

2018

# 12th Annual "Emerging Business Women" Empowerment Conference

Join us as we bring successful business owners to share what it takes to grow and maintain a sustainable business. Engage in networking, Q&A sessions and obtaining business resources.

Thursday, June 21, 2018

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

## DO YOU HAVE A NEED FOR:

- Creating strategies for growth?
- Designing, pricing and marketing services?
- Launching a new product with statewide distribution?
- Procuring big businesses to widen market share?
- Finding helpful updated start-up resources?
- Mentoring, brainstorming and networking Face to Face?

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## SCHEDULE:

- 8:00 Register, Exhibits, Continental Breakfast
- 9:00 Rachael Parker
- 9:00 Liz Steffen
- 10:00 Break, Exhibits
- 10:30 Brenda Lovinggood and Theresa McDade
- 10:30 Cindy Byrd
- 11:30 Break, Exhibits
- 12:00 Keli Krueger-Huhra Luncheon Speaker
- 1:30 Ben Bally
- 1:30 Panelists – Women Sharing their Best Advice
- 2:30 Door Prizes/Dessert/Networking/

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## COST:

- Full Conference \$75
- Keynote/Luncheon only \$55
- Add \$10 after May 21

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## REGISTER NOW:

- T.A.L.K – Women's Conference
- Office: 5106 Newcastle Dr. Ste. 4 Peoria, IL 61615
- Contact: Doris 309-224-9665
- Email: dsymo92699@aol.com
- Online: www.talktodorisnow.com

9:00 am



### Rachael Parker

Owner  
Sweet Cakes by Rachael

#### The Good, The Bad and The Ugly – Small Business

Rachael has been baking cakes since 1987 for family and friends. When strangers began making requests she decided to start her own business. Rachael shares the highs and lows of entrepreneurship so others recognize that they are not alone. She shares keys to recognizing risk and uncertainty, balancing personal time with need for self-mentorship, how to keep a level head and avoid the downfall of a startup. She shares the rewards for pursuing your passions and building your own destiny.



### Liz Steffen

Owner  
Vanilla Sugar Face & Body Spa

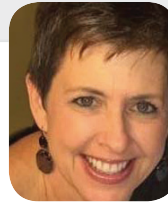
#### Pricing for Growth and Profits

Liz has grown a successful business in Peoria in less than four years to seven employees. She credits her time in the Navy for her strong communication, leadership and team management skills for her success. She shares the importance of market research and online marketing strategies including search engine optimization. Learn how to analyze your market, strategically price your offerings for exponential growth and create an effective marketing strategy to attract more business for increased profits.

10:30 am



**Brenda Lovinggood**  
Sweet & Tangy  
Barbeque Sauce  
Creator



**Theresa McDade**  
Critter Clip  
Creator

#### Let Your Passion Energize You!

Energized with passion, Brenda and Theresa share their experience in overcoming the challenge and overwhelm of creating their very first product for local and global distribution. You'll learn strategies they used to achieve final results taking a product from test market to consumers.



**Cindy Byrd**  
President  
Image Potential

#### The Power of Mindful Communication

Ineffective communication can cause misunderstandings, roadblocks, and broken relationships, but it doesn't have to be this way. In this fun and interactive program, you'll learn how to bring more presence, awareness, and thoughtfulness to your daily interactions, resulting in greater employee satisfaction, improved relationships with customers and colleagues, and a more positive reputation for you and your business.

## Luncheon Keynote Speaker 12:00 pm



### **Keli Krueger-Huhra**

*Director*

PTAC Illinois Procurement, Technical Assistance Center

### **Positioning for Real Business Growth – Time to Elevate Up!**

Don't think small. Think big and focus where you need to. Believe in yourself, your vision and that you will achieve your goals. Join Keli as she shares how you and your business can benefit from the wealth of knowledge and expertise available from PTAC. It is time to elevate up by seeking one-on-one counseling, technical information, marketing assistance and training on selling your goods and services to local, state, and/or federal government agencies.

1:30 pm



### **Ben Bally**

*Owner*

Uncle Bob's Ice Cream

### **Entrepreneurs! Getting a Retail Store to Carry Your Product!**

Creating a great new product is an entrepreneur's first challenge, often followed by a campaign to get that product on the shelves of a shop or retail store. Ben sells quality ice cream and customers buy quality delicious! As owner, he works with local dairies and suppliers to ensure a quality product. You'll learn how to do research, develop personal retail relationships, create a good pitch, package for shelves, and build a record of proven customer sales. You must be able to communicate and convince retailers how they will benefit with your product on their shelves.



### **Panelists –**

**Michelle Bohm**

### **Business Women Sharing their Best Advice!**

There is no one who owns a company who knows all the answers or has all the skills. The best advice is to never be afraid to ask other people for their help or advice. Most women have definitely not launched their business alone. Women can have a ton of support by seeking out mentors, experienced business owners and building relationships. You're always going to find yourself at a roadblock. Join us for the toolbox startup wisdom, technology boosting tips, one private investment secret, and five marketing tips.

## **SPONSORS:**

Commerce Bank

JM Industrial Supply

T.A.L.K. (Teaching & Learning for Knowledge) is a woman own business. A proud member of or affiliate of: NAWBO, SCORE Chapter, and the BBA. Since 2003, donations are provided to charitable organizations to support the community. T.A.L.K. is the proud award winner of: Women in Business Champion of the Year 2011 for the State of Illinois and Midwest Regional Award – USA SBA. iBi December 2011 issue: Eleven Women Who Made a Difference

## **REGISTRATION 2018**

**June 21, 2018**

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

Full Conference cost \$75

Conference and Exhibitor \$150

Luncheon & Keynote Speaker only \$55

Late Registration: \$10 fee after 5/21/18

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)