

## 4<sup>th</sup> Annual Women in Business Conference Session Descriptions

### **Keynote Address: Unleashing Your True Potential for Prosperity and Fulfillment** *Deborah Price, Founder, The Money Coaching Institute*

**9:30 - 10:15 a.m.**

Why do most of us have lousy relationships with money? Is your issue with money and a feeling of lack and scarcity holding you back from achieving your dreams? Jump-start your day with Deborah Price, a money coach and author of *Money Magic: Unleashing Your True Potential for Prosperity*. Learn why the way we feel about money says--and shapes--more about us than we realize. Money affects career and relationship choices, and shows up in issues of control, safety, self esteem and well-being. Transform your relationship with money and take the first step in making personal and global transformation.

### **Heartselling™ Secrets to Double your Business**

*Jesse Koren and Sharla Jacobs, Co-Founders, Rejuvenate Santa Cruz™*

**10:30 - 11:45 a.m.**

Most small business owners love what they do, but feel stuck and frustrated when trying to sell their services. The key to selling successfully isn't just about what you say; it's about asking the right questions so your potential clients talk themselves into working with you. In this workshop, you'll learn key secrets of Heartselling™ to help you **double your business**.

Here's what you'll learn:

- **Easy and effective** strategies to relieve nervousness at group events
- The **2 words you must say** to steer any conversation towards your business
- The **#1 secret** to doubling the number of clients you see

Through proven strategies and experiential learning, you will walk away from this session with **increased confidence** and solid skills to immediately help you get new clients.

### **Passage to Prosperity**

*Deborah Price, Founder, The Money Coaching Institute*

**10:30 - 11:45 a.m.**

As a follow-up to the morning keynote address, this session will provide the attendees with specific ideas and strategies for shifting their individual money paradigms. The call of the moment and the intention of this presentation is to create an opening for this conversation to occur. Each human being represents a valuable resource of vision and possibility. We must now learn to tap into this valuable resource, and form communities to encourage and support our individual and collective vision for a better community and world.

Thus session will teach you how to:

- Develop an Understanding of Your Money Type
- Increase Your Worth & Your Wealth
- Discover & Leverage Your "Hidden Assets" to Create Greater Wealth & Fulfillment

### **The Best Mistakes I Ever Made: Turning Setbacks into Opportunities for the Thrive and Survive Lifestyle**

*Jody Lombardo, Founder, Fresh Prep Kitchens*

*Cathy Schlumbrecht, Sr. Vice President, Comerica Bank*  
*Facilitated by Camille Smith, Founder, Work in Progress Coaching*  
**10:30 - 11:45 a.m.**

Learn from panel members as they share their stories- things they did right and things they did wrong AND what they learned along the way. Panelists will discuss the top ten mistakes women make and give participants a new way of thinking - a new mindset for turning mistakes into opportunities that can help you grow in all aspects of your life.

### **Business Strategies for Artists, Creative Types, and Healers**

*Kathy Loh, Founder, Visionary Spirit*

**10:30 - 11:45 a.m.**

If the words "business" and "strategy" make you squeamish, think again. Creatives and healers are strategists at heart and business is an art form. You have a talent and skill. Mastery is your aim. It's time to let the world know about you and your work. Are you ready to expose and let go of self-sabotaging beliefs about money, business, and self-promotion? Bring your sense of adventure to this lively and interactive session. Get ready to bust a belief or two and pick up some tools, techniques and resources for creating your unique map for manifesting your creative dream in the world as a thriving business.

### **"What color is Your Temperament?" Interactive Networking Exercise**

*Tony Hill, Founder, Access Unlimited*

**Noon - 1:30 p.m.**

Come join us for this unique, upbeat and interactive networking exercise that will change the way you look at yourself, co-workers and business partners while meeting potential customers, partners, collaborators and mentors. Learn what it takes to put together a team of individuals that can work together to produce the best results possible. In an easy, fun, and entertaining way, you will recognize what truly motivates you, what types of things motivates those around you both in the workplace and at home.

The "True Colors"™ training uses colors (green, blue, gold, and orange) to identify four distinctive perspectives and personality types. The four colors constitute our character spectrum. Most of us have a dominant color, influenced or shaded by other colors. "True Colors"™ has been created as a vocabulary through which to further understand you and others.

Space is limited. Attendees must register for this session and should complete **The Ketterman "What color is Your Temperament?" A Screening Inventory for Self-Discovery ©**. Please bring completed self-assessment with you to the session.

*Please show up a little early to pick up your box lunch and get a good seat.  
(11:45am).*

### **Moving up the Corporate Ladder**

*Donna Murphy, Vice Chancellor of University Relations, UC Santa Cruz*

**1:45 - 2:45 p.m.**

So, you want to achieve that top spot, climb the corporate ladder, get noticed and get ahead? Donna Murphy shares her journey to success and offers high impact, practical advice on how to succeed in any job. **10 Keys to Success: Yours & Your Enterprise - They're not what you think!** Murphy will draw from her top management experience at two major research universities - University of Oklahoma and Tulane Health Sciences Center -- and two worldwide nonprofit organizations - Save The Children Inc., headquartered in Connecticut, and the International AIDS Vaccine Initiative in NYC. Donna has created high performance units from scratch, and spurred already successful organizations to sustained exceptional performance. She is accomplished in

marketing, strategic planning, public and government relations, and fund-raising. Donna recently joined the University of California, Santa Cruz, as Vice Chancellor for University Relations, where she has strategic responsibility for five divisions.

## **Defining and Molding your Business through Marketing Strategies**

*Jan Moestue, Executive Director, Passion Parties*

**1:45 - 2:45 p.m.**

Most business owners know that marketing is the life blood of their business, but **don't want to spend a fortune** promoting their business. There are many avenues in which to market your business. How you choose to market it can set you on a path that ultimately determines whether you succeed or fail.

In this session Jan will share:

- The **least expensive** marketing strategies that **REALLY** work
- The biggest “pit falls” to avoid in marketing to **save you money**
- How to trade “personal targeted relationship building” for sales instead of risking your “bottom line” dollars.

If you don't have a million dollar marketing budget, this session is for **YOU**.

## **Building a Collaborative Workplace through Facilitative Leadership**

*Claire Laughlin, Consultant, Cabrillo College Corporate Training*

**1:45 - 4:00 p.m.**

Facilitative leadership is a powerful approach to leadership that builds collaboration and empowers your workforce. In the first hour of this workshop, we will discuss the nature of facilitative leadership, and ways you can use it to develop your workplace. In the second hour, we will learn about and practice some key skills and tools for mobilizing the talents and energies of others.

## **Secrets to Successfully Funding Your Business**

*Teresa Thomae, Director, Central Coast Small Business Development Center*

*Ginger McNally, Chief Executive Officer, Santa Cruz Community Credit Union*

**1:45 - 2:45 p.m.**

Economic power is a journey, not a destination. It is about creating freedom to choose the direction of your own life and business. The first step on this journey is deciding what your dreams for your business are and where you want to go, and the second step is knowing how to fund your business and support yourself financially so your dreams can become a reality. Learn what you need to do to successfully finance your business.

## **From Washboards to Boardrooms: The History of Women in Business and Why it Matters to You**

*Rosemary Brogan, Professor, Cabrillo College*

**3:00 - 4:00 p.m.**

Nowadays, women are a powerful force in the business world, but it wasn't always this way. Women of the past paved the way for **your** success by overcoming the status quo and being committed to what they wanted. In this session, you will learn:

- Powerful stories of historical women who were successful doing what they knew best.
- How they valued money
- What they learned from their mothers, fathers, brothers and other family members to make them successful
- And how they made connections with other women to move forward.

Through themes of strength, overcoming obstacles, and philanthropy you will see the connections of being a successful woman in business today.

## **Demystifying E-Strategies**

**Kathy Bisbee, Director of Marketing, Cruzio**

***3:00 - 4:00 p.m.***

Most entrepreneurs know that they could explode their business by utilizing the latest internet marketing techniques, but don't know where to begin or feel overwhelmed by the technology. Kathy Bisbee from Cruzio will explain the basics of getting your business online, marketing in the technology age and steps to consider when constructing, maintaining or re-designing your Web site. Learn how to:

- Get started with a business or personal Web site
- Market your online presence effectively to new and existing customers
- Find resources, tools and services that will support the creation and growth of your personal and professional Web site

If you are considering creating a website or already have a web presence, you don't want to miss this session.

## **Doing the Right Thing - Corporate Social Responsibility in the 21<sup>st</sup> Century**

**Sara Crosby-Baker, General Manager, Santa Cruz Coffee Roasting Company**

***3:00 - 4:00 p.m.***

During her my first visit to Nicaragua in January of 2002 Colleen Crosby, Sara Crosby-Baker's mother witnessed the hardships that farmers suffered from the low coffee prices: not enough food or clothing for their family, mal-nourished children whose smiles had missing teeth and were frequently sick because they lived in shacks with dirt floors and slat walls that didn't protect from rain or cold. As a roaster who has conducted a family business in the US for twenty-four years, it became painfully clear to Colleen, Sara and the rest of the family that sound business ethics and Corporate Social Responsibility (CSR) belongs to everyone - it is not just for big business or government. Using Coffee Roasting Company as a real case study, this session will explore about the importance of Corporate Social Responsibility in very practical terms and how doing the right thing can;

- increase profitability
- strengthen company brand and reputation,
- elevate employee morale and customer loyalty,
- increase market knowledge,
- attract and retain employees,
- encouraging product innovation, among others.