



Go for the Greens 2011

Business Development Conference for Women Entrepreneurs

CONFERENCE SCHEDULE

(Note: Events and times are subject to change)

Thursday, September 15, 2011

Business attire recommended for day's activities.

(Optional Event)

ATHENA International Women's Regional Leadership Summit

11:30am-4:30pm

GENERAL SESSION BALLROOM (PROMENADE EAST)

Open to businesswomen who are committed to becoming leaders in their communities through development of their own companies or those of others. *Note: This is a separate event presented by ATHENA International in conjunction with Go for the Greens 2011. There is an additional charge for this event.*

- **11:30am – 1:15pm** – Luncheon and keynote address featuring Martha Mertz, the founder of ATHENA International and author of *Becoming ATHENA: Eight Principles of Enlightened Leadership*, who will talk about leadership qualities of today. Martha offers a distinctive, transforming approach for leading in the 21st century. With survey research and real-life stories, she demonstrates how time-tested "women's ways" of leading have become the gold standard for great leaders of both genders, and the building blocks for success in today's global economy.
- **1:30 – 2:45pm** – Women of influence discuss how they got where they are today in their communities, and what qualities women leaders should possess to succeed.

Moderator: Diane Sears, President, DiVerse Media

Panelists:

- Karen Dee, Florida Regional CEO and President, Fifth Third Bank
- Sherrie Duncan, Manager of Supplier Diversity, Progress Energy
- Shelley Lauten, President, MyRegion.org

- **3 – 4:30pm** – Women business owners discuss the mentoring support they received from the ATHENA PowerLink program.

Moderator: Linda Stevenson, Senior Vice President, Women's Business Development Program, PNC Bank

Panelists:

- Colleen Moore Mezler, President and CEO, Moore Research Services
 - Hester Taylor Clark, President, The Hester Group
 - Stacy Ethun, President and CEO, Park Avenue Group
 - Karen Keene, Director of Marketing, Dean, Mead, Egerton, Bloodworth, Capouano & Bozarth, P.A.
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Go for the Greens programming

1-4pm

MATCHMAKER LOUNGE (SALON I)

One-on-one matchmaker sessions

Meet with procurement specialists in pre-set appointments. To register, please visit www.goforthegreens.org under the Procurement Hall tab to download the application. For information and availability onsite at Go for the Greens 2011, please visit the conference registration desk and ask for Nancy Allen of WBENC. *Sponsored by Women's Business Enterprise National Council.*

5-6:30pm

ST. JAMES ROOM

Welcome reception – “Wine, Wenches and Rum Pirate Party”

Meet speakers, sponsors and other attendees of Go for the Greens 2011 at a special themed cocktail reception. Get ready for some fun! *Sponsored by ICON Information Consultants.*

Friday, September 16, 2011

Business attire recommended for day's activities.

7:15-7:45am

GENERAL SESSION BALLROOM (PROMENADE EAST)

Breakfast

Help yourself to Continental breakfast and mingle with other women business owners and procurement specialists. *Sponsored by 317 Virtual Services.*

7:45-8am

GENERAL SESSION BALLROOM (PROMENADE EAST)

Overview / orientation

Start the day with a dose of fun, some very special guests, and a sneak preview of what's in store.

Hosts:

- Cindy Chace, Conference Chair, UPS, Fort Lauderdale, FL
- Diane Sears, Conference Co-Chair, DiVerse Media, Orlando, FL

8-8:20am

GENERAL SESSION BALLROOM (PROMENADE EAST)

“The Buyers’ Point of View: Contracting With Women-Owned Businesses”

In these twin addresses, representatives from one of the nation's largest corporations and the country's largest government buyer talk about what's in it for them – why they seek small, women-owned, and minority businesses for contracts.

Speakers:

- Romaine Seguin, President, UPS Americas Region, Miami, FL
- Shyam Reddy, Regional Administrator, Southeast Sunbelt Region, U.S. General Services Administration, Atlanta, GA

8:20-9:50am

GENERAL SESSION BALLROOM (PROMENADE EAST)

General session

Panel on “Procurement Do’s and Don’ts: How to Woo Your Way into a Contract (or Not)”

What's your opening line when you approach a procurement professional to try to make a deal? Are you using the most effective techniques to “win over” the people who have the power to make or break your chances of doing business with major corporations and government agencies? What are some secret weapons the “best of the best” use? How can you leverage your unique personality and your company's business strengths to become even better at landing the biggest contracts? Through on-stage dramatizations and an in-depth panel discussion, we'll show you today's top strategies to put you ahead of your competition. *Sponsored by Walt Disney World.*

Moderator: Nancy Allen, WBENC / Women's Business Center, Miami, FL

Panelists:

- Lisa Johnson, UPS, Atlanta, GA
- Shyam Reddy, U.S. General Services Administration, Atlanta, GA
- Carol Craig, Craig Technologies, Melbourne, FL
- Shelonda Stokes, Greibo Media, Baltimore, MD

Presenters:

- Matt Thursam, Walt Disney World, Lake Buena Vista, FL
- Pamela O'Rourke, ICON Information Consultants, Houston, TX
- Lisa Hickey, Douglass Screen Printers, Lakeland, FL
- Mercedes LaPorta, Mercedes Electric, Miami, FL
- Cathy Imburgia, Creative Communications, Claymont, DE

10-11am

PROCUREMENT HALL (SALONS IV, V, VI)

Procurement roundtables

Meet with representatives from companies and government agencies interested in working with women-owned businesses. Just pick a table, sit down next to other women business owners, and introduce yourself. New this year: Be sure to visit the peer-to-peer business roundtable on creating your procurement one-sheet for corporate or government contracts! *sponsored by Berman Hopkins Wright & Laham CPAs & Associates.*

Helper group roundtables

Get advice from helpful organizations and advisors who can help you make the right connections, including the U.S. Small Business Administration.

Roundtable participants

Athena International
CHEP
Lockheed Martin
Moffitt Cancer Center
PNC Bank
Progress Energy
UPS
U.S. General Services Administration
U.S. Small Business Administration
Walt Disney World
Women Impacting Public Policy
Women's Business Enterprise National Council

10-11am

MATCHMAKER LOUNGE (SALON I)

One-on-one matchmaker sessions

Meet with procurement specialists in pre-set appointments. To register, please visit www.goforthegreens.org and download the application. For information and availability onsite, please visit the conference registration desk and ask for Nancy Allen of WBENC. *Sponsored by Women's Business Enterprise National Council.*

10-11am

SALON CLASSROOM (SALONS II AND III)

By Invitation Event

White House Roundtable for Women Business Owners

Presented by the U.S. General Services Administration

11am-12:20pm

GENERAL SESSION BALLROOM (PROMENADE EAST)

General session

Panel on "Using Technology and Other Tactics to Grow Your Business Internationally"

New tools and techniques can help you increase your company's revenue substantially through international sales. Are you using social media, and should you be? How can you tweak your Internet presence to drive new business to your company? What laws,

regulations, trends and programs should you know about before you venture into business with customers in other countries? *Sponsored by Douglass Screen Printers.*

Speakers:

Moderator: Anne Freedman, Speak Out Inc., Miami, FL

Panelists:

- Romaine Seguin, UPS, Miami, FL
- Ruth Bastedo, Experience Media Group, Toronto, ON
- Glauca Hartman, GH International Consulting, Miami, FL
- Mary Schnack, Mary Schnack and Associates, Washington, DC
- Jennifer Diaz, Organization of Women in International Trade, Miami, FL
- Lori Anne Wardi, .CO Internet SAS

12:30-1:30pm

PROMENADE WEST BALLROOM

Lunch and Networking

Sit where you like ... there are no stuffy "head tables" here. Enjoy our tasty lunch menu while you spend quality time with new friends and acquaintances to talk about golf, your favorite theme park, or maybe even your next mutual business deal. Look for some special prizes, too! *Sponsored by ADP-LLC.*

1:40-2:40pm

GENERAL SESSION BALLROOM (PROMENADE EAST)

General session

Panel on "What Does a 'Green' Future Look Like?"

As a nation, we've been talking about corporate sustainability and "going green" for years. How are we doing? Have we met the goals we set for ourselves 10 years ago? And where are we headed? What will sustainable business look like 10, 20 and 30 years from now? We ask the futurists in some of the most forward-thinking organizations we know to share their vision with us. *Sponsored by Progress Energy, The Robart Companies and EcoAsset Solutions.*

Moderator: Tim Center, Collins Center for Public Policy, Tallahassee, FL

Panelists:

- Christopher Gillman, Progress Energy, Lake Mary, FL
- Nancy Parmer, UPS, Atlanta, GA
- Joe Tankersley, Unique Visions, Orlando, FL
- John Wakefield, EcoAsset Solutions / Lykes Bros., Tampa, FL

2:50-3:50pm

SALON CLASSROOM (SALONS II AND III)

Breakout educational session

Panel on "Access to Capital: Growing My Business With Other People's Money"

What's the climate like today for entrepreneurs looking for financing? The answers might surprise you. Find out how you can seek angel investments, venture capital, traditional bank financing, and other types of input to take your business to the next level.

Speakers:

Moderator: Donn-Miller Kermani, Women's Business Center, Melbourne, FL

Panelists:

- Kirstie Chadwick, Growth Innovators, Winter Park, FL
- Mike Estes, PNC Bank, Lake Mary, FL
- Donna Padgug, U.S. Small Business Administration, Jacksonville, FL
- Vicki Marks, UPS Capital, Atlanta, GA
- Suzanne Hermann, Tigress Financial Partners, New York, NY

2:50-3:50pm

PROCUREMENT HALL (SALONS IV, V, VI)

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Women's Business Enterprise National Council

2:50-3:50pm

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4-4:50pm

GENERAL SESSION BALLROOM (PROMENADE EAST)

General session

The Golf Club: Your Secret Weapon in Sales”

Playing golf can be a key to your company’s success, no matter whether you’re good at the game or you just try to do the best you can on the links. Hear from the author of *The Magic of the Method: How the Birkman Method Can Be Your Power Source for Success*, who will teach you how to read personalities on the golf course – and translate them into the business world. What can you achieve by incorporating golf into your arsenal of sales tools? What can you learn about potential clients, business partners or vendors by observing their behavior on the course? What basic etiquette should you follow, and what are some of the major no-nos of playing golf for business? Men have been using this tool since the game was invented, so why shouldn’t you? *Sponsored by Craig Technologies, McKinley Marketing Partners, and Aztec Promotional Group.*

Presenter: Connie Charles, Strategic Solutions International, Wilmington, DE

4:50-5pm

GENERAL SESSION BALLROOM (PROMENADE EAST)

General session

“Are You ‘In the Green’?”

Find out whether you’ve scored a “hole in one” for your business today in the conference contest wrap-up, and learn quick tips on how to capitalize on what you’ve learned.

Hosts:

- Cindy Chace, Conference Chair, UPS, Fort Lauderdale, FL
- Diane Sears, Conference Co-Chair, DiVerse Media, Orlando, FL

5-6pm

MARVIN GARDENS

“Happy Feet Happy Hour” cocktail party reception

Unwind and mingle with the day’s speakers, sponsors and other attendees as we celebrate your success – and watch for some special surprises! *Sponsored by UPS.*

6-7:30pm

PROMENADE WEST BALLROOM

Dinner and networking

Join other participants in a freestyle dinner served buffet style to encourage mingling. Compare notes of the day over dinner stations, cocktails, and then a very special dessert. *Sponsored by The Robart Companies and Mercedes Electric Supply.*

Saturday, September 17, 2011

Outdoor/golf attire recommended for day's activities.

6:45-7:20am

Travel to Osprey Ridge for golf event

7:30am-2:30pm

Golf networking event, silent auction and lunch

You don't have to be a golf pro – many of our players have never picked up a club! Challenge your friends and new contacts to a game of golf on one of Disney's finest courses. Meet with fellow golfers afterward for laughs, awards, a silent auction, lunch and libations. *Sponsored by UPS, ICON Information Consultants and Walt Disney World.*

Speakers:

- Gigi Fernandez, Olympic Gold Medalist in Tennis, Winter Park, FL
- Mary Schnack, Mary Schnack and Associates, Washington, DC

Watch for these fun activities – and remember, half of all proceeds go to Rally for the Cure, part of the Susan G. Komen Foundation.

- **19th Hole** – Relax with cocktails after the tournament and during lunch. *Sponsored by ASAP.*
- **Golf Refreshment Cart** – Enjoy cold beverages on the course! *Sponsored by My Heritage Books.*
- **Putting Green** – Warm up before you head out – or stay after and practice. *Sponsored by Southwire.*
- **Longest Drive (women)** – *Sponsored by My Supplies.*
- **Longest Drive (men)** – *Sponsored by Craig Technologies.*
- **Closest to the Pin** – *Sponsored by Craig Technologies.*
- **Longest Putt**
- **Beginners Golf Trivia**
- **Best Dressed**
- **Pinkest Outfits (team)**
- **Silent Auction and Prizes** – Wrap up the event with a chance to take home a trophy or maybe something more exciting!