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W2: THE WOMEN TO WOMEN CONFERENCE
c/o: Prospera Business Network
222 E Main Street, Suite 102
Bozeman, Montana 59715



Prospera Business Network, Montana Women's Business Center,
MSU College of Business and MSU Women's Circle of Excellence

P R E S E N T

W2 THE WOMEN TO WOMEN CONFERENCE

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W2: THE WOMEN TO WOMEN
CONFERENCE REGISTRATION

COST \$79

Includes conference materials,
meals and networking reception

EXHIBITOR BOOTH \$100

Add a booth to your registration.
Form available at www.MontanaWBC.org

COMPLETE THIS FORM OR REGISTER ONLINE AT WWW.MONTANAWBC.ORG BY MAY 13, 2011

FIRST/LAST NAME _____ COMPANY _____

ADDRESS _____ CITY/STATE/ZIP _____

PHONE _____ EMAIL _____ MSU ALUMNI - GRADUATION YEAR _____

Check enclosed for \$ _____ (payable to Prospera Business Network - Montana WBC) 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
222 E Main Street, Suite 102, Bozeman, MT 59715

THE WOMEN TO WOMEN CONFERENCE

THURSDAY, MAY 19, 2011

SCHEDULE OF EVENTS

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

8:30 - 9:00 A.M. Welcome

9:00 - 10:10 A.M. Woman Entrepreneur of the Year Success Story

10:10 - 10:30 A.M. Morning Exhibit Break

10:30 A.M. - 12:00 P.M. Morning Workshops (choose 1 of the 3 workshops below):

1. Professional Growth with Board Membership: Becoming a vibrant community board member while developing a professional edge and building a powerful network.
2. Developing a Competitive Advantage: Applying competitive research to brand strategy and gaining a competitive advantage to succeed in the market.
3. Getting Your Financial House in Order: 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

Janet Hopkins, Vice President Customer Experience, REI

1:30 - 3:00 P.M. Afternoon Workshops (choose 1 of the 3 workshops below):

1. Release Your Voice Within. Reclaim You: Does fear stop you from courageous conversations? Learn the four Pearls of Wisdom that will enable you to reclaim and release your personal power and your voice within.
2. Developing a Stronger Business Model with E-Commerce Solutions: 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.
3. Marketing Hot Seats: A one-on-one session designed for questions, brainstorming and strategizing the current marketing challenges within your business. Twenty of the area's finest marketing experts will be available in the areas of marketing creative, online marketing, marketing strategy, advertising and public relations and communications. *This session is limited to 30 attendees.* Registration will be available at the time of check-in and offered on a first-come first-serve basis.

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

3:20 - 4:50 P.M. Overcoming Challenges: Surviving and thriving through life's obstacles

4:50 - 5:00 P.M. Mentor Award

5:00 - 6:30 P.M. Networking Reception

SCHEDULE IS SUBJECT TO CHANGE

Visit www.MontanaWBC.org for a current, detailed description and additional conference information.



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.

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.

ADDITIONAL SUPPORT FROM:



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SPEAKERS INCLUDE (In order of session):

Tiffany Lach, *Sola Cafe*

Terry Profota, *MSU College of Business*

Toni O'Berry, *O'Berry Collaborative*

Kara Gallinger, *Anderson ZurMuehlen & Co.*

Janet Hopkins, *REI*

Ris Higgins, *Leadership Outfitters*

Julie Dennison, *PrintingForLess.com*

Robin Bequet, *Bequet Confections*

Kathy Stark, *Stark's Authentic Americana*

20 Marketing Experts

About the Keynote:

Janet has more than 20 years retail experience, and in her current position is responsible for defining the future transformation of REI's customer experience, from in-store experience, retail operations, visual merchandising and outdoor programming and outreach, to build the experience beyond the transaction. Janet also leads REI's Diversity & Inclusion initiative with a focus on customers, employees, and partnerships. During Janet's 18 years at REI she has held a variety of roles from Store Manager, Retail Director, and Regional Vice President of Retail Stores.

Janet has a passion for golf and participates in a variety of volunteer roles for girls, ages 7 to 17, to learn to play golf, experience competition in a fun, supportive environment, and preparing them to meet the challenges of today's world with confidence. Some of the organizations that she has been affiliated with include LPGA – USGA Girls Golf, Women's Sports Foundation – GoGirlGo!, and Executive Women's Golf Association.

Janet received her Bachelor of Arts from UCLA and received a scholarship to play Division I basketball. She enjoys hiking, skiing, cycling and golf. Janet is based in Seattle, WA.

