

Women Entrepreneurs INSPIRE Conference 2011

presented by
Riata Center for Entrepreneurship, Oklahoma State University
Tuesday, April 5, 2011

Agenda for the Day

- 7:45-8:30** Registration and Continental Breakfast
- 8:30-8:45** **Changing the World One Venture at a Time**, Nola Miyasaki, Norman C. Stevenson Chair and Director, Riata Center for Entrepreneurship at OSU

Welcome by Honorary Chair Amy Mitchell, Riata Management

Introduction of Emcee for the Day Kirsten McIntyre, News 9 Anchor

- 8:45-9:30** **The Entrepreneurial Path**, Maria de Lourdes Sobrino, Founder, Lulu's Dessert
- 9:30-10:15** **Build Your Business as an Army of Entrepreneurs**, Jennifer Prosek, CEO of CJP Communications

10:15-10:30 BREAK

- 10:30-11:15** **From Homeless to Successful Entrepreneur**, Cathrine Ann, Founder, Consumer Connections

11:25-12:15 Concurrent Break-out Sessions I:

Startup Track

- 1) Starting a Venture Right Out of School: My Experience**, Deb Meno, Founder, Puppy Playground
- 2) It's Never too Late: From Kitchen Recipe to Marketplace Success**, Suan Grant, President, Suan's, Inc.
- 3) Guerrilla Thinking: Doing More with Your Website and the Internet:** Krista Neher, CEO, Boot Camp Digital
- 4) Fearless Habits of Business Babes: Starting a Venture with a Skinny Budget**, Shannon Wilburn, President and Co-Founder; Just Between Friends Franchise System, Inc.
- 5) The Business of Franchising: Is it Right for You?**, Linda Haneborg, President, Haneborg Holdings
- 6) Sources of Help for Women Entrepreneurs**, Linda Parker, SCORE; Lori Broyles and Katherine Faison, REI Women's Business Center; Susan Urbach, UCO SBDC ; Moderator; Wanda DeBruler, DeBruler, Inc.

Growth Track

- 7) Creative Thinking-The Key to Growing Your Business**, Laurie Penix, Co-founder, Zomm
- 8) Survival and Growth in a Male-Dominated Industry: Lessons Learned**, Pat Henriques, Founder and CEO, Management Alternatives
- 9) A Toolbox for Making Sales Happen - Especially for Those Who Struggle with Sales Growth**, Gene Hopper, Managing Partner, Propeller
- 10) Addressing IT Needs as Your Company Grows**, Jeanne Cotter, VP and CIO, Hobby Lobby

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12:15- 1:30 Networking Lunch with Guest Entrepreneurs; Presentation of the Amy Mitchell INSPIRE Distinguished Entrepreneur Awards; Presentation of the Women Entrepreneurs Day Proclamation by Governor Mary Fallin

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

Startup Track

- 1) Social Media 101: Getting Started**, Krista Neher, CEO, Boot Camp Digital
- 2) I Hate Selling, I Have to Sell, Now Teach Me How to Sell**, Lesa Crowe, President, Itancan
- 3) Building a Brand 101**, Whitney English Kolb, founder, Whitney English
- 4) New Federal Contract Opportunities for Women Entrepreneurs**, Lori Broyles, REI Women's Business Center; Judy Robbins, OBAN; Victoria Armstrong, Rose State SBDC
- 5) Finding Funding to Start Your Venture**, Rose Washington, Executive Director, TEDC Creative Capital
- 6) What You Need to Know About the Numbers (even if you hate numbers)**, Steve Corley and Kelley Grace, Eide Bailly, LLP

Growth Track

- 7) Entrepreneurship as Personal Best – Living Your Dream**, Judith Moore, founder, Charleston Cookie Company
- 8) Anticipating Legal Needs in the Growing Firm**, Sara G. Murphy, JD, Day, Edwards, Propester, Christensen PC
- 9) How to Avoid the Ten Most Common Mistakes of Female Entrepreneurs**, Darcie Harris, founder, EWF International
- 10) Demystifying Technology for the Non-Technical Business Owner: 5 Things You Must Know Before You Spend Money**, Denise Brinkmeyer, President, JUMP Technology Services

2:35-3:30 Things I Would Have Done Differently or Could Have Done Better: Three Perspectives

Rebecca Boenigk, CEO, Neutral Posture, Inc.

Susan Yamada, Founder, Truste and Get2Hawaii

Donna Fujimoto Cole, Founder, Cole Chemical & Distributing

Moderator: Professor Michael H. Morris, N. Malone Mitchell Chair in Entrepreneurship and Head of OSU's School of Entrepreneurship

3:30-4:20 Changing the World with Social Ventures, Karen Berg, Founder, The Kabbalah Centre International, the Kabbalah Centre Charitable Foundation, Success for Kids, and Kids Creating Peace

4:30- 6:00 Networking Reception, Women Entrepreneurs Expo, Resources for Women Entrepreneurs---Sign up with the INSPIRE Women's Network and learn about other resources in OK for women entrepreneurs. Networking, Women Owned Business Exhibits, Food, Drinks, Glamour Head Shots, and Entertainment

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