

Presents & Celebrates
Women's Entrepreneurship Day
May 31st, 2012 – Cleveland, Ohio U.S.A.

Master of Ceremony



Sharon D. Howard
*Director of Marketing & Communications
Dayton Development Coalition*

Program Agenda

7:30 am

Registration, Networking & Continental Breakfast

8:00 am



Welcome Address

Steve Millard, *President & Executive Director, Council of Smaller Enterprises (COSE)*

8:05 am



Keynote Message

Collaboration is not a Coupon

Mary Kaye Denning, *Founder & President, The Manufacturing Mart*

Building a successful business does not necessarily require cutthroat competitive strategies. As many women in the channel can tell you, collaborating with company colleagues, channel partners and even with competitors can drive mutual success.

8:15 am

Panel Discussion

How To Be An Innovative Entrepreneurial Leader?

Dynamic Panel Discussion of Trailblazers, Pioneers and Leading Women Executives sharing their insight on what it takes to redefine and reinvigorate your entrepreneurship and leadership style in order to move your business forward.

Moderator: *Rita N. Singh, Executive Coach & Leadership Strategist*

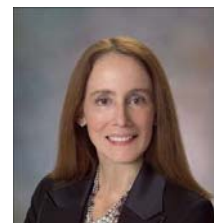
Panel Participants: *Mary Kaye Denning; Deborah Michelson, Attorney, Miller Goler Faeges LLP; Dr. Cyndie Spanier, Psychologist & Deputy Commissioner, Pittsburgh Behavioral Medicine; Lori DeVore, Founder & CEO, DeVore Technologies*



Mary Kaye Denning



Deborah Michelson



Dr. Cyndie Spanier



Lori DeVore

9:00 am



Leadership Session

Believe in the Power of You: Living Courageously

DeLores Pressley, Speaker, Personal Power Expert & Coach

Harness your inner power and discover how to empower yourself and others for career and personal fulfillment.

9:45 am



10:00 am



Business Plan Session

Developing & Improving Your Business Plan

Rita N. Singh, M.A., CPA, Executive Coach & Leadership Strategist S&A Consulting Group; CEO & Founder, Elite Women Around The World

A roadmap for success to create New Opportunity Identification, Increased Market Share, Pricing Competitiveness, New Product Development, Niche Creation and Increase Accessibility for Financing.

10:45 am



11:00 am



Social Media Marketing Session

Social Media Marketing

Jane Peters, President, Media Management Services, Inc

Everyone is anxious to cash in on the social media craze, but which platforms are best for your company? What are the best ways to market on social media?

11:45 am



12:15 pm



Elite Women Around The World "Women of Distinction Award"

Presented by *Rita N. Singh*

Recipients of this recognition have gone above and beyond in their call of duty and serve as a role model, assist and mentor other women and young girls.

12:45 pm



Professional Development Session

Master Sales for Business Success

Diane Helbig, President, Seize This Day Coaching

Gain a tangible understanding of sales and how you can master the process.

1:30 pm

Closing Remarks / Program Concludes