Oklahoma State University  
Wednesday, April 4, 2012

## Agenda for the Day

- 7:45-8:30** Registration and Continental Breakfast
- 8:30-8:45** **Changing the World One Venture at a Time**, Dr. Michael Morris, Head, School of Entrepreneurship, Oklahoma State University
- Welcome by Honorary Chair Amy Mitchell, Riata Management**
- Introduction of Emcee for the Day** Kirsten McIntyre, News 9 Anchor
- 8:45-9:30** **Raising a Business**, Julie Clark, Founder, Baby Einstein and Aigner Clark Creative
- 9:30-10:00** **The Woman Entrepreneur Revealed**, Nola Miyasaki, Norman C. Stevenson Chair and Director, Riata Center for Entrepreneurship, Oklahoma State University
- 10:00-10:15** **BREAK**
- 10:15-11:00** **From Six Dollars and a Tea Cart to a Multi-million Dollar Company: Doing Well by Doing Good**, Zhen Muzyka, Founder, Zhen's Gypsy Tea
- 11:00-11:50** **Concurrent Break-out Sessions I:**

### *Startup Track*

- 1) **I Have an Idea---What Do I Do With It?**, Phyllis Peabody, Hollywood Fitness
- 2) **Faith-based Entrepreneurship: How Spiritual Beliefs Can Guide and Guard Your Venture**, Laurette Willis, Founder, Praise Moves Fitness
- 3) **Getting More Out of Your Website & the Internet: Beyond SEO**, Krista Neher, CEO, Boot Camp Digital
- 4) **Getting Organized: The First Ninety Days of a New Business**, Adrienne Kallweit, Founder, Seeking Sitters
- 5) **Finding Funding to Start Your Venture**, Sue Malone, President, Strategies for Small Business President & CEO, National Lien Law
- 6) **Sources of Help for Women Entrepreneurs**, Nancy Jackson, OKSBDC; Sharron Jackson, MetroTech/OBIA; Barbara Rackley, Women's Business Center Program Manager, REI WBC; Moderator: Heidi Offutt and Veronica Hix, American Indian Chamber of Commerce (OK)

### *Growth Track*

- 7) **Hiring (or Not Hiring) Employees: What You Need to Know**, Carey Baker, Founder, Part-time Pros
- 8) **Which Numbers Really Matter (Especially When You Don't Understand Accounting)**, Dr. Michael Morris, Head, School of Entrepreneurship, OSU
- 9) **Creating and Using a Group of Advisors or Board of Directors**, Linda Durbin, Founder and CEO, Exact Pak and Patricia Henriques, Founder, the Henlee Group and Management Alternatives, Thoma Clinical Professor of Entrepreneurship, OSU
- 10) **Why Women-owned Businesses Fail to Grow**, Darcie Harris, Founder, EWF International

*IMAGINE > BELIEVE > CREATE*

**12:00- 1:30 Networking Lunch with Guest Entrepreneurs; Presentation of the Amy Mitchell INSPIRE Distinguished Entrepreneur Awards (with NAWBO); Presentation of the Women Entrepreneurs Day Proclamation**

**1:35-2:25 Concurrent Break-out Sessions II:**

***Startup Track***

- 1) Do You Have a Workable Operating Model?** Andreliz McGlade, Founder, Pharmacopia
- 2) Sales 101: Building Confidence and Skills to Sell,** Catherine Brown, Founder, Initial Call
- 3) From Ideas to Dollars: Making Sure Your Business Model Makes 'Cents',** Kristen Ross, Founder, PregoFit
- 4) How an Artist becomes an Entrepreneur without any Business Background,** Valerie Naifeh, Founder, Naifeh Fine Jewelry
- 5) How to Design a High Impact Advertisement for any Medium,** Lesa Crowe, President, Itancan

***Growth Track***

- 6) What You Don't Know About Employing People Can Get You in Trouble,** Courtney Warmington, Crowe & Dunlevy, Attorneys at Law
- 7) How to Build an Amazing Brand,** Whitney English Kolb, Founder, Whitney English
- 8) Powering Up Your Social Media,** Krista Neher, CEO, Boot Camp Digital
- 9) Financing the Growth of Your Venture,** Sue Malone, President, Strategies for Small Business, President & CEO, National Lien Law
- 10) New Federal Contract Opportunities for Women Entrepreneurs,** Jennifer Edwards, OKC Women's Business Center; Judy Robbins, OK Bid Assistance Network (OBAN), Janet Harris-Lange, NWBOC

**2:35-3:15 Reach for the Stars....Realizing your Entrepreneurial Potential,** Debbie Rynda, Founder, Stellar Consulting, United Kingdom

**3:15-4:00 Be Colorful---Unleashing Your Entrepreneurial Spirit,** Patricia Miller, Co-founder, Vera Bradley (introduction by Linda Haneborg, President, Haneborg Holdings)

**4:30- 6:00 Women Entrepreneurs Expo and Networking Reception---**Sign up for the INSPIRE Women's Network and learn about other resources in OK for women entrepreneurs. Networking opportunities, book signings, Women Owned Business Exhibits, Food, Drinks, Spa Displays, and Entertainment

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