A Virtual Event

October 19-20, 2020
11 a.m. - 6 p.m. EST
Monday, October 19
11:00 a.m. EST

Welcome and introductions

• Monica Smiley, Publisher/CEO, Enterprising Women

Morning General Session

Listening to the Voices of Women Entrepreneurs of Color

A frank, honest and open conversation with leading women of color about the strategies and playbook they use to beat systemic racism and succeed in business.

Moderator:
• Joanne Tabellija-Murphy, Director, Public Affairs, Constituent Relations, Walmart

Panelists:
• Phyllis Newhouse, President, and CEO, Xtreme Solutions, Inc.
• Nancy Garcia, President & CEO, Noble Machine, LLC
• Victoria Vasques, President & CEO, Tribal Tech
• Karen Jenkins, President & CEO, KRJ Consulting, LLC
• Dr. Karen A. Eng, President & CEO, CSMI
Choice of three breakout sessions

**Breakout I: Leveraging Today’s Technologies: Real Stories Revealed**

Learn from Seasoned IBM Executives and a woman entrepreneur client who will describe their business challenges, technologies leveraged, and lessons learned.

**Moderator:**
- Ralph Jacobson, Manager, Diverse Partner Development, IBM

**Panelists:**
- Kitty Chaney Reed, Vice President, IBM Enterprise Operations
- Sree Ratnasinghe, Director, IBM Garage Solutions Engineering
- Briana Frank, Director, IBM Cloud Product Management
- Heather Cole, President and CFO, Lodestar Solutions

**Breakout II: Beating Stress and Managing Self-Care During the Pandemic**

Consider this your health and wellness checkup. Two physicians and a global exercise and health and wellness expert share advice on stress management, nutrition, sleep health, exercise, and more—plus they answer questions from the Enterprising Women community.

**Panelists:**
- Judi Sheppard Missett, Founder and CEO, Jazzercise
- Dr. Barbara Hutchinson, MD, PhD, Chesapeake Cardiac Care
- Dr. Angela Marshall, MD, Comprehensive Women’s Health
Breakout III: Building Your Legacy and Transitioning Your Company to Your Employees or the Next Generation

A frank discussion to help you plan for the future as you consider next steps in transitioning your business.

Panelists:
• Thomasina Williams, Founder and Principal Consultant, Sankofa Legacy Advisors
• Mehnoosh Askan, Vice President, Business Banking, Wells Fargo Bank

1:00 p.m. EST

Choice of three breakout sessions

Breakout IV: Women and Financial Wellness: Beyond the Bottom Line

Two Bank of America executives offer their perspectives and research to help you understand your life journey with money and navigate your financial wellness.

Panelists:
• Cyndi Hutchins, Director, Financial Gerontology, Retirement and Personal Wealth Solutions, Bank of America
• Sheila Gorman, Director, Thought Leadership, Retirement and Personal Wealth Solutions, Bank of America
Breakout V: Strategies to Manage Fast Growth Through Change from 2020 50 Fastest Winners

Women entrepreneurs included on the Women Presidents’ Organization (WPO) list of the 50 fastest women-owned/led companies share their stories and success strategies.

Moderator:  
• Camille Burns, CEO, Women Presidents’ Organization

Panelists:  
• Jenelle Coy, Managing Partner, SPERO  
• Ann Ramakumaran, CEO, Ampcus, Inc.  
• Merrilee Kick, CEO, Buzzballz/Southern Champion LLC

Breakout VI: Lessons Learned from STEMpreneurs

Join us as we meet mentors and mentees in the Million Women Mentor Entrepreneur Initiative Mentor Program (MWM-Ei) to spur fast growth among STEM-based women-owned companies. Learn about how this one-year mentoring program is helping women accelerate their business growth and see if this program might be a good fit for you.

Moderator: Dr. Kim Grimes, Executive Director, MWM-Ei

Panelists:  
• Judith Goldkrand, Senior Vice President, Commercial Bank Leader, Wells Fargo & Company  
• Nancy Rosado, Business Initiatives Consultant, Wells Fargo & Company  
• Janet Bradsher, CEO, Solutions Solver (mentor)  
• Adonica Randall, President and Chief Problem Solver, Abaxent, LLC (mentee)  
• Ronnette Smith, President & CEO, RSV Group (mentor)  
• LaFarris Risby, Founder & CEO, Loving Arms Childcare & Pre-School (mentee)  
• April Garay, President, RollingStone Construction (mentee)  
• Lizette Espinosa-Veneziano, President and Co-Founder, Infanttech (mentee)
2:00 p.m. EST

Afternoon General Session

She’D Moments

Be inspired and learn from extraordinary women like you. These seven Enterprising Women will share one single impactful idea, lesson or wisdom from their life experience of failures or successes. She’D Moments are inspired by TEDx Talks.

Panelists:
- Runa Magnusdottir, CEO and Creator, The Change Makers
- Monika Moss Gransberry, Founder, MKM Management Consulting
- Cathy Light, Founder & CEO, Lideranca Group
- Andrea Conner, CEO, Stevenson-Conner Global Strategies
- Dee Robinson Evans, Founder & CEO, Robinson Hill, Inc.
- Tina Young, President & CEO, Quality Compliance & Management
- Susie Carder, Profit Coach, SC Consulting
Hall of Fame Global Powerhouse Panel

Meet and hear from this dynamic panel of international thought leaders, each of whom has been inducted into the Enterprising Women Hall of Fame.

Moderator:
• Denise Evans, Vice President, Women and Diverse B2B Marketing, IBM

Panelists:
• Ambassador Melanne Verveer, Executive Director, Georgetown Institute for Women, Peace and Security, Georgetown University, and Founding Partner, Seneca Point Global
• Irene Natividad, Founder & President, Global Summit of Women
• Mei Xu, CEO, Mei Xu & Company, and Founder, Chesapeake Bay Candle
• Elizabeth Vazquez, Co-Founder and 2020 Hall of Fame Inductee, WEConnect International
• Maria Sobrino, Founder & CEO, Lulu’s Foods, Inc.

Focus on the Enterprising Women Foundation

Learn about the Enterprising Women Foundation’s dynamic program to mentor the next generation of women leaders.

Opening remarks:
• Joanne Tabellija-Murphy, Director, Public Affairs, Constituent Relations, Walmart
• Enterprising Women Foundation supporter, Gloria Bohan, Founder and CEO, Omega World Travel

Learn more about our 2020 Young Enterprising Women Scholarship Winners and how you can get involved in this dynamic program: Monica Smiley, President and Founder, Enterprising Women Foundation
Highlights of our 2019 She’D Moments

Enjoy this fun look back at the best of our 2019 She’D Moments from top women entrepreneurs sharing an impactful idea or life lesson that shaped who they are today.

5:00 p.m. EST

Choice of three breakout sessions

Virtual Cocktail Party and Networking

Grab your favorite beverage and select the breakout room of your choice

Breakout VII:

Meet the Class of 2020 Enterprising Women of the Year Award Honorees

Breakout VIII:

Enterprising Women Advisory Board members

Breakout IX:

Hall of Fame inductees; sponsors; alumni award winners, and other thought leaders.

Want to follow up with those you met at the virtual cocktail party? Join us Oct. 29 or Oct. 30 for speed networking via the Enterprising Women group on Blitzr.

6:00 p.m. EST

Day One Closes
Tuesday, October 20

11:00 a.m. EST

Morning General Session

Enterprising Women Hall of Fame Induction & Tribute

Join us as we induct Deirdre Quinn, Founder, Lafayette 148 New York, and Elizabeth Vazquez, CEO and Co-Founder, WEConnect International, into the prestigious Enterprising Women Hall of Fame.

Following the Hall of Fame induction and remarks, we recognize the National Association of Women Business Owners with the 2020 Enterprising Women Legacy Award. Jill Calabrese Bain, Managing Director, Internal and Corporate Communications at Bank of America, will present NAWBO President Jen Earle with the award on behalf of the organization in recognition of NAWBO’s 45th anniversary.

In recognition of the 20th anniversary of Enterprising Women magazine, Monica Smiley, Publisher/CEO, will present a special award to 20-year sponsor UPS. Accepting on behalf of UPS will be Ayana Green, Vice President of U.S. Marketing, UPS.
Salute to the Enterprising Women Top 20 in 2020

In honor of the 20th anniversary of Enterprising Women, we recognize 20 previous recipients of the Enterprising Women of the Year Award with our prestigious Top 20 in 2020 recognition. Meet this amazing group of women leaders!

• Marti R. Hedge, President, Edge Solutions and Consulting Inc.
• Shelli Sun, CEO and Founder, BrightStar Group Holdings, Inc.
• Nathalie R. Doobin, Owner and CEO, Harvard Services Group and Harvard Enterprising Risk Solutions
• Dr. Rebecca Thomley, President and CEO, Orion Associates
• Margery Kraus, Founder and Executive Chairman, APCO Worldwide
• Patricia Miller, CEO, SpaceBound
• Merrilee Kick, CEO and Founder, BuzzBallz/Southern Champion
• Phyllis Newhouse, Founder and CEO, Xtreme Solutions, Inc.
• Jeanette Hernandez Prenger, Founder, President/CEO, ECCO Select
• Lili Hall, CEO and President, KNOCK, Inc.
• Karen Cripe, Founder and President, Label Logic Inc.
• Carol Curran, Founder and CEO, Phoenix Data Corporation
• Laurie DeJong, CEO, LDJ Productions
• Victoria Vasques, Owner and CEO, Tribal Tech, LLC
• Patti Massey, Founder & President, MYCA Group
• Lucie H. Voves, Founder and CEO, Church Hill Classics
• Susan McGlory Michel, Founder and CEO, Glen Eagle Advisors, LLC
• Kathie Herbst Okun, Owner, Okun Financial Group
• Caryn Kopp, Chief Door Opener, Kopp Consulting
• Sharon W. Reynolds, President and CEO, DevMar Products, LLC

Tribute to the Class of 2020 Enterprising Women of the Year Award Winners and Champions

We shine the spotlight on our amazing winners and champions, recognized by revenue categories, as we pay tribute to them for building financially strong and growing companies, providing leadership in their communities, and giving back to mentor and support other women and girls.
2:35 p.m. EST

Afternoon General Session

Hall of Fame She’D Moments

Past inductees into the Enterprising Women Hall of Fame and one recipient of the Enterprising Women Advocacy Award share their wisdom and life lessons to awe you in short presentations that are inspired by TEDx Talks.

Presenters:

- Phyllis Newhouse, President and CEO, Xtreme Solutions, Inc.
- Judi Sheppard Missett, Founder and CEO, Jazzercise
- Vicki Vasques, President and CEO, Tribal Tech, LLC
- Margery Kraus, Founder and Executive Chairman, APCO Worldwide
- Lillian Lincoln Lambert, author, coach and speaker, first African-American Harvard MBA recipient
- Laurie DeJong, CEO, LDJ Productions and Founder, The Paper Fig Foundation
Hall of Fame Founders Panel

In a historically significant session, these founders and leaders of major women’s business organizations gather to share our history and reflect on the future of their organizations.

Moderator:
- Hedy Ratner, Founder and Co-President of the Women’s Business Development Center (WBDC)

Panelists:
- Virginia Littlejohn, Founding Member, National Association of Women Business Owners (NAWBO)
- Susan Phillips Bari, Founder and President Emeritus, Women’s Business Enterprise National Council (WBENC)
- Dr. Marsha Firestone, Founder and President, Women Presidents’ Organization (WPO)
- Dr. Sharon Hadary, Founding Executive Director, the Center for Women’s Business Research (CWBR)
- Edie Fraser, Founding Member, Committee of 200, Founding CEO, Million Women Mentors and Women Business Collaborative
- Martha Mertz, Founder, ATHENA International
- Dr. Terry Neese, Co-Founder, Women Impacting Public Policy and Founder and President, the Institute for Economic Empowerment of Women
- Camille Burns, CEO, Women Presidents’ Organization
- Emilia DiMenco, President and CEO, Women’s Business Development Center
- Candace Waterman, President and CEO, Women Impacting Public Policy
5:00 p.m. EST

**Choice of three breakout sessions**

**Virtual Cocktail Party and Networking**
Celebrate the Class of 2020 and the Enterprising Women Community!

Grab your favorite cocktail, and kick back and relax at this virtual cocktail party and networking hour. Select the breakout room of your choice and meet other honorees, Advisory Board members, sponsors, speakers, and alumni award winners.

**Breakout X:**
Moderator: TBA

**Breakout XI:**
Moderator: TBA

**Breakout XII:**
Moderator: TBA

Want to follow up with new friends you made at the virtual cocktail hour? Join our speed networking for one-on-one meetings with Enterprising Women conference participants via Blitzr on Oct. 29 and Oct. 30.

6:00 p.m. EST

**Close of program**
Join Us for more great conference programming!

Our Enterprising Women Business Roundtable Series begins Thursday, October 29 and continues every two weeks through April featuring more outstanding content from the Enterprising Women Conference!

More than two dozen members of the Enterprising Women Advisory Board will lead 30-minute Zoom sessions on a topic of their expertise, presenting 10 minutes of content followed by 20 minutes of lively discussion from roundtable participants.

Topics will include marketing and branding strategies, social media and PR advice, HR and team building ideas, honing your leadership skills, financial success strategies, and much more!

Registration for the Enterprising Women Business Roundtable Series is included with your 2020 Enterprising Women Virtual Conference Registration! Watch for follow up emails with links to join these Zoom sessions!