



THE WOMEN'S ENTREPRENEURIAL CONFERENCE

Wednesday, April 19, 2017

8:00AM - 4:00PM

Hosted by the City of Holladay

AGENDA

MORNING SESSION SPONSORED BY AMERICAN EXPRESS

8:00 a.m. ~ Registration - Coffee, Connections & Visit Sponsor Booths

8:30 a.m. ~ Welcome - Morning Session Begins

Keynote Speaker - Karin Palle - How Do You Create a Team for Success?

Lydia Martinez with Elle Marketing - Intro to Technology for the Day

9:15 a.m. ~ BREAK

9:30 a.m - 10:30 a.m. Breakout Sessions

*Hiring & Training - What you need to know to build your organization -
Sponsored by First Bank of Utah*

*Consultants, Advisors & Coaches - Who Should You Have On Your Team?
Sponsored by Salt Lake Community College Goldman Sachs 10,000 Small
Businesses*

*Understanding Your Financials - What Should You Know & Who Can Help?
Sponsored by Mountain West Small Business Finance*

10:45 a.m - 11:45 a.m. Breakout Sessions

*Benefits, Payroll & Insurance - Securing Yourself & Your Employees-
Sponsored by Amcheck Payroll, HR & Benefits*

*What Should Your Strategic Marketing Plan Really Include? - Online Presence,
Branding, PR & More -
Sponsored by Bank of American Express*

*Bookkeepers, Accountants, Bankers, CFOs & More: Who Can Help You Manage Your
Financials -
Sponsored by Sponsored by KeyBank*

LUNCH SESSION SPONSORED BY MOUNTAIN WEST SMALL BUSINESS FINANCE

12:00 ~ 1:15 p.m. - Lunch, Networking & Keynote Speaker

Keynote Lunch Speaker - Emily Potts - Success is a Team Effort

AFTERNOON SESSION SPONSORED BY KEYBANK

1:30 p.m - 2:30 p.m. Breakout Sessions

Finding Mentors & Creating a Support Network: How Do You Create Your Team For Success

Sponsored by Bank of American Fork

Sales & Marketing: Who Can Help You Promote Your Business & Manage Your Customers

Sponsored by City Journals

Legal Eagles - When Do You Need Legal Advice to Start & Grow Your Business?

2:30 p.m. ~ Break

2:45 ~ 3:45 p.m. ~ Top 6 Finalist Pitches-

3:45 P.M. - GRANT WINNERS ANNOUNCED!

THANK YOU TO OUR GRANT SPONSORS: ZION'S BANK & DOMINION QUESTAR

THANK YOU TO OUR IN-KIND FINALIST SPONSORS: ANNETTE PIEPER, CAMILLA KRAGIUS & LEESA MEYERS

8:00 a.m, 9:15 a.m, 10:30 a.m., 11:45 a.m., 1:15 p.m. & 2:30 p.m. ~ *Networking, Sponsored Breaks & Booth Visits*

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QUEEN OF WRAPS - PCS CREATIVE SERVICES - ELLE MARKETING - NEXT LEVEL IMAGES**