

<u>Time</u>	<u>Session</u>	<u>Location</u>
7:30-8:30 am	Registration and Continental Breakfast	Oncenter in Syracuse, NY
8:30-8:45 am	Wake Up & Warm Up! ; Tim Smith, Smile-Therapy Welcome ; Joanie Mahoney, Onondaga County Executive Introduction of Emcee for the Day ; Ann Marie Stonecypher, WISE Board	Exhibit Hall B
8:45-9:25 am	Weathering the (Financial) Storm ; Beth Mooney, Vice Chair, KeyBank	Exhibit Hall B
9:25-10:10 am	The Customer of the Future: Finding & Keeping Your Best Customers in Turbulent Times ; Cindy Solomon, President, Solomon & Associates	Exhibit Hall B
10:10-10:30 am	BREAK and EXHIBITS	Exhibit Hall B – Alcove
10:30-11:55am	MORNING CONCURRENT BREAKOUT SESSION *Note: The Start-up track sessions will be 40-minute sessions offered back to-back. You will be able to attend two of the six sessions listed. Session A: 10:30-11:10am followed by Session B: 11:15-11:55am	
<i>Startup Track*</i>	Franchises: Entrepreneurship in a Box? ; Timothy Howes, Principal, Expansion Advice	Meeting Room 1
	Entrepreneurs and Challenges: It's All in Your Mind ; Mike Haynie, Syracuse University	Meeting Room 4
	Fantastic Financials That Won't Tax YOU! ; Bill Walsh, Syracuse University	Meeting Room 5
	Retail 101: What it Takes to Survive and Thrive in the 21st Century ; Dr. Linda Cushman and Amanda Nicholson, Syracuse University	Meeting Room 2
	How to Catch a Mouse Online Website Tips and Tricks ; Scott Nadzan and Lyndy McLaughlin, Syracuse University	Meeting Room 6
	First Impressions DO Matter: Business Etiquette 101 ; Miesje Havens, Founder & President, Refined Protocol & Etiquette; Ann Marie Stonecypher, Founder & President, AMS Models & Talent and AMS Interior Décor; and Carol Fletcher, President & Owner, CR Fletcher & Associates, Inc.	Meeting Room 7/8
<i>Growth Track</i>	Can Going Green be "Green" for You? ; Peter King, Managing Partner, King & King Architects	Meeting Room 3
10:30-11:50 am	Government Contracts for Women: Top 5 Myths & Realities ; Craig Watters, Syracuse University and Jim Quackenbush, Business Development Specialist, U.S. Small Business Administration	Meeting Room 9/10
	New Age Guerilla Marketing: Facebook, Twitter and more ; Marcie Sonneborn, Syracuse University and Nancy Roberts, Producer, Mindshare	Ballroom West
	Picture Perfect: Arts & Entrepreneurship ; Carrie Mae Weems, world-renowned photographer	Ballroom East

Time	Session	Location
12:00-12:30 pm	Exhibits and Networking	Exhibit Hall B – Alcove
12:30 pm	Luncheon Begins (includes remarks and keynote)	Exhibit Hall B
12:40-1:20 pm	Removing the Safety Net: Going from Corporate to Start-Up; Linda Dulye, President, Dulye & Co.	Exhibit Hall B
1:30-2:55pm	AFTERNOON CONCURRENT BREAKOUT SESSIONS *Note: The Start-up track sessions will be 40-minute sessions offered back to-back. You will be able to attend two of the six sessions listed. Session A: 1:30-2:10pm followed by Session B: 2:15-2:55pm	
<i>Startup Track*</i>	Finding an Uber Mentor; Joanne Lenweaver, Director, WISE Center	Meeting Room 4
	Cash is King: 10 Tips to Keep from Seeing Red; Patty Black, Second Vice President, citismithbarney	Meeting Room 5
	Secrets of Successful Women; Wendy Meyerson, Owner, Natur-Tyme; Ann Rooney, Franchise Owner, Auntie Anne’s Pretzels; moderated by Suzanne Kondra-DeFuria, President, Potter Heating & AC and Perrone Plumbing	Meeting Room 3
	\$1,000,000 of Consulting Advice... Free & At Your Fingertips; Jenna Mayotte, Senior Assistant Librarian, Syracuse University	Meeting Room 7/8
	Ask the Experts: What Do I Need to Know NOW?; Joan Powers, SBDC; Tracy Cifra, Account Executive, Haylor, Freyer & Coon; Rachel Stanton, Business Development Specialist, U.S. Small Business Administration; Laura Spring, Partner, Sugarman Law Firm; Andrew Kane, VP of Business Banking, KeyBank; moderated by Kathy Rowe, Y94FM	Meeting Room 1
	Financial Literacy for a Healthy Business; Me’Shae Brooks-Rolling, Syracuse University and Rolling Enterprises, Inc.	Meeting Room 6
<i>Growth Track</i> 1:30-2:55 pm	How Do I Grow? Timothy Howes, Principal, Expansion Advice	Ballroom West
	Recession-proof Employers and Employees; Mark Roberts, co-owner and Executive VP & Rita Marble, Professional Employer Consultant, Staff Leasing	Ballroom East
	Beyond Borders: Being a Global Entrepreneur; Nancy Radke, Director, US Office Parmigiano-Reggiano and John Tracy, US Department of Commerce	Meeting Room 9/10
	Surefire Ways to Reduce Your Costs: Identifying Operational Problems & Inefficiencies; Pat Penfield, Syracuse University	Meeting Room 2
3:00-3:15 pm	Ann Michel Awards Presentation for Small Business & High Growth Venture; Awards presented by Donna Adamo, WTVH-5	Ballroom
3:15-4:00 pm	Making it BIG! Along the Bumpy Road to Success; Emme, fashion model, author and entrepreneur (founder of <i>me by emme</i>)	Ballroom
4:15-6:30 pm	National Grid Networking Reception & WISE/WBOC Business Expo; Complimentary beer/wine tasting; register for WISE updates; learn about resources in CNY for women entrepreneurs; <i>Includes networking, local business exhibitors, food, drinks, spa displays and entertainment!</i>	Exhibit Hall B – Alcove