

Women Entrepreneurs INSPIRE Conference 2010

presented by
The Riata Center for Entrepreneurship, Oklahoma State University
Tuesday, March 30, 2010

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 by Nola Miyasaki)
- Introduction of Emcee for the Day** Kirsten McIntyre, News 9 Anchor
- 8:45-9:30** **How Single Mom Bread Winner...Became Bun Lady**, Cordia Harrington, Founder and CEO, Tennessee Bun Company
- 9:30-10:15** **Making a Difference as a Social Entrepreneur**, Shannon Carter, Founder and CEO, Crayons to Computers, Cincinnati, OH
- 10:15-10:30** **BREAK**
- 10:30-11:20** **Think Big and Inspiration**, Susan Lacz, CEO, Ridgewells Caterers, Washington DC
- 11:30-12:15** **Concurrent Break-out Sessions I:**

Startup Track

- 1) Why Quick Funding Isn't So Hard to Get**, Sue Malone, President, Strategies for Small Business
- 2) Guerrilla Marketing: Radical Thinking as the Key**, Dr. Michael Morris, Oklahoma State University
- 3) Getting to Ka-ching: Making Sales Happen**, Lesa Crowe, President, Itancan
- 4) Do I Need a Lawyer: Legal Challenges for Start Ups**, Amy Stipe, Paul Rossler, Leslie Lynch and Melissa Taylor, GableGotswal Counsel
- 5) Painless Accounting for Entrepreneurs**, Professor Vance Fried, Oklahoma State University

Growth Track

- 6) Growing a Business is Different than Starting a Business**, Patricia Henriques, Founder, The Henlee Group
- 7) More than You: Building a Business One Employee at a Time**, Pamela Fountain, President, Principal Technologies, Inc.
- 8) Using Social Media Networks to Grow your Business**, Krista Neher, CEO, Boot Camp Digital
- 9) How Certifications and Government Contracts Build Sustainable Growth**, Dr. Sandy Johnson, CEO, Anautics, Inc.
- 10) Growing Pains: Internal Controls for Companies on the Move**, Tara Mundel, Principal, Stinnett & Associates

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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; Keynote by Dian Stai, Founder, Owen Healthcare

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

Startup Track

- 1) Social Media 101: Getting Started**, Krista Neher, CEO, Boot Camp Digital
- 2) Types of Ventures and Types of Entrepreneurs: Knowing Where You are Going**, Dr. Michael Morris, OSU and Patricia Henriques, Principal, The Henlee Group LLC
- 3) Why Quick Funding Isn't So Hard to Get**, Sue Malone, President, Strategies for Small Business
- 4) Why the Business Plan Actually Matters**, Dr. Bruce Barringer, Oklahoma State University
- 5) Sources of Help for Entrepreneurs**, Cindy Anderson, U.S. Small Business Administration; Lori Broyles, REI Women's Business Center; Shelley Cadamy, Francis Tuttle Technology Center
Moderator: Wanda DeBruler, DeBruler, Inc.

Growth Track

- 6) Keeping the Fun in Business While You Grow**, Paula Marshall, CEO, The Bama Companies
- 7) Marketing a Growth Business**, Rhonda Hooper, President and CEO, Jordan Associates
- 8) Play to Win: Developing an Entrepreneurial Strategy for Your Business**, Colleen Payne-Nabors, CEO, Mobile Cardiac Imaging LLC, dba MCI Diagnostic Center
- 9) Keeping Perspective and Getting Advice: Using Advisors, a Board, and Other Outsiders**, Linda Durbin, President, EXAKT-PAK
- 10) Why Women-owned Businesses Don't Grow: Understanding the Adolescence Stage**, Darcie Harris, founder, EWF International

2:35-3:20 I Wish I'd Known That: Lessons Learned from Women Entrepreneurs, Dr. Susan Duffy, Simmons College

3:30-4:15 Building a Company One Teddy Bear Hug at a Time, Maxine Clark, Founder and CEO, Build-a-Bear Workshop®

4:15- 5:30 Reception and Wine Tasting, 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, Wine Tasting, Food, Drinks, Spa Displays, and Entertainment

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