

V-WISE Agenda

TIME	SESSION	LOCATION
FRIDAY, MAY 31, 2019 V-WISE AGENDA		
11:00 a.m.–4:00 p.m.	Registration	Grand Pre-Function
11:00 a.m.–4:00 p.m.	Hospitality Suite Please stop by to enjoy some refreshments and network	Presidential Suite 351
3:00–5:00 p.m.	Professional Headshots	Grand Pre-Function
5:00–6:30 p.m.	Networking Reception (heavy appetizers and cash bar)	Grand Pre-Function
6:30–8:00 p.m.	V-WISE Opening Program	Grand Ballroom Salons D & E
	<p>WELCOME Ms. Misty Stutsman, Director, Entrepreneurship and Small Business, IVMF (@mstutsm, @IVMFSyracuseU)</p> <p>OPENING REMARKS Dr. Mike Haynie, Vice Chancellor for Strategic Initiatives and Innovation; IVMF Founder & Executive Director; Syracuse University (@DrMikeHaynie, @IVMFSyracuseU)</p> <p>REMARKS Mr. Larry Stubblefield, Associate Administrator, Office of Veterans Business Development, U.S. Small Business Administration (@SBAGov)</p> <p>MASTER OF FIRST CEREMONIES Colonel (Ret.) Jill Willig Chambers, U.S. Army (@ThisAbleVet)</p> <p>HONOREES Ms. Kathy Walters, Executive Vice President, Consumer Products Group, Georgia Pacific; Board of Trustee, Syracuse University</p> <p>Mrs. Lynne Pace</p> <p>ENTERTAINMENT Mr. Michael Peterson, Founder/Owner, Michael Peterson Music (@MPMusicNow)</p> <p>CLOSING REMARKS Ms. Deanna Parker, EBV & V-WISE Program Manager, IVMF (@IVMFSyracuseU)</p>	
8:00–8:05 p.m.	Class Photo	Grand Ballroom Salons D & E
8:05–9:00 p.m.	Networking/Dessert & Coffee	Grand Pre-Function

V-WISE ATLANTA 2019/ #VWISEATLANTA

TIME	SESSION	LOCATION
SATURDAY, JUNE 1, 2019		
7:00–7:25 a.m.	Breakfast Buffet Pick up your breakfast, then proceed to the Ballroom for the breakfast program.	Grand Pre-Function
7:25 a.m.	Introduction Ms. Misty Stutsman, Director, Entrepreneurship and Small Business, IVMF (@mstutsm , @IVMFSyracuseU)	Grand Ballroom Salons D & E
7:30 a.m.	Keynote: “The B Word” Ms. Isisara Bey, Journey Agent & Owner, Journey Agent Productions (@isisarabey)	
8:30 a.m.	Closing Remarks and Instructions Ms. Deanna Parker, EBV & V-WISE Program Manager, IVMF (@IVMFSyracuseU)	
8:45–10:00 a.m.	1ST MORNING CONCURRENT BREAKOUT SESSIONS ::	
	START-UP TRACK Opportunity Recognition 101: I’m Every Woman, but Am I an Entrepreneur? Dr. Mike Haynie, Vice Chancellor for Strategic Initiatives and Innovation; IVMF Founder & Executive Director; Syracuse University (@DrMikeHaynie , @IVMFSyracuseU)	Grand Ballroom Salons A & B
	–or–	
	GROWTH TRACK Opportunity Recognition 201: A Bigger Slice of Pie - Where and How Do I Get It? Mr. Thomas Kruczek, President, Notre Dame College (@PrezTomKruczek)	Athens
10:00–10:15 a.m.	Break/Transition Time	Grand Pre-Function
10:15–11:30 a.m.	2ND MORNING CONCURRENT BREAKOUT SESSIONS ::	
	START-UP TRACK Business Planning 101: From Idea to Action! Mr. Clay Crocker, Founder, Expatpreneur, LLC (@Expatpreneur)	Grand Ballroom Salons A & B
	–or–	
	GROWTH TRACK Economics 201: Costs, Revenues, Margins & Pricing - Learn to Love It! Ms. Krista Tuomi, Assistant Professor, School of International Service, American University (@AU_SIS)	Athens


V-WISE ATLANTA 2019/ #VWISEATLANTA

TIME	SESSION	LOCATION
11:30–11:40 a.m.	Break/Transition Time	Grand Pre-Function
11:40 a.m.–12:55 p.m.	3RD MORNING CONCURRENT BREAKOUT SESSIONS ::	
	START-UP TRACK Economics 101: Why the Numbers Should Be Your New BFF! Ms. Krista Tuomi, Assistant Professor, School of International Service, American University (@AU_SIS)	Grand Ballroom Salons A & B
	–or–	
	GROWTH TRACK Financing 201: Money, Money, Money Mr. Thomas Kruczek, President, Notre Dame College (@PrezTomKruczek)	Athens
12:55 p.m.	Lunch Buffet	Grand Pre-Function
1:15 p.m.	Introduction Ms. Misty Stutsman, Director, Entrepreneurship and Small Business, IVMF (@mstutsm, @IVMFSyracuseU)	Grand Ballroom Salons D & E
1:20 p.m.	Keynote Ms. Jessica Eaves Mathews, J.D., Co-Founder, Hautepreneurs, Founder & CEO, Leverage Legal Group, Untoxicating Beauty, and Grace & Game (@jessmathews)	
2:15 p.m.	Closing Remarks Ms. Deanna Parker, EBV & V-WISE Program Manager, IVMF (@IVMFSyracuseU)	
2:30–3:45 p.m.	1ST AFTERNOON CONCURRENT BREAKOUT SESSIONS ::	
	START-UP TRACK Marketing 101 Ms. Elizabeth Wimer, Adjunct Instructor, Whitman School of Management, Syracuse University (@WhitmanatSU)	Grand Ballroom Salons A & B
	–or–	
	GROWTH TRACK Business Planning 201 Mr. Clay Crocker, Founder, Expatpreneur, LLC (@Expatpreneur)	Athens
3:45–4:00 p.m.	Break/Transition Time	Grand Pre-Function

V-WISE ATLANTA 2019/ #VWISEATLANTA

TIME	SESSION	LOCATION
4:00–5:15 p.m.	2ND AFTERNOON CONCURRENT BREAKOUT SESSIONS ::	
	START-UP TRACK Financing 101 Mr. Thomas Kruczek, President, Notre Dame College (@PrezTomKruczek)	Grand Ballroom Salons A & B
	– Or –	
	GROWTH TRACK Marketing 201 Ms. Elizabeth Wimer, Adjunct Instructor, Whitman School of Management, Syracuse University (@WhitmanatSU)	Athens
5:25–6:30 p.m.	ALL CONFERENCE SESSION ::	
5:25 p.m.	Introduction Ms. Misty Stutsman, Director, Entrepreneurship and Small Business, IVMF (@mstutsm, @IVMFSyracuseU)	Grand Ballroom Salons D & E
5:30 p.m.	Keynote: Been There, Done That—Reflections on Work/Life Balance Ms. Neale S. Godfrey, Founder & CEO, Children’s Financial Network, Inc. (@NealeGodfrey)	
6:25 p.m.	Closing Remarks and Instructions Ms. Deanna Parker, EBV & V-WISE Program Manager, IVMF (@IVMFSyracuseU)	
OPTIONAL		
6:30–8:30 p.m.	Professional Headshots	Grand Pre-Function
6:30–8:30 p.m.	Resource Exhibitors Opportunity to connect with local and national business resource partners to advance your business	Grand Pre-Function
6:30–8:30 p.m.	V-WISE Office Hours: “Ask an Expert” Business experts will be available to speak with participants in a round table setting to provide guidance and to offer an overview of services available to women in business. This is an exclusive opportunity to ask speakers and instructors your individual questions beyond the classroom.	Grand Ballroom Salons D & E
7:00–8:30 p.m.	Speed Business Coaching Ms. Isisara Bey, Journey Agent & Owner, Journey Agent Productions (@isisarabey)	Grand Ballroom Salon A
7:00–8:30 p.m.	Jam Session Ms. Jessica Eaves Mathews, J.D., Co-Founder, Hautepreneurs, Founder & CEO, Leverage Legal Group, Untoxicating Beauty and Grace & Game (@jessmathews)	Grand Ballroom Salon B

V-WISE ATLANTA 2019/ #VWISEATLANTA

TIME	SESSION	LOCATION
SUNDAY, JUNE 2, 2019		
7:00–7:25 a.m.	Breakfast Buffet POWERED BY think! Pick up your breakfast, then proceed to the Ballroom for the breakfast program. (@thinkproducts)	Grand Pre-Function
7:25 a.m.	Introduction Ms. Misty Stutsman, Director, Entrepreneurship and Small Business, IVMF (@mstutsm , @IVMFSyracuseU)	Grand Ballroom Salons D & E
7:30 a.m.	Keynote: F* Words: Overcoming the Obstacles Between Dreaming & Doing Mr. Larry Broughton, Founder & CEO, broughtHOTELS and yogozi.com, Former U.S. Army Green Beret (@larrybroughton)	Grand Ballroom Salons D & E
8:30 a.m.	Closing Remarks and Instructions Ms. Deanna Parker, EBV & V-WISE Program Manager, IVMF (@IVMFSyracuseU)	Grand Ballroom Salons D & E
9:15–10:30 a.m.	1ST MORNING CONCURRENT BREAKOUT SESSIONS ::	
Session 1	Access to Capital: Your Guide to Regional and National Resources Ms. Eva Brown, Vice President, Community Affairs Division, U.S. Bank (@usbank)	Athens
Session 2	The Inner Road Workshop Ms. Isisara Bey, Journey Agent & Owner, Journey Agent Productions (@isisarabey)	Augusta
Session 3	Small Business Contracts: Navigating the Federal Government Marketplace Ms. Linda Chatmon, CEO, Contracts & Grants, LLC and C & G Federal (@ContractsGrants)	Macon
Session 4	Building Your Website Mr. Scott Nadzan, Vice President, Marketing and Sales, Ensemble Video (@scottnadzan , @ensembleVideo)	Valdosta
Session 5	You are Not Alone: Business Resources to Help You Succeed Ms. Georgia Marsh, Chief Development Officer, Women's Business Development Center (WBDC), Chicago (@WBDC)	Piedmont
Session 6	Business Continuity Planning POWERED BY TRAVELERS  Ms. Dawn Safine, Risk Control Account Executive, National Property, Travelers (@Travelers)	Grand Ballroom Salon C
10:30–10:50 a.m.	Break/Transition Time	Grand Pre-Function

V-WISE ATLANTA 2019/ #VWISEATLANTA

TIME	SESSION	LOCATION
10:50 a.m. - 12:05 p.m.	2ND MORNING CONCURRENT BREAKOUT SESSIONS ::	
Session 1	<p>Access to Capital: Your Guide to Regional and National Resources</p> <p>Ms. Eva Brown, Vice President, Community Affairs Division, U.S. Bank (@usbank)</p>	Athens
Session 2	<p>Creating a Social Impact with Your Business</p> <p>Ms. Anna Rabe, CEO, Anna Blanch Rabe & Associates (@AMBRabe)</p>	Augusta
Session 3	<p>Entrepreneurship and Human Resources: Recruiting, Hiring, Retention and Advancing Talent to Advance Your Business</p> <p>Mr. Jack Matson, Vice President, Human Resources, Erie Materials</p>	Macon
Session 4	<p>Driving Traffic to Your Website</p> <p>Mr. Scott Nadzan, Vice President, Marketing and Sales, Ensemble Video (@scottnadzan, @ensembleVideo)</p>	Valdosta
Session 5	<p>4 Steps for Building Your Social Media Strategy</p> <p>Ms. Courtney Byrd, Vice President of Strategy, Best Practice Media (@cbyrd319, @BestPracticeSMM)</p>	Piedmont
Session 6	<p>Business Law 101: What Form Is Right for You?</p> <p>Mr. Salman Ravala, Esq., Attorney, Arbitrator, Mediator, Criscione Ravala, LLP</p>	Grand Ballroom Salon C
12:05-12:15 p.m.	Break/Transition Time	Grand Pre-Function
12:15-1:30 p.m.	AFTERNOON CONCURRENT BREAKOUT SESSIONS ::	
Session 1	<p>Making a Difference and a Profit: Viable Business Models for Social Impact</p> <p>Ms. Anna Rabe, CEO, Anna Blanch Rabe & Associates (@AMBRabe)</p>	Athens
Session 2	<p>The Inner Road Workshop</p> <p>Ms. Isisara Bey, Journey Agent & Owner, Journey Agent Productions (@isisarabey)</p>	Augusta
Session 3	<p>Small Business Contracts: Navigating the Federal Government Marketplace</p> <p>Ms. Linda Chatmon, CEO, Contracts & Grants, LLC and C & G Federal (@ContractsGrants)</p>	Macon
Session 4	<p>Panel: Doing Business with Fortune 500 Companies</p> <p>MODERATOR: Ms. Misty Stutsman, Director, Entrepreneurship and Small Business, IVMF (@mstutsm, @IVMFSyracuseU)</p> <p>PANELISTS: Ms. Georgia Marsh, Chief Development Officer, Women's Business Development Center (WBDC), Chicago (@WBDC)</p> <p>Dr. Vivian Greentree, Senior Vice President, Head of Global Corporate Citizenship, First Data (@FirstData)</p>	Valdosta

V-WISE ATLANTA 2019/ #VWISEATLANTA

TIME	SESSION	LOCATION
Session 5	How to Create Your First Successful Facebook Ad Campaign Ms. Courtney Byrd, Vice President of Strategy, Best Practice Media (@cbyrd319, @BestPracticeSMM)	Piedmont
Session 6	Business Law 201: Intellectual Property - Protect What's Yours M. Salman Ravala, Esq., Attorney, Arbitrator, Mediator, Criscione Ravala, LLP	Grand Ballroom Salons C
1:30 p.m.	Lunch	Grand Ballroom Salons D & E
1:45 p.m.	Introduction Ms. Misty Stutsman, Director, Entrepreneurship and Small Business, IVMF (@mstutsm, @IVMFSyracuseU)	Grand Ballroom Salons D & E
2:15 p.m.	Closing Remarks Ms. Ashley Squairs, Manager, Alumni Services, IVMF (@IVMFSyracuseU) Ms. Deanna Parker, EBV & V-WISE Program Manager, IVMF (@IVMFSyracuseU)	
2:30 p.m.	End of Conference	

