



Minnesota Business Women

New Beginnings Conference/Business Expo 2010



Conference Information and Agenda

Join us on April 30, 2010 for a day that will inspire, empower and encourage you in your business and life pursuits!

- When:** April 30, 2010
8:30 a.m. – 8:30 p.m.
- Where:** Crowne Plaza Minneapolis North
2200 Freeway Blvd.
Brooklyn Center, MN 55430
<http://www.minneapolisnorthhotel.com/directions.php>
- What:**
- Workshops offered in tracks:
 - Track A = Advocacy
 - Track B = Business & Professional Development
 - Track C = Empower
 - Track D = Inspire
 - Business Expo featuring over 20 Minnesota Businesses
 - Dinner and Keynote featuring Dr. Verna Price

Agenda

- 7:30 a.m. – 8:30 a.m. Vendor check-in and setup
- 8:30 a.m. – 9:30 a.m. Attendee check-in and networking
- 8:30 a.m. – 5:00 p.m. Business Expo Open**
- 9:30 a.m. – 10:00 a.m. Welcome session
- 10:00 a.m. – 11:30 a.m. Workshop Session I (choose one option below)**
- Staying Connected: When Social Networking is Not Enough (Track B)***
Presented by: Teresa Thomas-Carroll, Connection Concierge
 - Encore Careers: The Perfect New Beginning (Track C)***
Presented by: Ruth Hiaring-Wreisner, Transformation, LLC
 - Health Care Reform: The Buzz about Minnesota's Single Payer Proposal (Track A)***
Presented by: Dr. Lisa Nilles and Amy Lange, RN, MS, Minnesota Universal Healthcare Coalition
- 11:30 a.m. – 12:00 p.m. Break and Business Expo
- 12:00 p.m. – 1:00 p.m. Lunch and networking**
- 1:00 p.m. – 1:30 p.m. Break and Business Expo
- 1:30 p.m. – 3:00 p.m. Workshop Session II (choose one option below)**
- Business Ownership: The Mistakes You Can't Afford to Make (Track B)***
Presented by: Jane Morrison, Smart Savvy Success
 - What a Mess! Mess Management (Track C)***
Presented by: Kimberly Giles, Outreach & Communications Manager, Childcare Choices
 - Minnesota's Pioneering Women in the New Green Economy (Track A)***
Presented by: Amy Brenengen, Director, Office on the Economic Status of Women



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3:00 p.m. – 3:30 p.m.

Break and Business Expo

3:30 p.m. – 5:00 p.m.

Workshop Session III (choose one option below)

The Art of Self Promotion: How to Toot Your Own Horn Without Getting Run Over™ (Track B)

Presented by: Regina Barr, CEO, Redladder, Inc. and Founder, Women At the Top Network™

Leaving Your Creative Footprint – Heels and All (Track C)

Presented by: Margi Simmons, Brave New Workshop

Running a Volunteer Organization: 27 Ways to Recruit Members and Keep Them Coming Back (Track A)

Presented by: Linda Laitala, Owner, Inner Circle of Central Minnesota

It Takes A Woman! (Track D)

Presented by: Sue Liden, Award winning teacher and speaker

5:00 p.m. – 6:30 p.m.

(Un)Happy Hour and Networking (Hors d'oeuvres and cash bar)

6:30 p.m. – 8:30 p.m.

Gala Dinner and Keynote (optional with separate registration fee)

Keynote Presenter: Dr. Verna Price

New Beginnings and the Power of People

Change is inevitable. So how do you make the paradigm shift from surviving change to thriving amidst change. This motivational and informative keynote will inspire and challenge you to think critically about your power to influence, to lead and to change your life and world. Based on her book, *The Power of People: Four Kinds of People Who Can Change Your Life*, Dr. Verna Cornelia Price will help you understand the power of people in your life while giving you strategies to effectively sustain your passion in work and life!

REGISTER NOW!

Deadline is April 12, 2010

Prices:

\$99.00 (\$109.00 after 4/12) [\$89 (\$99 after 4/12) for MBW members] 8:30 a.m. to 6:30 p.m. Includes workshops, Business Expo, Networking Lunch, (Un)Happy Hour

\$35.00 (\$45.00 after 4/12) Gala Dinner & Dr. Verna Price keynote 6:30 p.m. – 8:30 p.m.

Register online at: <http://www.mnbusinesswomen.org>. Everyone is welcome! Members discounts on conference and convention fees! Vendor space is still available!! Questions? Call Dana Ellis at 763-537-6977 or email dana@ellisinternational.com for more information.



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2010 New Beginnings Conference and Business Expo

Workshop Descriptions

Staying Connected: When Social Networking is Not Enough

By: Teresa Thomas-Carroll

Social networking a great tool for staying connected but if you want to strengthen your referral and support base for your business, you can't give up the in-person connections. Networking is the best way for prospective clients and referrals to get a sense of who we are and why they would want to do business with us. Networking provides you with the connections, ideas and inspiration needed to keep you excited about your work and in tune with your customers needs to take you to your next level.

Encore Careers

By: Ruth Haring-Wreisner, MA

As a person nears or enters the second stage of her life, she may wonder what the future holds; retirement may not be financially possible, she may want to pursue a life-long interest, or she may be driven to make the world a better place. This interactive workshop will discuss: Thinking behind the "encore career movement"; Reasons why encore careers are valuable to the person in the career and society, as a whole; Examples of people pursuing such careers, and; Ideas to consider after the workshop.

Health Care Reform

By: Dr. Lisa Nilles & Amy Lange RN, MS

This workshop will discuss the federal reform bill (assuming it has passed) and will present and contrast these reforms to single-payer health care proposals on the state and federal level. The workshop will highlight why single-payer health care is a more cost effective, equitable and secure health care system for women.

Business Ownership: Mistakes you Can't Afford to Make

By: Jane Morrison

If you're thinking of starting your own business, or already have a business, join us as we talk about the mistakes you can't afford to make in business ownership. Learn, step by step, the most common blunders of an entrepreneur so you can be armed with knowledge that will allow you to confidently start a business or enhance your current business development skills.

What a Mess! Mess Management

By: Kimberly Giles

Women are often stressed about the mess, clutter, and disorganization in their lives leaving them about 30% less productive both at work and home. Join us for this session as we discover why we become disorganized; learn how to begin controlling the mess; and discuss ways to maintain a system of organization.

Pioneering Women in the New Green Economy

By: Amy Brenengen

Green jobs are playing an increasingly important role in the current economy and will likely continue to expand their influence on job markets of the future. What do we know about green jobs in Minnesota? What do these trends mean for women? Should we care about women and green jobs? The answers may surprise you.

The Art of Self Promotion

By: Regina Barr

Have you wondered why others get promoted and you don't? Have you ever felt that you lack credibility or are not taken seriously? Learning how to toot your own horn is critical for long-term success. Participants will learn to discover what's worth promoting about you and why it's important, how to overcome the invisibility trap, and how to craft a strategy for visibility. Through practical examples & worksheets, participants will develop an action plan for "tooting their own horn without getting run over."

Leaving Your Creative Footprint, Heels and All

By: Margi Simmons

By following the basic philosophical and tactical premise of improv, our exemplary improvisers leave their creative footprint every day, heels and all! You can do the same! Our comedy mavens have built successful careers and learned that the best strategy is being true to yourself. Using experiential tools, stories and practical steps, they will help you hone your confidence; trust your intuition and creative potential; and deliver your ideas with lasting impact.

Running a Volunteer Organization: 27 ways...

By: Linda Laitala

Running a volunteer organization has never been more challenging, but there are ways to revitalize, re-energize, and re-connect with women in your communities. In this workshop you'll create a plan to attract the best members, to key into their strengths and to position your organization for success. Bring your leadership team, you'll be happy you did!

It Takes a Woman!

By: Sue Liden

Join Sue for a humorous look at the female experience in the home and the workplace. From the time we are girls and share our secrets at slumber parties, we develop the skill to work together and bring out the best in each other. As a result, women have an amazing ability to get the job done and have fun doing it. It's time to celebrate our success and the unique qualities we bring to the table!



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Speaker Bios

Regina Barr, Red Ladder, Inc. and Women at the Top Network



Regina Barr is a former marketing executive and Founder / CEO of Red Ladder, Inc., and Founder of the Women at the Top Network. Regina helps organizations manage transitions, complete major projects, build strong teams and develop leadership talent. She is an executive coach, professional speaker, trainer, writer and media commentator who holds master's degrees in business administration (MBA) and human development (MA). With over twenty years of corporate experience, she has a broad range of leadership experience in product, sales, and marketing. Regina serves as a member or board member of several local and national non-profit organizations and was named one of the Twin Cities 2008 Top Women in Finance by Finance & Commerce newspaper and the 2009 Financial Women International Partner in Success.

Amy Brenengen, Office of the Economic Status of Women



Amy Brenengen is the Director of the Office on the Economic Status of Women (OESW) at the Minnesota State Legislature. In this role, Amy oversees the OESW in its role as an information resource for legislators and the public, and as the lens of women in the lawmaking process. Her office provides research and information to legislators and the public, publishes data, reports and information pertinent to the economic health and vitality of women, and Amy speaks publicly about the status of women in the State of Minnesota. Previous to this position, Amy directed career, business and financial literacy programs at WomenVenture, the leading economic development organization for women in the twin cities.

Kimberly Giles, Child Care Choices



Kimberly Giles is the Outreach & Communications Manager at Child Care Choices in St. Cloud, Minnesota. Kimberly is a professional trainer with over 10 years of experience who provides over 50 hours of training to adults on an annual basis. Kimberly works with the Child Care Resource & Referral center, a statewide organization, as well as the American Red Cross to provide training. She is also a member of the Business Women of Central MN.

Ruth Hiaring-Wreisner, Transformation, LLC



Ruth Hiaring-Wreisner is now immersed in her "encore career", Transformation, LLC, a coaching service for individuals and businesses. She trained at the reputable Coach U. Ruth's MA in Human Resources from the University of Minnesota has assisted Transformation, LLC as well as her 30+ year corporate career. Ruth rose to positions from human resources manager at Pillsbury to VP, corporate services at Wolters Kluwer. As part of the executive team, she was a leader of a division of 2,000 people. She believes "encore careers" are the perfect New Beginning.

Amy Lange, RN, MS, Minnesota Universal Health Care Coalition



Amy Lange RN, MS, a registered nurse and certified nurse-midwife has over 20 years of clinical experience in a variety of practice settings and several years as faculty in a nurse-practitioner certification program. Amy now works full time on health care reform as the Executive Director of the Minnesota Universal Health Care Coalition- a nonprofit working to establish single-payer health care for the state of Minnesota.

Linda Laitala, Inner Circle



Linda Laitala is the president of Inner Circle of Central Minnesota. She specializes in helping growing businesses achieve greater success. With over 30 years of entrepreneurial experience under her belt in three different industries she brings a unique perspective to her roles as a small business coach, advisor and facilitator. Linda's hard work, dedication and skill at identifying the critical success factors needed by companies to succeed and grow, led to her appointment to the RAIN Source Capital Board on which she serves today. Laitala also serves on the Board of East Central Energy, as well as the Minnesota Rural Electric Association Board of Directors.



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Sue Liden, Portage Presentations



"Sometimes you just need to pick up your canoe and carry it!" That became Sue's motto after an unbelievable series of events took her life on an unexpected course. Spending her childhood beside the calm waters of Minnesota lakes, Sue seemed destined to have a happy and ordinary life. She married her high school sweetheart, became a French teacher and started a family. Then disaster struck not once, but five times, as she experienced the loss of her husband in a car accident, endured a flood, then a tornado, next a fire, and finally life-threatening illness. Through it all, Sue has kept her sense of humor and demonstrated the strength of the human spirit.

Jane Morrison, Smart Savvy Success



Jane Morrison is a Certified Coach, Speaker and Trainer who specializes in teaching women how to be successful in their business, earn the profit they deserve and have more time for themselves. Jane earned her coaching degree and founded a Coaching and Training Company in 2001 with the purpose of teaching others how to follow their passion, boldly and confidently share their gifts for a bigger purpose in life. As with anyone who steps out of their comfort zone to follow their dreams, she encountered bumps and challenges along the way and discovered that business success for women has different challenges and solutions than for men. She has made women's success her passion and her clients discover that they can find clarity in their vision and get to where they want to be with her guidance and mentoring.

Dr. Lisa Nilles, Minnesota Universal Health Care Coalition



Dr. Lisa Nilles is a physician now working as a chaplain. Since her experience working in England as a physician-in-training in 1990, she has been committed to bringing about a health care system in the United States that includes all residents, treats each person equally, and functions efficiently. Lisa is Board Chair of the Minnesota Universal Health Care Coalition and a member of Physicians for a National Health Program.

Dr. Verna Price, J. Cameron & Associates



Verna Cornelia Price, Ph.D., is founder/president/principal consultant of J. Cameron & Associates, an organization committed to empowering and motivating people to realize and positively use their personal power. Dr. Verna is an author, organizational consultant, motivational speaker, executive coach, and educator. In 2002, she created a *Power of People Professional Development Process* which equips businesses with tools and strategies to empower their employees to new levels of excellence through personal power and leadership. She has also founded several non-profits including *Girls In Action™* and *The Power of People Leadership Institute™*. Dr. Verna is the author of numerous articles and two best-selling books, *The Power of People: Four Kinds of People Who Can Change Your Life (2003)* and *The Silent Cry: Dealing with Subtracters in Work and Life (2008)*. Dr. Verna is also a Leadership Institute faculty member at The College of St. Catherine. She is married to Shane M. Price and has four children.

Margi Simmons, Brave New Workshop Mainstage Alumna, Trainer, Speaker, Instructor



Margi's sharp mind and refined sense of humor propelled her comedic career rapidly from the classrooms of the Brave New Institute, where she was learning the art form of improvisation, to the main stage of the theater. As a true improviser she embraced the art form both onstage and off stage and quickly gained a following as one of the stars of the BNW. Margi's contributions, to this day, are considered some of the best scenes performed on our stage. After hundreds of successful sketches and memorable performances, she relocated to Los Angeles, where she continues to leave her creative footprint, step by step.

Teresa Thomas-Carroll, Women In Networking & Connection Concierge/Purple Crayon Factory



Teresa Thomas-Carroll is the director of MN Women In Networking (WIN) and owner of Connection Concierge/Purple Crayon Factory, LLC. As a professional connector and networker, Teresa creates venues for people to make important and positive realizations about themselves, in order to pursue the lives they want. Her enthusiasm for connecting people and possibilities through networking events, workshops and consulting has found a perfect outlet in Women In Networking (WIN), where she has served as director for over two years. She has been an entrepreneur in some shape or form for most of her life. She started Purple Crayon Factory, LLC ten years ago for group facilitation and more recently launched the Connection Concierge service for individualized, strategic connections.