

2017

# 11th Annual Women's Marketing Growth Conference

Join our community of women where you will find great speakers, innovative and technical resources, support, helpful exhibitors, and friendships that will empower you in your everyday business life. We believe as we grow in business, we will impact and create opportunities for others. You will enjoy our exciting annual conference!

Thursday, June 15, 2017

Par-A-Dice Conference Center, East Peoria, IL

## DO YOU HAVE A NEED FOR:

- Advanced Marketing Strategies
- Women Sharing Marketing Tips
- Business Resource Tools
- Free Digital Business Resources
- Bottom Pelvic Floor Health
- How Local CEO's Grow Globally
- Money— Every Woman Needs \$1M
- Exhibitors, Prizes, Networking

## SCHEDULE:

- 8:00 Register, Exhibits, Breakfast
- 9:00 Dr. Rayan Elkattah
- 9:00 Ron Givens
- 10:00 Break, Exhibits
- 10:30 Linda Krendick
- 10:30 Stacey Reed
- 11:30 Break, Exhibits
- 12:00 Luncheon – Dr. Chiharu Ishida
- 1:30 Tom Hornstein
- 1:30 Cindy Hermann
- 2:20 Refreshments, Networking, Prizes, Closing

## COST:

- \$69 Early Registers by May 15
- Full Conference \$75
- Luncheon Speaker only \$50

## REGISTER NOW:

Doris Symonds 309-224-9665  
 E-mail: dsymo92699@aol.com  
 www.talktodorisnow.com

## PAYMENT TO:

T.A.L.K. Women's Conference  
 5106 Newcastle Dr. Ste. 4  
 Peoria, IL 61615

9:00 am



### Dr. Rayan Elkattah, OBGYN

*Urology & Gynecology*

OSF Healthcare

#### **The Prevention of the Bottom Pelvic Floor – Prolapse**

Are you ready to take action for a stronger pelvic floor? Pelvic floor strength is more than kegels! Pelvic floor treatment involves strengthening the surrounding muscle groups. Dr. Elkattah is dedicated to enhancing women's health by offering minimally invasive gynecologic surgical expertise and medical research advancement. This session will provide information on prevention of pelvic organ prolapse, nonsurgical and nonmedical management, hormonal replacement, and questions to ask your doctor on gynecologic surgery.



### Ron Givens

*President/CEO*

JM Industrial Supply

#### **Your Business is not a Hobby!**

You can't expect great results if you work only four to five hours a week in your business. Owning your own business requires focus and commitment. Educate yourself about the wide range of options and technologies. You can't expect to get an ounce more out of your business than what you've put into it. Join Ron as he shares his ideas on what it takes to run a profitable sustainable business in today's economy!

10:30 am

### Stacey Reed, Owner

*Integrity Plus Financial*

*Solutions & Director*

Unity Point Health

Methodist Proctor Wellmobile

#### **How Women can Boost their Financial Confidence!**

It's important that women embrace financial management because at some point in their lives, 9 in 10 women will be the sole financial decision maker because of divorce or death. Join us as we share ways to boost your financial confidence and address your questions about financial management. Stacey has 16 years of working experience in the areas of financial planning to include retirement, life insurance and long term care assistance. She has a passion and is committed to helping clients understand, set and achieve their financial goals.



### Linda Krendick

*Business Resources*

*Advisor*

Competitive Edge

#### **Knowing Your Business Resource Tools**

As a former director of the Illinois PTAC, join Linda as she shares a wealth of knowledge on how women can build sustainability for their businesses within the first five years of operations. She understands how women can leverage their businesses for growth opportunities. Join her for a dialogue on the importance of believing in yourself, continuous improvement, and researching the resources available for one's own success!





**Dr. Chiharu Ishida**

*Professor of Marketing Advanced Marketing Analytics Faculty  
Illinois State University*

**The Key to Driving Customer Growth: Advanced Marketing Analytics**

Women challenges in marketing are real and are constantly changing, and as your small business progresses, you must continually seek new and different ways to procure customers. You must learn cutting-edge skills and knowledge that keep you sharp and relevant in the market space. Join Dr. Ishida as she presents how customer and market data are used to make better decisions instead of “gut level” feelings. She will share free and low-cost resources you can use to market your business. Dr. Ishida will be discussing the practical application of analytics data in the small business setting and will provide insight into why analytics matter to every small business. This presentation will help women become conversational and knowledgeable about such a pivotal marketing component.

1:30 pm



**Tom Hornstein**

*President/CEO  
Excalibur Seasoning*

**Building a Small,  
Family Owned,  
Business from Good to Great  
and from Local to Global!**

Our business is to provide our customers with the highest quality product found in the industry. Excalibur has and remains committed to remaining a family owned business that is big enough to provide large supply demands and timely delivery of our products. Join Tom, a non-family member of a family owned company, as he shares five strategies to grow and lead an award winning business.



**Cindy Hermann**

*Assistant Vice President  
Commerce Bank*

**How Smart  
Business Women**

**Cultivate Relationships!**

Developing a relationship with a business banker, credit union representative or financial institution should be built like any other professional relationship. It's important to choose a reputable person and proven success. Partner with someone that you are comfortable with, that you are able to talk freely and ask questions and get respectable, caring assistance. If the right relationship is built from the beginning, a business expert can become one of a business owner's most valuable advisers. Join Cindy as she shares how a great relationship can put your small business on the track to becoming successful, profitable and sustainable.

**SPONSORS:**

- CEFCU
- Commerce Bank
- JM Industrial Supply
- Excalibur Seasoning

T.A.L.K. (Teaching & Learning for Knowledge) is a woman-owned business where entrepreneurs and established women businesses can receive cutting edge information, best practices, tools and solutions that enhance business growth. Women can actively engage with business leaders for relevant resources and meaningful dialogue.

**REGISTRATION 2017**

**June 15, 2017**

**Par-A-Dice Conference Center – East Peoria, IL**

- Full Conference cost \$69
- Breakout Session each \$30

- Luncheon & Keynote Speaker only \$50
- Late Registration: \$6 fee after 6/11/17

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_ Address \_\_\_\_\_ Zip \_\_\_\_\_  
 E-Mail \_\_\_\_\_ Phone \_\_\_\_\_ or \_\_\_\_\_

Make checks payable to: T.A.L.K. Women's Conference (Doris Symonds) and mail to 5106 W. Newcastle Dr. Suite 4, Peoria, IL 61615

To pay on-line: [www.talktodorisnow.com](http://www.talktodorisnow.com)