

# Women Entrepreneurs' Speaker Series

UNLEASH THE IDEAS

**W.E.S.S.**

## *Growth Conference*

**Cost: \$20 (\$25 after Jan. 23, 2010)**

**Register at <https://www.regonline.com/wctcwess>**

**Sponsors DO NOT need to register.**

**Saturday 2/06/2010**

**8:00 a.m. - 4:00 p.m.**

Waukesha County Technical College  
Richard T. Anderson Education Center  
800 Main Street,

WCTC Small Business Center proudly presents the first Women Entrepreneurs Speaker Series Conference. An important part of being a savvy businesswoman is knowing that there is always room for development and improvement. Successful people learn and that is why we are excited to offer an amazing day full of tools to strengthen your mind, body and spirit. The learning sessions, inspirational leaders, spotlight on success interview and promoting women's power event is sure to inspire you in many ways. It is about creating momentum that will help drive you to better your business, career, finances, health and more.

- Managing Cash Flow & Access to Capital
- Finding a Mentor
- Legal Issues You Must Know
- Financial Independence & Security
- Live Fit
- Spot Light on Success
- Promote Women's Power
- Networking
- Motivation

### AGENDA

- 8:00—8:30 a.m.** Check In
- 8:30-9:00 a.m.** Light Breakfast
- 9:00-9:30 a.m.** Welcome
- 9:30-10:30 a.m.** Learning Session #1
- 10:30-10:45 a.m.** Live Fit Segment
- 10:45-11:45 a.m.** Learning Session #2
- 11:45-12:00 p.m.** Live Fit Segment
- 12:00-12:45 p.m.** Fuel For Your Body
- 12:45-1:45 p.m.** Learning Session #3
- 1:45-2:00 p.m.** Live Fit Segment
- 2:00-3:00 p.m.** Learning Session #4
- 3:00-3:15 p.m.** Spot Light on Success
- 3:15—4:00 p.m.** Closing & Networking

### THANK YOU TO OUR SPONSORS



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS

Greater Milwaukee



## SPEAKER SERIES SESSION LEADERS AND PRESENTERS



**Beth Miokovich**, Conference Host

Beth joined the WCTC Small Business Center as an Administrative Assistant. She is responsible for assisting small business owners in accessing Center services. As the Small Business Center helped Beth launch her successful business, she has a passion for helping others and spreading the word of the many great resources WCTC has to offer. Beth is an ambassador for “Women’s Economic Development Outreach” (WEDO) as well as the owner of OLEANDER Interiors, LLC.



**Arlene Martin**, Business Banking Officer with National City

**LEARNING SESSION # 1:** Learn how to manage your cash flow in the most efficient manner. National City will bring great ideas to the forefront on how to extend your cash flow, strategies on extending receivables and talk about strategies to make your business more profitable. Next we will focus on access to Capital. There are many resources out there. What are they? How can you position yourself for better success? .She will help alleviate some of the confusion and mystery regarding financing in general.



**Kris Maegli**, President of NAWBO National Association of Women Business Owners

**LEARNING SESSION # 2:** You’ve always wanted a mentor. Now you know you need one – or do you?! This session will explore the reasons you might want or need a mentor, how you prepare yourself to work with a mentor, how to find a mentor and the attributes you should look for in a mentor. Get ready to do some thinking and soul searching!



**Nancy Bonniwell**, Attorney-at-Law with Weiss Berzowski Brady LLP

**LEARNING SESSION # 3:** Set Sail: Navigating the Legal Issues Affecting your Business. Every business owner must navigate a myriad of legal issues from the first day of business to the last. Be a part of the discussion relating to formation of business entity (which one is right for your business?), marital property rights and responsibilities, planning for expansion, partners in business, your rights and responsibilities under contracts, non-compete agreements, leases, exit strategies, and



**Liz Henricks**, Agency Marketing Director with MetLife

**LEARNING SESSION # 4:** Financial Independence and Security for every stage of a woman’s life. Small Business Women Owners have unique needs and challenges. It is important to establish your goals, guard against risk and preserve your assets. To stay on track, protect your loved ones, to reach your financial freedom, its all POWER OF YOU.



**Cheryl Sment**, Owner of Interstate Sealant and Concrete is our Spot Light on Success

In May of 1998, Cheryl became CEO of Interstate Sealant and Concrete, Inc. (ISC), where she is responsible for day to day operations of the company. At the peak of each season, ISC employs about 75 individuals. In addition to this, Cheryl juggles work responsibilities and a busy home life with her husband, 20-year-old son, and 14-year-old daughter.



**Shannon Carney**, Owner of SQUEEZE Studio Fitness

### **LIVE FIT SEGMENTS:**

**Shannon** is a Fitness Coach and is (ACE) Certified by the American Council of Exercise. As a Nutrition Counselor, she is (AMF) Certified by American Muscle and Fitness. Shannon is a member of the National and Wisconsin Science Teachers Association. Shannon contributes much of her success to the discipline and practice it took to become an accomplished violinist. She performed as a member of The Milwaukee Youth Symphony for nine years. Shannon applied that same commitment in teaching high school chemistry and coaching cross country and track and field. Shannon believes that anyone can fine tune their body through fitness and nutrition if given the right formula.