

Women Entrepreneurs Inspire Conference

Women Changing the World, One Venture at a Time
Cox Convention Center, Oklahoma City, Oklahoma

Wednesday, April 4, 2012



Patricia Miller
Vera Bradley



Julie Clark
The Baby Einstein Company



Zhenya Muzyka
Zhenya's Gypsy Tea

Please join us for a day of inspiration, learning and networking with leading women entrepreneurs from across the country and the State of Oklahoma

Register Now!

www.weinspire.net <<http://www.weinspire.net>>

Contact Us: weinspire@okstate.edu or 405.744.7552



**Riata Center
For Entrepreneurship**
Oklahoma State University
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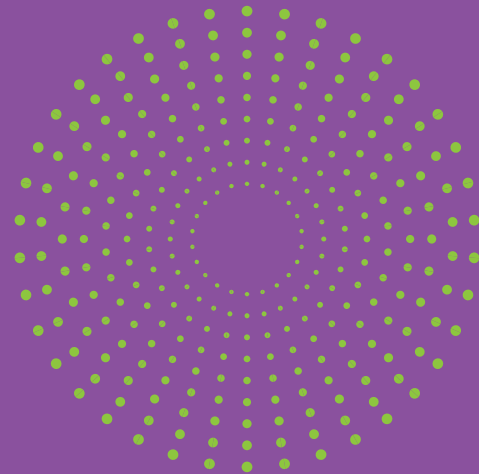
WE Inspire Conference

Join the entrepreneurial revolution!

Entrepreneurship is the key to revitalizing Oklahoma's economy and women are leading the charge. Here and across the nation, women are starting for-profit and non-profit ventures, developing innovative new products and services, winning patents, and creating new markets. Today, an estimated 50% of small businesses are owned by women (12.4 million firms generating \$2.5 trillion in sales, 2007) and for the past two decades women-owned firms have grown at twice the rate of all other firms.

Women Entrepreneurs INSPIRE 2012 is a day-long conference designed to empower women to think big, pursue their passions, and turn their dreams into reality. We explore unique obstacles, demands and challenges women face when creating and growing their own ventures. The day will feature keynote addresses by leading women entrepreneurs from across the nation and from Oklahoma. Hands on breakout sessions will examine a broad range of practical issues to enable women to act on their dreams. The breakouts will include two tracks: Start-up and Growth. The Start-up track will focus on creating your own venture, while the Growth track emphasizes ways to grow your venture once it is up and running. WE INSPIRE 2012 will also feature sessions on faith-based entrepreneurial values and social entrepreneurship — inspiration for creating values-driven profits and lessons on “doing well and doing good.”

WE INSPIRE is an opportunity for women to be inspired, to network and to tap their entrepreneurial potential!



Program for the Day

7:45-8:30 REGISTRATION AND CONTINENTAL BREAKFAST

MORNING PLENARY SESSIONS

Changing the World One Venture at a Time

Raising a Business

The Woman Entrepreneur Revealed

From Six Dollars and a Tea Cart to a Multi-Million-Dollar Company:

Doing Well and Doing Good

CONCURRENT BREAK-OUT SESSIONS I:

Start-up Track

I Have an Idea—What Do I Do With it?

Faith-Based Entrepreneurship: How Spiritual Beliefs Can Guide
and Guard Your Venture

Getting More Out of Your Website & the Internet: Beyond SEO

Getting Organized: The First Ninety Days of a New Business

Finding Funding to Start Your Venture

Sources of Help for Women Entrepreneurs

Growth Track

Hiring (or Not Hiring) Employees: What You Need to Know

Sales 101: Building Confidence and Skills to Sell

Creating and Using a Board of Directors

Why Women-Owned Businesses Fail to Grow

LIBERTÉ NETWORKING LUNCH HONORING NAWBO/INSPIRE

DISTINGUISHED ENTREPRENEURS; LIBERTÉ STYLE SHOW;

WOMEN ENTREPRENEUR'S DAY PROCLAMATION

CONCURRENT BREAK-OUT SESSIONS II:

Start-up Track

From Ideas to Dollars: Making Sure Your Business Model Makes “Cents”

How to Design an Advertisement for any Medium

What You Need to Know About the Numbers (Even if You Hate Numbers)

New Federal Contract Opportunities for Women Entrepreneurs

How an Artist Becomes an Entrepreneur Without any Business Background

Growth Track

Do You Have a Workable Operating Model?

Financing the Growth of Your Venture

Anticipating Legal Needs in the Growing Firm

How To Build an Amazing Brand

Powering Up Your Social Media

AFTERNOON PLENARY SESSIONS

Reach for the Stars ... Realizing Your Entrepreneurial Potential

Be Colorful – Unleashing Your Entrepreneurial Spirit

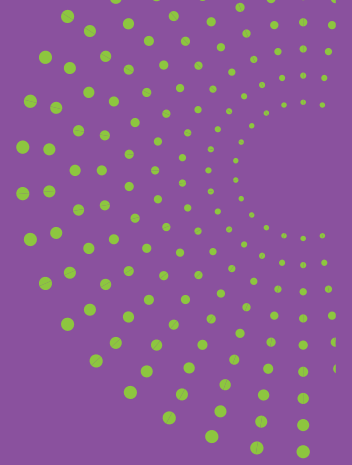
NETWORKING RECEPTION, WOMEN ENTREPRENEURS EXPO, RESOURCES

FOR WOMEN ENTREPRENEURS, REGISTRATION FOR THE NEW WOMEN

ENTREPRENEURS INSPIRE NETWORK, SPEAKERS' BOOK SIGNINGS

Imagine > Believe > Create

Women Entrepreneurs Inspire Conference



Keynote Speakers



Patricia Miller
Vera Bradley

In 1982, Patricia R. Miller and Barbara Bradley Baekgaard founded Vera Bradley in Barbara's basement with \$500 and an idea for unique, feminine-looking luggage. Vera Bradley quickly became a multi-million dollar company and is now an international brand known for its colorful handbags, accessories, luggage, eyewear, travel items and gifts. Today, Vera Bradley products are sold in 3,400 retailers, more than 50 company stores and on verabradley.com. Vera Bradley employs more than 2000.



Julie Clark
The Baby Einstein Company

Julie Clark founded the Baby Einstein Company in 1996 in her basement, creating its first video product on her home computer. By 2001, Baby Einstein was a world leader in developmental and entertainment products for babies and toddlers, and was acquired by the Walt Disney Company. Baby Einstein continues to provide innovative interactive products for infants and toddlers, and is sold in 30 countries in more than 25 languages.



Zhena Muzyka
Zhena's Gypsy Tea

With less than \$6 in her wallet, Zhena Muzyka started Zhena's Gypsy Tea in 2000, selling tea from a cart. The granddaughter of a Ukrainian Gypsy, Muzyka grew up blending teas. Today, her multi-million dollar company makes and sells 30 blends, all of them organic and fair-trade certified and produced with a meaningful commitment to social responsibility, sustainability, and the well-being of others. Gypsy Tea is currently sold through select specialty food markets and department stores, including Whole Foods.

Presenters & Speakers

Honorary WE Inspire Conference Chair:
Amy Mitchell, Riata Management

Carey Baker, Part-time Pros
Catherine Brown, Initial Call
Julie Clark, Baby Einstein/Aigner Clark Creative
Lesla Crowe, Itancan
Linda Durbin, EXAKT Technologies
Whitney English Kolb, English Paper Company
Jennifer Edwards, REI Women's Business Center
Linda Haneborg, Haneborg Associates
Darcie Harris, EWF International
Janet Harris-Lange, NWBOC
Pat Henriques, Management Alternatives/OSU
Nancy Jackson, OK SBDC
Sharron Jackson, MetroTech
Adrienne Kallweit, Seeking Sitters
Sue Malone, Strategies for Small Business

Andreliz McGlade, Pharmacopia
Kirsten McIntyre, News 9
Patricia Miller, Vera Bradley
Nola Miyasaki, Oklahoma State University
Michael Morris, Oklahoma State University
Zhenya Muzyka, Zhenya's Gypsy Tea
Valerie Naifeh, Naifeh Fine Jewelry
Krista Neher, Boot Camp Digital
Phyllis Peabody, Hollywood Fitness
Judy Robbins, OBAN
Kristin Ross, PregoFit
Debbie Rynda, Stellar Consulting
Courtney Warmington, Crowe & Dunlevy
Laurette Willis, Praise Moves
Sue Vanderwater, The Worx Company

Steering Committee

Lesla Crowe, Itancan
Ginger Decoteau, Community Learning Council
Joan Gilmore, The Journal Record
Jennifer Edwards, REI WBC

Linda Haneborg, Haneborg Associates
Cyndy Hoenig, Pure PR/Nosey Parker
Jane Jenkins, Downtown OKG Inc.
Ella Speakes, NAWBO

*"Nobody talks of entrepreneurship as survival,
but that's exactly what it is and what nurtures creative thinking."
– Dame Anita Roddick, Founder of The Body Shop*

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Promotional Partners

American Business Women's Association
EWF International
Nat'l Assn. of Women Business Owners

Oklahoma SBDC
REI's Women's Business Center

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Name _____

Company/School _____

Address _____

Phone _____ E-mail _____

Business Owner? Yes No If yes, number of employees not including self: 0 / 1-10 / 11-20 / 20+

Approx Annual Sales: 0 / \$1-\$99k / \$100k-\$249k / \$250k-\$499k / \$500k-\$1m / \$1m+

Number of years in business: 1-5 / 6-10 / 11-20 / 20+

Registration Deadlines:

\$45	Early Bird Registration	March 18, 2012
\$60	Registration Deadline	March 31, 2012
\$75	Late Registration/Walk-in	April 4, 2012

Enclosed is my check for \$ _____, payable to Oklahoma State University.
(Nonrefundable, participant substitutions may be allowed with prior notice)

Please return this form with your payment to: Riata Center for Entrepreneurship

Oklahoma State University
101 Business Building
Stillwater, OK 74078
Attention: Brooke Stuart

To register online and pay by credit card, visit weinspire.net

Registration fee includes continental breakfast, lunch, and networking reception, as well as a resource binder and an exciting day-long program.

For sponsor information or to purchase a networking reception exhibit table: (405) 744-7552 or nola.miyasaki@okstate.edu

