W2: THE WOMEN TO WOMEN
CONFERENCE

THURSDAY, MAY 23, 2013
BEST WESTERN PLUS GRANTREE INN | BOZEMAN, MONTANA | WWW.PROSPERABUSINESSNETWORK.ORG/W2

EARLY BIRD: $59, REGULAR: $89
Early Bird Deadline: April 26
Includes conference materials and meals

EXHIBITOR BOOTH
EARLY BIRD: $150, REGULAR: $175
Booth pricing includes one registration

COMPLETE THIS FORM OR REGISTER ONLINE AT WWW.PROSPERABUSINESSNETWORK.ORG/W2 BY MAY 17, 2013

FIRST/LAST NAME ___________________________ COMPANY ___________________________
ADDRESS __________________________________ CITY/STATE/ZIP ___________________________
PHONE ____________________ EMAIL ____________________ MSU ALUMNA/GRADUATION YEAR ____________________

☐ Check enclosed for $_________ (payable to Prospera Business Network)  ☐ Credit Card $ Amount _______ (Visa/MasterCard/Discover)
CARDHOLDER NAME _________________________ CARD NUMBER _________________________ EXP DATE __________ SECURITY CODE (3 DIGITS) ______
BILLING ADDRESS ___________________________ CARDHOLDER SIGNATURE ___________________________

CPE credits are available. CPE forms will be available the day of the event.
For questions, contact Prospera at 406-587-3113 or MSU College of Business at 406-994-7026
Mail checks and completed registration forms to: W2: The Women to Women Conference, c/o: Prospera Business Network 2015 Charlotte Street, Suite 1, Bozeman, MT 59718
THE WOMEN TO WOMEN CONFERENCE

THURSDAY, MAY 23, 2013

SCHEDULE OF EVENTS

7:30—8:30 A.M.  Breakfast and Registration

8:30—9:00 A.M.  Welcome

9:00—10:15 A.M.  The Times They are A-Changin’: What Matters in Creating Successful Change. (A powerful interactive learning experience)

10:15—10:35 A.M.  Morning Exhibit Break

10:35 A.M.—12:00 P.M.  Morning Workshops (choose 1 of the 3 workshops below):

Creating a Powerful Marketing Plan for Today’s Business
Marketing in the now is much more than just promotion, social media and traditional selling. This session will help businesses put together a solid marketing plan, a key tool for business success.

Forming the Mold: Empowering Employees for a Dynamic Business Culture
How do you motivate your employees, keep them accountable and form a strong company culture? Learn what it takes to successfully manage employees, by a company that has successfully built a dynamic employee culture.

The Power of Financials: Managing Your Business’s Cash Flow
Understanding cash inflows and outflows and strategies for improving your cash flow that can result in making your business a financial success. This session will focus on budgeting, cash flow forecasting and essential financial reporting

12:00—1:30 P.M.  Keynote Luncheon
Communicating Effectively: The Power of Pause® Approach
Nance Guilmartin, Author, Advisor, and Leadership Educator

1:30—1:45 P.M.  Exhibit Break/Book Sales

1:45—3:00 P.M.  Afternoon Workshops (choose 1 of the 3 workshops below):

Power Up with the Current Marketing Trends that Put You Ahead of the Game
Learn about tools and technology that will help you stay ahead of the marketing curve.

Evolving Your Business with the Power of E-Commerce
Learn what it takes to create a successful e-commerce business. This session will help you understand the strategy behind e-commerce, the pros and cons of operating online, and how having an e-presence affects a company’s internal operations. Use this session to help you determine if e-commerce is right for your company.

Empowering the Re-Launch with Renewal
Being your own leader in life is critical to making the next professional strategic move in business, whether you are advancing in your career or taking your business to the next level. This session will empower you as you enter the next phase of your journey.

3:00—3:20 P.M.  Afternoon Exhibit Break


4:45—5:00 P.M.  Outstanding W2 Mentor Award

SCHEDULE IS SUBJECT TO CHANGE

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Amanda Schultz 406-587-3113 to make arrangements.

U.S. Small Business Administration
The Montana Women’s Business Center is a program of Prospera Business Network and is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

PREMIERE SPONSOR:
Northwestern Mutual

ADDITIONAL SUPPORT FROM:

BLUE CROSS BLUE SHIELD
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BIOCIONCE LABORATORIES
FIRST SECURITY BANK
GINA JONES, CPA

MONTANA DEPARTMENT OF TRANSPORTATION DBE PROGRAM
NORTHERN ENERGY

SPEAKERS INCLUDE  (In order of session):
Betsy Webb, Montana State University
Graham Austin, MSU College of Business
Caroline Arce, Mystery Ranch
Jen Nord, Rudd & Company
Nance Guilmartin
Maclaren Latta, Mercury CSC
Ris Higgins, Leadership Outfitters
Tanda Cook, Food that Grows
Serena Rundberg, Nova Cafe
Brie Schaeffer, Olivelle

ABOUT THE KEYNOTE:

NANCE GUILMARTIN is an author, educator, executive coach, and a four-time Emmy Award winning broadcast journalist. Author of the bestselling leadership communication book, The Power of Pause: How to be More Effective in a Demanding, 24/7 World, Nance specializes in teaching professionals new ways to succeed and lead.

As a leadership educator and organizational consultant, Nance, bridges the gaps in communication and guides people to thoughtfully lead change and generate breakthroughs. Her clients include the U.S. Army, Norwegian Cruise Lines, Sylvester Cancer Center, Serono-Pfizer, Harvard School of Public Health and Whole Foods Markets.

Nance is a Fellow of Florida International University Center for Leadership, where she teaches in the Executive MBA, Healthcare MBA, Women on the Move and other leadership programs. She has an extensive background working in the corporate world, media, health care, government, academia and public sector. Nance’s diverse background also includes being press secretary to the late U.S. Senator Paul Tsongas.

Nance is a trustee of the American Association for Cancer Research Foundation. She was also on the founding board of City Year, the youth service organization which became a model for AmeriCorps and served as a board member of the Greater Boston Food Bank.