



Western Dairyland

Economic Opportunity Council, Inc.

418 Wisconsin Street

Eau Claire, WI 54703

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2012 Women's Business Conference | April 26, 2012 | Eau Claire, WI
www.WomensBusinessConference.com

presented by **Western Dairyland Community Action Agency**



APRIL 26, 2012

PLAZA HOTEL & SUITES
EAU CLAIRE, WI

Join us for a full day of networking opportunities with educational sessions, roundtable discussions, a keynote address, one-on-one business counseling, an exhibitor hall full of business resources and a networking lunch. **If you're thinking of starting, improving or expanding a business, this conference is for you!**

www.WomensBusinessConference.com





April 26, 2012

Eau Claire, WI



Women's Business Conference

presented by the **Western Dairyland Community Action Agency**

If you're thinking of starting, improving or expanding a business, this conference is for you!

The 2012 Women's Business Conference will connect you with the resources you need to be a success. At this full-day conference, you'll learn from established members of the business community throughout Wisconsin, talk to business assistance providers, and network with hundreds of emerging entrepreneurs.

More than 90 businesses and organizations will be on hand to display their services and products in the exhibitor hall. Twenty educational sessions and roundtables will cover a wide range of topics and one-on-one counseling is available to discuss your specific business questions. **Networking opportunities** will be plentiful throughout the day.

Conference attendees will have **free** access to "Growth

Strategies and Government Contracting," a half-day seminar from 9 am to noon on Friday, April 27th. Visit www.SuccessfulBusiness.org for additional information about this associated event.

This is the only conference of its kind in Wisconsin.

Join hundreds of women business owners, aspiring business owners and entrepreneurs for a one-of-a-kind day filled with education, advice, and networking.

How to Register

ONLINE: www.WomensBusinessConference.com

PHONE: 715-836-7511, ext. 171

MAIL: Send check or money order payable to "Western Dairyland EOC," along with the enclosed registration form to:

Western Dairyland EOC
Attn: Women's Business Conference
418 Wisconsin Street
Eau Claire, WI 54703

Location

Plaza Hotel & Suites

1202 W. Clairemont
Eau Claire, WI 54701

Phone:
715-834-3181

Please check the conference website for special room rates at local hotels.

2012 Conference Sponsors

DIAMOND SPONSORS



PLATINUM SPONSORS



Scholarships are available. Pay only \$15 if your income qualifies. If you would like to apply for a scholarship, please call 715-836-7511 ext. 171 or visit the registration portion of our website.

No refunds available after April 6, 2012.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Western Dairyland, 418 Wisconsin St., Eau Claire, WI, 715-836-7511 ext. 171 to make arrangements. This agency is an equal opportunity provider.

GOLD SPONSORS: Advanced Mail; Chippewa Valley Growers; Citizens Community Federal; City of Eau Claire; EZ New Media; MüD Modular Marketing Systems; Shaklee; Weld, Riley, Prens & Ricci SC; Stucky Chiropractic; West Wind Graphics; Wisconsin Women's Council; WHEDA; Xcel Energy

SILVER SPONSORS: Aurora Community Services; Banbury Place; CompareCards.com; Dunn County Economic Development Corporation; Eau Claire Chamber of Commerce; Eau Claire Institute of Electrology; Feather Communications; Lodge at Red Pine Ridge; Macaroni Kid; My Friends Place Spa Salon; Name Badge Productions; Nohre & Co.; Sacred Heart Hospital; Simply Cakes; The Bottom Line; Wipfli LLP

Conference Agenda

additional details available at www.WomensBusinessConference.com

TIME	TRACK 1 - Business Basics	TRACK 2 - Marketing	TRACK 3 - Trends in Business	TRACK 4 - Finance	TRACK 5 - Roundtables
7:30 - 8:15	— Check-in, Networking, Exhibitor Hall Open —				
8:15 - 8:45	— Welcome Address, Karen Kraus, Director of Development, Special Olympics —				
8:45 - 9	— Networking Break, Exhibitor Hall Open —				
9 - 10 Session One	Planning for Success <i>Anne Hlavacka, UW-La Crosse Small Business Development Center</i> Learn how strategic business planning is critical to building a successful business. What goes into a business plan, what resources are available, how to get started and how the planning process can help business owners evaluate and support their operations.	Listen, Learn, and Leverage Your Connections <i>Heather Rothbauer-Wanish, Feather Communications</i> If you don't have a large marketing budget and must rely on networking, learning powerful connection tools is vitally important to your business survival. This session will teach you how to ask the right questions, listen effectively, and maintain a connection with new contacts.	Business with Meaning: Social Enterprise <i>Julann Jatzcak, Wisconsin Women's Business Initiative Corporation</i> The world of business is no longer simply for-profit and nonprofit. Today's social enterprise entrepreneurs are seeking new ways to achieve a social or environmental mission. This emerging concept is a way to make money and make a difference at the same time.	Funding Your Small Business <i>Char Gurney, West Central Wisconsin Regional Planning Commission; Christopher Brooke, Associated Bank; Mike Schatz, City of Eau Claire</i> Traditional lenders, community based revolving loan funds, grants and contest awards; learn where and how to find funding sources for your small business start-up or expansion.	Roundtable: Self Publication <i>Monica Holtz, Holtz Creative Enterprises</i> Changes in technology and industry have made self-publication increasingly accessible for budding authors. Network and share market entry strategies with area writers in this roundtable discussion.
10 - 10:30	— Networking Break, Exhibitor Hall Open —				
10:30 - 11:30 Session Two	Potential Legal Pitfalls: "Employees" or "Independent Contractors?" <i>Mindy K. Dale & Cindy L. Hangartner, Weld, Riley, Prens & Ricci, S.C.</i> A popular topic in both employment law and tax law is whether your workers are properly characterized as "employees" or "independent contractors."	The A to Z of the Internet, or "Oh...So That's What That Means!" <i>Toni Hudzina, Applied Interfaces</i> Learn the multitude of acronyms and terms that describe modern web development and maintenance, answer questions about basic concepts or terms, and provide a glossary of Internet terminology in plain English.	I Am a Girl Scout! I Am Prepared! <i>Kari Dahl, Kari Dahl Consulting</i> There are bad things that happen to good people every day – this is reality. Confronting the worst-case scenario allows you to be free from worry. Participants will work together to uncover brutal facts that, if anticipated, you could have a plan to overcome.	Cracking the Code of Accepting Credit Cards <i>Rick Montgomery, Northern Air Merchant Services</i> Retail and service business owners can learn and understand how the credit card system works, why you are charged fees, and how you can keep more of the profits in your pocket.	Roundtable: Food Industry <i>Erin Nutter, WI Dept. of Agriculture, Trade & Consumer Protection; Becki Spina, Becki's Mediterranean Olive Salsa</i> Few industries are as heavily regulated as the food industry. Whether you are canning jam, selling at a farmer's market or opening a restaurant, you will benefit from this discussion.
11:30 - 12:30	— Keynote Address, Mickey Judkins, Details, Inc. —				
12:30 - 1:30	— Lunch, Networking Break, Exhibitor Hall Open —				
1:30 - 2:30 Session Three	Selling to the Government: Opportunities for Women-Owned Businesses <i>Kim Garber, WI Procurement Institute</i> Learn how to position your small business in order to effectively access new markets by making the government your customer.	How to Increase Your Profits by Embracing Blogging <i>Jamie Swanson, The Modern Tog & Lemon Tree Photographers</i> This session will talk about why a blog is a necessary asset to your business and discuss concrete strategies for using your blog to increase your profits.	Survive or THRIVE: Focus on Vibrant Health to Succeed in Business <i>Cheri Dostal, Evolve Wellness, LLC</i> Being self-employed means that you design your life and your business. Discuss your challenges with balancing work and personal vitality. Learn the best practices for keeping your health high on the priority list.	Basic Business Recordkeeping <i>Christopher Brooke, Associated Bank</i> One of the first things you should do when you start a business is open a business checking account. In this session, you will learn how to use your business checkbook as the foundation for your business recordkeeping system.	Roundtable: Public Speaking <i>Arlene Radtke, Chippewa Valley Toastmasters</i> Discover tips for finding your voice, crafting presentations, dealing with venues and technology and marketing yourself and your message.
2:30 - 3	— Networking Break, Exhibitor Hall Open —				
3 - 4 Session Four	Business Success Stories <i>Marta Spendowska, PolishLab; Debby Lowe, West Wind Graphics; Lynn Hayworth, Hayworth Fence Co., Inc.</i> Ready to grow your business, but not sure how to take the next step? Learn how each panelist started, overcame adversity and grew to achieve success with recognition locally and beyond.	How to Use Social Media to Grow Your Business Easily & Effectively <i>Shelly Cedarblade, Woo! Social Media Marketing</i> We will help you decide which social media sites are best for your business, share tips for profile-building, provide advice on how to engage your clients and customers, and how to develop a manageable social media schedule.	Life Balance = ? <i>Marlys Waldo, Marlys Waldo Coaching</i> What would a life in balance look like? What do YOU need to be happy and healthy? How might you move toward your personal balance goals? This interactive workshop will consider these questions and give you an opportunity to look at the "big rocks" in your life.	Where Did My Money Go? <i>Brenda Thalacker, Chippewa Valley Technical College</i> Every business, regardless of its size, should budget. We will explore the importance of budgeting, including how to develop a budget. The session will also review methods to determine the benefits and costs of capital investments.	Roundtable: Direct Selling <i>Lori Bergeron Sweitzer, Avon</i> According to the Direct Selling Association, there are \$28.56 billion in direct retail sales throughout the U.S. annually. Network with successful women in direct sales to share tips for entering and succeeding in this industry.
After 4	— Happy Hour Networking, Brewski's Grill & Pub —				

Welcome Address



Karen Kraus, Director of Development, Special Olympics
Finding Your Inner Barbie

This presentation will “wow” with a look at Barbie’s life through the years while offering a so-called “self help guide” for the modern day female. Although we can’t all be 5’9” tall and weigh 110 pounds, today’s woman can turn heads in the business world.

Learn how sticking to a pre-determined, inflexible plan can hold you back. Discover why being logical doesn’t always make sense. Create a new perspective by turning your world upside down. “Finding Your Inner Barbie” will inspire you to ignore the trends and be yourself.

As the Director of Development for Special Olympics Wisconsin, Krause is responsible for fundraising events and media relations for 18 counties in Northern and Western Wisconsin. She is an experienced marketer, reporter, anchor, public relations professional, and event planner. With her extensive news reporting experience, she is knowledgeable and passionate about media and the local community.

Keynote Address



Mickey Judkins, CEO, Details, Inc.
*How to Run a Business on Your Lunch Hour-
Ways to test your idea before you leave the security of your job*

Mickey Judkins is the CEO of Details, Inc., a fine apparel and accessories store and its online counterpart detailsdirect.com. She is also a partner with her husband in Rochon Investments, a land development business.

In 2007, Ms. Judkins was appointed by Governor Doyle to serve as the Executive Director of the Division Global Ventures in the Wisconsin Department of Commerce. She was responsible for attracting investments to the State of Wisconsin. She worked in all industries, but focused on Wisconsin’s high potential areas of biotechnology, information technology, manufacturing, agriculture and sustainable energy. Global Venture’s recruitment strategy utilized intensive market research that brought together industry leaders with Wisconsin’s innovative technology. She helped to create an energy consortium that brought together more than 130 engineers from both the public and private sectors. Mickey has worked to mentor Wisconsin entrepreneurs in all industries.

Ms. Judkins opened her first business in 1977 on the same day she registered for her junior year of college. She graduated Magna Cum Laude from the University of Wisconsin-Eau Claire.

In her keynote address, she will teach you how to start a business and test business products and services without immediately giving up the security of your job.

Registration Form mail in this form OR register online!

Name _____

Company _____

1 Mailing Address _____

City _____ State _____ Zip _____

Email _____

Daytime Phone _____ Date of Birth _____

Western Dairyland is a non-profit organization and our funding sources require us to collect demographic data. Your personal data will be kept confidential.

RACE

- Asian
 Native American
 or Alaskan Native
 Black/African American
 Hawaiian/Pacific Islander
 White/Caucasian
 Other

ETHNICITY

- Hispanic Origin
 Not of Hispanic Origin

GENDER

- Female
 Male

2

VETERAN STATUS

- Veteran
 Non-Veteran
 Service Disabled Veteran

MILITARY STATUS

- On Active Duty
 Member of Reserve
 or National Guard

Do you consider yourself a person with a disability? Yes No

Do you own your own business? Yes No Currently Planning

How did you hear about this conference? _____

Please Select One Session for Each Time Slot

3 Session 1 9 - 10	<input type="checkbox"/> Planning for Success	<input type="checkbox"/> Listen, Learn and Leverage...	<input type="checkbox"/> Business with Meaning: Social Ent.	<input type="checkbox"/> Funding Your Small Business	<input type="checkbox"/> Self Publication Roundtable
Session 2 10:30-11:30	<input type="checkbox"/> Potential Legal Pitfalls	<input type="checkbox"/> A to Z of the Internet	<input type="checkbox"/> I Am a Girl Scout! I Am Prepared!	<input type="checkbox"/> Cracking the Code of Credit Cards	<input type="checkbox"/> Food Industry Roundtable
Session 3 1:30 - 2:30	<input type="checkbox"/> Selling to the Government	<input type="checkbox"/> Increase Profits with Blogging	<input type="checkbox"/> Survive or THRIVE: Focus on Health	<input type="checkbox"/> Basic Business Recordkeeping	<input type="checkbox"/> Public Speaking Roundtable
Session 4 3 - 4	<input type="checkbox"/> Business Success Stories	<input type="checkbox"/> Social Media	<input type="checkbox"/> Life Balance	<input type="checkbox"/> Where Did My Money Go?	<input type="checkbox"/> Direct Selling Roundtable

4

I would like to meet one-on-one with a business development specialist (optional).

- 9 to 10 am 10:30 to 11:30 am 1:30 to 2:30 pm 3 to 4 pm

5

I have included payment of \$39 for the early bird special (before April 1, 2012)

I have included payment of \$49 for the late registration (after April 1, 2012)

I am receiving a scholarship. I have included \$15 and the scholarship form.

6

Make check or money order payable to “Western Dairyland EOC” and mail with this completed form to:

Western Dairyland EOC
Attn: Women’s Business Conference
418 Wisconsin Street
Eau Claire, WI 54703