

To be successful in your business or career, you must understand what you want, learn how to spot growth opportunities, and keep it simple. Butte College Small Business Development Center 18th Annual Women In Business Conference will lead you towards developing, managing and growing your business and professional career. We will **EMPOWER You** – to build a foundation that guides you to apposite options resulting in success; **EDUCATE You** – on how to follow the direction you laid out; and **ENCOURAGE You** – to develop, manage, and grow your business and career with “best-fit” practices.

Butte College Small Business Development Center invites you to share in our most exciting event of the year on Tuesday, September 27, 2016.

Who should attend?

- Anyone who is interested in developing, managing, or growing their career or business.
- Business owners, entrepreneurs, organizational leaders, non-profit, and individuals wanting to identify if the foundation laid is best fit.
- Business owners, managers, leaders and individuals who understand that to remain connected is to access continuous education.
- Organizations or individuals looking to assess where they are, where they would like to be, and best techniques for getting there.
- Business owners, organizations and individuals who understand the varied opportunities that come with being prepared.

Why should you attend?

- To learn about the importance of continuous technology integration, and how to achieve your personal and professional goals.
- To understand if social customer service is a huge opportunity for your business, and how to successfully join in.
- To identify your career objectives, ensure they match your goals, and decide on the direction for attainment.
- To substantiate your foundation and implement direction for success.
- To identify what you want your success to look like, lay out your best decision making process, and learn how to address growth opportunities.
- To remain **EMPOWERED, EDUCATED, and ENCOURAGED** about clearly identifying the best next step in your business or career and move forward with confidence!

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



Sophie Konuwa
Director, Butte College Small Business Development Center



**3536 Butte Campus Drive
Oroville, CA 95965**

**Women
In Business
CONFERENCE**
Empower • Educate • Encourage®

Tuesday, September 27, 2016

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.buttecollegesbdc.com

CONFERENCE SPONSORS



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THE 18TH ANNUAL

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**Business Savvy for Success in
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Susan F. Moody Susan F. Moody is a Certified Success Coach, Author, Speaker and Radio Host who, for 20 years, has been working with aspiring entrepreneurs and women of all ages, helping them define their goals, build their dreams, accelerate their results and create richer, more fulfilling lives. Susan graduated from Mount St. Mary’s College in Los Angeles with a degree in Education. She is also a self-proclaimed serial entrepreneur having owned and operated over 10 businesses. She is the Managing Director of the Phoenix Chapter of eWomenNetwork, has served on the board of the Small Business Administration (SBA) Women’s Roundtable, been mentioned in Entrepreneur’s Small Business Magazine, and featured on Talk Radio as well as NBC, ABC, CBS, and Fox affiliate television stations. She is the creator of the Yes! U Can Success Coaching Program and the Simple C Success System, writer of Ask the Wise Women advice column and author of the 4BNU Tween Mentoring Program and Cz the Day! Live Your Life Your Way. Susan is also a featured coach in Coaching for Results and a co-author with Brian Tracy of Beat the Curve. For enjoyment, Susan spends time by Oak Creek in Sedona, reading, writing, wine tasting and cruising around the world with her family and close friends.

OPENING KEYNOTE PRESENTATION: “Your Head Says Grow, But Your Heart Says No!”

“Go big or go home” is typically meant that in order to succeed you have to risk everything. That if you want to be seen as a winner, you go big. Otherwise you will be seen as a loser. And nobody wants to be viewed as a loser. So how do you effectively manage to develop personally and professionally when your head says grow, but your heart says no? You will learn five lessons in this keynote presentation:

- Determine your current decision making process.
- Learn how to address growth opportunities.
- Beware of the Petra Principle.
- Why it is okay to say No!
- How to feel like a winner every time.

BREAKOUT SESSION: “Create Your Own Success Story!”

Are you aspiring to successfully achieve your personal and professional goals? Come to this breakout session and create an outline of what true success looks like for you. Participants will gain clarity on what is their next right step in their business or career so they can move confidently forward on their personal path to success. You will: Discover the two essential keys for creating your definition of success; Recognize what success looks like to you; Learn the importance of being emotionally attached to your definition; the one critical thing you must give up to be successful; and Determine your next step towards greater success and happiness.



Ann Marie van den Hurk APR Ann Marie van den Hurk APR, is principal of Mind The Gap Public Relations. She is an award winning PRSA-accredited public relations counselor bridging the gap between traditional PR and digital with over a decade of experience assisting businesses and non-profits in taking leadership in reputation management, crisis communications, and navigating successfully the digital sphere in regards to growing and protecting relationships. Ann Marie is a nationally distributed business columnist for Lexington (KY) Herald-Leader and is part of the Tribune Content Agency (formerly McCatchy-Tribune Information Services.) Her award-winning column focuses on public relations, marketing, and social media for businesses often addressing topics before they become adapted mainstream. In 2013, Ann Marie published her first book, Social Media Crisis Communications: Preparing for, Preventing, and Surviving a Public Relations #FAIL through Que. She has spoken at diverse conferences: the International Conference of Risk and Crisis, ConvergeSouth, and Realtime Marketing

Lab. When she isn’t assisting clients find their voice, she is happily cooking in her kitchen and traveling, allowing her to fill her foodie blog with adventures.

BREAKOUT SESSION: “Managing Customer Service Expectations Online To Grow Your Business!”

Customers take to social media to talk about your business. Yet most aren’t there to assist their customers on social media. Social customer service is a huge opportunity for businesses to build goodwill and problem-solve real time. Add in the layer of online review sites such as Yelp and TripAdvisor, organizations need to be ready to engage customers where they are and that’s on social media. Grow and protect your business in the process. Let’s talk about:

- Importance of having social media integrated into your customer service.
- What are customers’ expectations online.
- Case studies of brands doing it right.
- Tips on online interacting.

CLOSING KEYNOTE PRESENTATION: “Building Foundation for Growth with Digital Communications!”

Twitter. Facebook. Pinterest. Merkat. Anchor. Snapchat. Eilo. Whisper. The list of social media networking platforms could go on for pages. People are saying you need to be on this one and that one to grow your business. Your head is spinning. Your thoughts are I’m running a small business and who has time for this?

How about we stop this merry-go-around? Let’s go back to basics and build a digital foundation that can grow your business while protecting all that you have worked for using digital communications tools. Ann Marie will show you how to build your foundation for growth with digital communications.

THE 18TH ANNUAL
**Women
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Business Savvy for Success in Development, Management & Growth!

Butte College Small Business Development Center is excited to present the Agenda for our 18th Annual Women in Business Conference. The day promises to **Empower You** – as you learn how to grow your business and career through managing expectations, **Educate You** – as you develop, understand, and integrate social customer service in your everyday living, and **Encourage You** – to identify the perfect fit for your professional career and business, and manage both with success.

Agenda – TUESDAY, SEPTEMBER 27, 2016

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, Butte College Small Business Development Center; Dr. Samia Yaqub ~ 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	Susan F. Moody “Your Head Says Grow, But Your Heart Says No!”
10:10–10:40 am	Break	Raffle Prizes, Book Signing & Shopping at our Famous Market Place
10:40–11:50 am	Breakout Sessions	Please choose one: A. Ann Marie van den Hurk APR “Managing Customer Service Expectations Online To Grow Your Business!” B. Susan F. Moody “Create Your Own Success Story!”
11:50 am–12:50 pm	Lunch & Networking	Catered by Local Business
12:50–2:00 pm	Closing Keynote Speaker	Ann Marie van den Hurk APR “Building Foundation for Growth with Digital Communications!”
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!

R E G I S T R A T I O N

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Chico Masonic Family Center

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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
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 15, 2016, 5:00 pm
\$474.00 per table of 6 received by Friday, July 15, 2016, 5:00 pm

REGULAR REGISTRATION

\$99.00 per person, received by Monday, July 18 to Friday,
August 26, 2016, 5:00 pm

\$594.00 per table of 6, received by Monday, July 18 to Friday,
August 26, 2016, 5:00 pm

LATE REGISTRATION

\$110.00 per person, received by Monday, August 29 to Friday,
September 23, 2016, 5:00 pm

\$660.00 per table of 6, received by Monday, August 29 to Friday,
September 23, 2016, 5:00 pm

**AFTER SEPTEMBER 23rd, and AT THE DOOR/SEPTEMBER
27th, 2016**

\$125.00 per person

Space is limited. Payment (cash, check, credit card) is due with registration. All cancellations received through Friday, August 12th, are subject to \$25 processing fee. Cancellations must be in writing. No refunds after August 12th, 2016, however payment can be applied towards any SBDC training within a year.

FOR CHECKS, PLEASE MAKE PAYABLE TO and MAIL TO:

NEC Small Business Development Center (SBDC) at Butte College
2480 Notre Dame Blvd., Chico CA 95928

(530) 895-9017 ~ Call for Credit Card Payments or stop by for all payment types