The new paradigm of business and leadership is constantly evolving which means that the rules are forever changing and current leadership and business strategies are continuously being outdated, therefore "excellent" ongoing engagements are more relevant than before. Individuals, stakeholders, targeted clients and customers have different expectations of businesses and entities that they seek out, and can change on a dime should the need arise. NEC Small Business Development Center (SBDC) at Butte College 16th Annual Women In Business Conference will guide you into the "New Normal." This year's Women In Business Conference will **EMPOWER You** – to rise to your potential by remaining relevant, and enhancing your leadership capabilities to inspire, mentor and lead with purpose. **EDUCATE You** – on how to use less budget to reach your target market and grow your business in the "New Normal" to extra profit; and **ENCOURAGE You** – to step into the "New Normal" with enthusiasm, the right attitude, and purpose resulting in positive measurable outcomes.

NEC Small Business Development Center (SBDC) at Butte College invites you to share in our most exciting event of the year on Tuesday, September 23, 2014.

Who should attend?

- Businesswomen, Entrepreneurs, Managers, CEOs, Sales Teams, Directors, Educational Institution Personnel, Employees, Staff, and other Business Executives.
- Business owners, entrepreneurs, organizations, institutions, and individuals looking to Lead in the "New Normal."
- Business owners, managers, leaders and individuals who understand that being relevant is constantly educating yourself.
- Entities looking for new ideas and financial opportunities to implement strategies for development, growth and success.
- Entities looking to use fewer resources for profitable opportunities.

Why should you attend?

- To learn the "New Normal" for business, leadership, personal and success.
- To inspire through engaged enthusiastic attitude for positive results.
- To utilize new tools and strategies to transition your entities at a pace fast enough to meet your customers' expectations.
- To understand what innovation means for your type of entity and learn how to include that specific innovative practice into your planning process.
- To be able to stay ahead of the journey, whenever there is a "New Normal."
- To ensure that you are **EMPOWERING, EDUCATING, and ENCOURAGING success** for the greater outcome.

We are very pleased to invite you to join us on our most exciting event of the year!

Sophie Konuwa
Director, NEC Small Business Development Center (SBDC) at Butte College

NORTHEASTERN CALIFORNIA SBDC
SMALL BUSINESS DEVELOPMENT CENTER AT BUTTE COLLEGE

3536 Butte Campus Drive
Oroville, CA 95965

Women In Business CONFERENCE

Empower • Educate • Encourage®

Tuesday, September 23, 2014
Registration: 8:00 am to 8:30 am
Conference: 8:30 am to 2:30 pm

Chico Masonic Family Center
1110 West East Avenue • Chico, California

www.bcsbdc.org

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Monica Mehta is a finance expert that offers cultural commentary on money — how it impacts the economy, politics and our ability to lead entrepreneurial lives. She is a managing principal at Texas based investment firm Seventh Capital and offers 16 years of hands on experience managing capital and running consumer businesses. Monica has written finance columns for INC Magazine and Entrepreneur Magazine. She appears regularly on Real Time with Bill Maher, O'Reilly Factor, CNN, Fox News Cavuto, Fox Business, MSNBC, Bloomberg TV, Al-Jazeera America, and ABC News. Her advice has been covered by Forbes, The New York Times, and Yahoo Finance. Monica's first book The Entrepreneurial Instinct: How Everyone Has the Innate Ability to Start a Successful Small Business (McGraw-Hill I 2012) explores the role of behavior and brain science in our ability to take entrepreneurial risks, be adaptable and bounce back after failure. The book received praise from the CEO Mastercard, The Wharton School, Dartmouth Tuck, among others and was awarded Best Start-up Book of 2012 by Small Business Trends, Finalist for Best Book of 2012 in Business & Economics by Foreword Reviews and Best Book of 2012 by the National Federation of Independent Businesses. Prior to her career as a principal investor, Monica worked closely with start-up businesses as a portfolio manager at a seed-stage fund, managed a $150MM cosmetics business unit for L'Oreal and advised Fortune 1000 companies, including Bank of America and Nordstrom, as a strategy consultant for Marakon Associates. She is a graduate of the Wharton School of the University of Pennsylvania. Monica's passion for entrepreneurship is linked closely to her personal experiences as the daughter of a merchant marine ship's captain and an artist, who faced a lack of opportunities and decided to forge their own way by starting a business.

OPENING KEYNOTE PRESENTATON: ***"Unlock Your Entrepreneurial Instincts!"***

Whether you own a business, aspire to start one or are climbing the corporate ladder, today's competitive marketplace rewards those who know how to be industrious and are prepared to take rewarding risks. In this keynote, we'll discuss how seasoned entrepreneurs take risks, the aspects of personality that drive innovation and adaptability and how you can tap into your own resourceful inner nature. And because it's not a matter of if but when you will stumble, we'll discuss how to create a financial, social and personal support structure to help you outlast the inevitable setbacks that come your way..

BREAKOUT SESSION: ***"Show Me The Money!"***

This session will break down where (banks, angels, crowdfunding versus savings) small business owners are currently finding funding --- from start-up to working capital ---- and how you can improve your odds. We'll touch on challenges women face in particular when it comes to taking financial risks and offer tips for preparing your personal finances for life in a small business.

Teri Hill M.Ed. President of T.H.Enterprise has been speaking, consulting, and coaching for over 25 years. She has led in the facilitation of global executive education for Fortune 500 companies, state and federal agencies and non-profit organizations, and trained and coached hundreds of leaders, entrepreneurs, sales people, managers and rising stars. A former executive, Teri understands the challenges in hiring, retaining, and leading people. Teri's passion is balanced between speaking to educate and inspire, coaching to fast track development, and consulting to facilitate the profitable growth of small to mid-size businesses, the backbone of America. Teri is a Trusted Advisor and Expert Speaker for Vistage, the world's leading Chief Executive Association; she is Chief Facilitator for WestLake Chamber Accelerated Leadership Program; and she has held numerous professional boards of director positions, currently President-Elect with Austin's National Speakers Association. Teri's clients include 3M, Motorola, Dell, AMD, KPMG, and University Federal Credit Union. Her most popular topics include: P.O.W.E.R. Presentations Skills, Situational Leadership; Strategic Planning, Presentation & Implementation; Communicating for Impact, Performance Management; Coaching; Trust-based Selling Skills and Team Building, Balancing Lives Demands, Value Based Leadership, and Stress Management. Teri graduated with honors earning a Bachelor's in Psychology, and Masters from the University of Texas in Organizational Development & Leadership. She is certified in Performance Consulting, Managing Organizational Change, Covey, and Birkman International Assessment and Development Systems. Her mission is to lead, inspire, and nurture people to be all they were created to be.

CLOSING KEYNOTE PRESENTATON: ***"Leadership It's Up to You so S.E.R.V.E."***

Leadership at its core is about vision and influence. Leaders are in service to a greater goal; making things happen through others. How are you leveraging influence to engage others, surround yourself with the right people, and embody core values? What are you doing to move your business or life forward to scale at the pace of change? What choices are necessary for you to make today, and in the future to be the leader you intend to be?

Leadership is a choice. Whether you are a solo-preneur, a business owner, manager, parent, a group leader, or a partner you are in an ideal place and time to lead. Leadership It's Up to You is a motivating presentation using the S.E.R.V.E. model to catapult your personal and professional leadership. Teri Hill, M.Ed. a seasoned speaker and executive coach, will guide you through the session on Seeing the future, Embodying the values, Reinventing as you go, Valuing results and relationships, and Engaging and developing others to bring your personal leadership to a whole new level.

BREAKOUT SESSION: ***"Catapult from Good to Great - 5 Habits To Transform Your Business and Life!"***

The world is changing so rapidly, how do you stay in the lead? What few but critical factors do the best of the best look at in achieving and sustaining unstoppable success? Catapult from Good to Great is built from the findings outlined in Jim Collins book of the same title which is required reading for 80% of business schools. Over the past 7 years, Teri Hill, M.Ed. has coached close to a dozen small businesses each year. This session is designed to help you transform Collin's findings and Teri's own coaching insights into tangible action steps to find and leverage the best people, practice disciplined thought, design a business model and metrics, and streamline strategy into action; all creating breakthrough results in your business and life. This program is perfect for entrepreneurs - to do it right the first time or quickly adjust to move into the great zone.

THE 16TH ANNUAL

Women In Business CONFERENCE

Empower • Educate • Encourage©

Leadership, Business Development, Growth & Success in the "New Normal!"

NEC Small Business Development Center (SBDC) at Butte College is excited to present the Agenda for our 16th Annual Women in Business Conference. The day promises to **Empower You** – to lead others to rise to their potential by being purposeful, and a passionate model and mentor, **Educate You** – to inspire through engaged, enthusiastic attitude resulting in positive outcome for the individual, business and organization, and **Encourage You** – to try something different that will guide you into the "New Normal!"

Agenda – TUESDAY, SEPTEMBER 23, 2014

8:00-8:30 am	Registration & Check-In	Network while enjoying coffee & pastries, and shop at our Famous Market Place
8:30-9:00 am	Introductions & Announcements	Welcome Messages: Sophie Konuwa ~ Director, NEC Small Business Development Center (SBDC) at Butte College; Dr. Kimberly Perry ~ Superintendent/President, Butte-Glenn Community College District, and Joe McClure ~ Director, U. S. Small Business Administration (SBA) Sacramento District
9:00-10:10 am	Opening Keynote Speaker	**Monica Mehta** *"Unlock Your Entrepreneurial Instincts."*
10:10 - 10:40 am	Break	Raffle Prizes, Book Signing & Shopping at the Market Place
10:40 - 11:50 am	Breakout Sessions	**Please choose one:** **A. Teri Hill** *"Catapult from Good to Great - 5 Habits To Transform Your Business and Life!"* **B. Monica Mehta** *"Show Me The Money!"*
11:50am - 12:50 pm	Lunch	Catered by local business owner
12:50 - 2:00 pm	Closing Keynote Speaker	**Teri Hill** *"Leadership It's Up to You so S.E.R.V.E."*
2:00 – 2:30 pm	Closing Remarks, Raffle Prizes, Networking, Book Signing and Shopping at the Market Place	

Thank you for joining us in our most exciting event of the year!

REGISTRATION

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Name _____
Business _____
Address _____
City/State/Zip _____
Phone/Fax _____
Email _____

(Check & complete all that apply)

❑ Business Owner # of employees _____
❑ Not In Business: ❑ Veteran: ❑ Reservist

Ethnicity (must check one)
❑ Asian: ❑ African American: ❑ Caucasian:
❑ American Indian: ❑ Hispanic: ❑ Pacific Islander

Amount Enclosed $ _____

Signature _____

EARLY BIRD REGISTRATION
$79.00 per person, received by Friday, July 11, 2014, 5:00 pm
$474 per table of 6 received by Friday, July 11, 2014, 5:00 pm

REGULAR REGISTRATION
$99.00 per person, received by Monday, July 14 to Friday, August 15, 2014, 5:00 pm

$594.00 per table of 6, received by Monday, July 14 to Friday, August 15, 2014, 5:00 pm

LATE REGISTRATION
$110.00 per person, received by Monday, August 18 to Friday, September 19, 2014, 5:00 pm

$660.00 per table of 6, received by Monday, August 18 to Friday, September 19, 2014, 5:00 pm

AFTER SEPTEMBER 19, and AT THE DOOR/SEPTEMBER 23, 2014
$125.00 per person

Space is limited. Payment (cash, check, credit card) is due with registration. All cancellations received through Friday, August 15th, are subject to $25 processing fee. Cancellations must be in writing. No refunds after August 15th, 2014, however payment can be applied towards SBDC training within a year.

FOR REGISTRATION AND PAYMENTS
Log onto: www.bcsbdc.org
Mail/Stop By: NEC SBDC at Butte College
2480 Notre Dame Blvd., Chico, CA 95928
Call: (530) 895-9017

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