



16th Annual Enterprising Women of the Year Awards

Celebration & Conference

March 4-6, 2018

The Four Seasons Hotel

Miami, Florida USA

All events will be held at the Four Seasons Hotel unless otherwise noted.

Schedule at a Glance

Sunday, March 4, 2018

3:00 p.m.- 3:45 p.m.

Building Resiliency: Resiliency is the #1 factor that makes a business successful. We understand intellectual capital, which is what you know; social capital, which is who you know; and we now have psychological capital, which is who we are. How we manage our confidence, hope, optimism, and resiliency dictates our life. In this special pre-conference BONUS presentation, Nancy Watts delves into the research and reveals practical applications to help build resiliency, delivering her message through humor, passion and experience as a practitioner of Positive Psychology and Improviser from Toronto's Second City Conservatory Improv and Writing Program.

4:00 p.m. – 5:15 p.m.

Up Your Speaking Game to attract new business and opportunities. Opportunities abound for business owners to present their expertise at meetings and conferences, which can lead to new accounts, new contributions and reputation building, but many leaders retreat from center stage or under-perform. You will leave this session with proven techniques to engage your audience and be ready to go after that speaking engagement with new confidence.

5:30 p.m. – 6:30 p.m.

Honorees Reception (award honorees and sponsors only)

Co-hosted by the National Association of Women Business Owners (NAWBO) and Enterprising Women.

6:45 p.m.

No-host Dine Around Dinners (open to all conference participants)

Enterprising Women has secured reservations at several area restaurants. Meet in the lobby near the front desk to join with other event participants for an informal dinner this evening.

Monday, March 5, 2018

Opening Day Theme: MONEY—How to Get It, Use It, and Not Lose It: Knowledge, strategies, tools, and relationships to expand, diversify and exit your business.

7:30 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 9:15 a.m.

Opening General Session: Welcome remarks by Enterprising Women Publisher/CEO Monica Smiley; introductory remarks by Sheri Orlowitz, CEO, Artemis Holdings Group and Enterprising Women Advisory Board member, followed by a keynote address (to be announced).

9:15 a.m. – 10:00 a.m.

Business Roundtables: Conference participants will discuss and build on the keynote address theme of using other's people money to grow their businesses, moderated by previous recipients of the Enterprising Women of the Year Award who are leading fast-growth companies, as well as conference sponsors and members of the Enterprising Women Advisory Board.

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:00 a.m.

MONEY: TRACK A

Panel: Banking Relationships for Business: How to use banks' money and understanding various types of lenders.

TRACK B

SESSION B: Cyber-Security: What small and medium-sized business CEOs need to know, featuring Mary Frantz, founder and CEO, Enterprising Knowledge Partners, LLC.

MONEY: TRACK A

11:00 a.m. – 11:45 a.m.

SESSION C: Panel: Private Equity, Family Offices/Mezzanine Funds: Who are these investors, what is their investment criteria, what are they looking for and how should they work for you?

TRACK B

SESSION D: Social Media Strategies: Are you doing everything possible to maximize the tools and techniques of social media for your business? Get up to date on the latest trends and share your successes and challenges in this interactive session lead by social media pro Shelli Dallacqua, president, Shelten Media.

MONEY: TRACK A

11:45 a.m. – 12:30 p.m.

SESSION E: Panel: Deal Makers: Independent Sponsors, Finance Specialist and Deal Lawyers: Who are they, how do they help, why and when you need them, and how should they work for you?

TRACK B

SESSION F: Opening Doors to New Business: The first step in closing a sale with a new customer is the initial meeting. Do you want more of those? Learn the five planks of door opening success from Chief Door Opener Caryn Kopp of Kopp Consulting. What you will learn in this seminar will save you countless hours with less stress and bring you more financial success.

12:30 p.m. – 2:00 p.m.

Enterprising Women Foundation Mentorship Luncheon: Welcome remarks, Joanne Tabellija-Murphy, Director, Public Affairs, Constituent Relations, Walmart. **Keynote:** Megan Smith, entrepreneur, engineer, 3rd Chief Technology Officer, USA. **Honoring scholarship recipients** of the Young Enterprising Women Mentoring Program. **Award presentation** by Karen Maples, Chief Catalyst of FutureForward.

2:15 pm. – 3:00 p.m.

Interview and Q & A with Dorothy “Dottie” Herman, president and CEO of Douglas Elliman Real Estate, with \$27 billion in revenue. Dottie is a singularly inspiring, self-made woman and one of the “top 50 entrepreneurs in America.”

3:00 p.m. – 3:45 p.m.

MONEY: TRACK A

SESSION G: Panel: Growth Through Acquisition: The ABC’s of an acquisition—why should you think about it, how do you get started, and what resources do you need?

TRACK B

SESSION H: Healthy You: Strategies to improve your physical and mental health, alleviate stress, cope with medical challenges, and reinvent a better, stronger you.

3:45 p.m. – 4:00 p.m.

Break

4:00 p.m. – 5:00 p.m.

MONEY: TRACK A

Panel: Wealth Planning and Retirement Strategies: After the sale of all or part of the business, and including retirement planning throughout your work-life and after.

5:30 p.m. – 6:30 p.m.

Wine tasting: Sample wines from women-owned wineries.

6:30 p.m. – 8:30 p.m.

Opening Welcome Reception: “Chill” poolside and get to know other award honorees, Advisory Board members, sponsors and attendees. Comfortable resort attire recommended.

Tuesday, March 6, 2018

8:00 a.m. – 10:00 a.m.

Enterprising Women Advisory Board and Honoree Breakfast: Includes welcome and introduction to Enterprising Women magazine and the Enterprising Women Foundation, plus two outstanding panel discussions: **Panel: Million Women Mentors Entrepreneurship Committee** with a special initiative focusing on mentoring fast-growth STEMpreneurs; **Panel: Using technology and innovation to spur growth.**

10:15 a.m. – 11:30 a.m.

Enterprising Women Advisory Board Editorial Meeting (for members of the Enterprising Women Advisory Board and conference attendees who would like to participate in this session). An

interactive brainstorming session focused on identifying the biggest challenges faced by women entrepreneurs and a strategy session to discuss solutions to these challenges, as well as how best to tackle these key topics in *Enterprising Women* magazine. Come ready to share your best ideas!

SESSION I: Morning Workshop: (for award honorees and other guests not participating in the Editorial Meeting). **The Art of Story Telling:** Featuring author and ghostwriter Leslie Atkins, president, LA Communications, LLC and Latoya Bullard-Franklin, president, The Bulsard Group, LLC, both members of the Enterprising Women Advisory Board. Everyone loves a good story. From childhood fairy tales to adult thrillers, stories resonate with people. That’s why the best speeches, books, and articles incorporate storytelling. In this workshop, learn techniques for building suspense, communicating humor, creating an impression, and imparting knowledge. Learn what to include, what to leave out, and have fun in the process.

12:00 p.m. – 2:00 p.m.

Enterprising Women Hall of Fame Awards Luncheon: Join us as we celebrate the recipients of the Enterprising Women Advocacy Award, Enterprising Women Legacy Award, and our annual inductee to the Enterprising Women Hall of Fame.

2:30 p.m. – 3:30 p.m.

SESSION J: Strategies for Fast-Growth Businesses: Moderated by Women Presidents' Organization Founder and President Dr. Marsha Firestone, this panel features WPO members and women featured on the "Fifty Fastest" list of women-owned, women-led companies.

SESSION K: Meet (and Learn From) Our International Honorees: This panel features a representative sampling of the Enterprising Women of the Year Award honorees from around the globe. Get to know what sets them apart and has led to the success they have achieved in their countries and globally.

3:45 p.m. – 4:30 p.m.

SESSION L: Growing a Global Business: Cross-cultural strategies for expanding your business footprint outside the country where your business is based and taking advantage of techniques to grow globally through your social media outreach and other technology tools.

6:00 p.m. – 7:00 p.m.

Pre-Awards Champagne and Wine Reception: Co-hosted by the Women Presidents' Organization (WPO), Women Impacting Public Policy (WIPP), and Enterprising Women.

7:00 p.m. – 10:00 p.m.

Enterprising Women of the Year Awards Gala Dinner: Our formal awards dinner to celebrate the winners and finalists (champions) of the Enterprising Women of the Year Award.

