

2016

10th Annual Women's Growth Conference

Join us as we bring together a diverse group of business experts willing to share what it takes to grow your business successfully.

Thursday, June 23, 2016

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

DO YOU HAVE A NEED FOR:

- Creating Strategies for Growth
 - Customer Retention and Loyalty
 - Designing, Pricing and Packaging
 - What's Futuristic in Healthcare
 - Money for Start-ups
 - Video Training
 - SEO! More Leads From Your Website!
 - CEO's – Innovative-Profitable-Likable
 - Mentoring, Brainstorming, Networking?
-

SCHEDULE:

8:00 Register, Exhibits, Breakfast
9:00 Bill Cirone
9:00 Suzanne Hinderliter
10:00 Break, Exhibits
10:30 Dr. Leslie McKnight
10:30 Jerry Nutt
11:30 Break, Exhibits, Lunch on your own
1:00 Cindy Byrd
1:00 Greg Wilson
2:00 Break, Exhibits, Refreshments
2:30 Fran McKay
2:30 Tony Jones
3:30 Alice Anthony, Dinner/Prizes!

-

COST:

\$60 Early Registers by May 1
Full Conference \$65
Keynote Speaker/Dinner \$55

-

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



Suzanne Hinderliter

Vice President
OSF TeleHealth

Digital Technology

Technology in healthcare is constantly changing and women must be aware! Suzanne Hinderliter works with health care providers to expand and develop TeleHealth solutions. TeleHealth provides access, gets resources and brings healthcare services to patients in rural locations. This technology reduces travel time, health care costs and improves access to services for patients. Join Suzanne as she shares the importance of TeleHealth services.



Bill Cirone

Chairman/CEO
Federal Companies

Be Real! Stay Focus! Think Big!

Federal companies started as a small, family-owned operation. Bill's commitment to rally around the customer for years created years of success. How do you take a small company as a single warehousing and distributing center to become a global moving, storage and logistics provider? Success comes to those first starting out who are resilient, willing to change and innovative in the market place noted Bill. Don't miss the wealth of knowledge and expertise in the many phases of progressive entrepreneurship.

10:30 am

Dr. Leslie McKnight

Founder
McKnight & Associates

Strategies to Position Yourself for Real Growth!

Dr. McKnight is the founder of McKnight & Associates, a management consulting firm that specializes in strategic planning, process improvement, change readiness and executive coaching. She is an expert in implementing new processes and sustainable ways of doing business that result in increased revenues and cost savings. Listen closely as she emphasizes the value of creating strategies to sustain a small business in a competitive market place. Join Dr. McKnight as she explains strategies on how to position yourself for real business growth. It could really make a difference in your bottom line.



Jerry Nutt

New Business
Finance Credit
Analyst

Illinois Business Financial Services

Capitol Resources! It's Available!

Are you seeking funding for your business? Jerry is a proven leader with 24 years of progressive experience in retail and commercial banking. Listen as he shares a proven resource for start-ups seeking capitol that has proven quite valuable. Don't miss this session to learn how you can benefit with at least a \$50,000 funding opportunity to enhance your business today! Keep your business thriving with capitol!



SPONSORS: CEFCU, Pogo Marketing, OSF Healthcare, Commerce Bank, Edward Jones, IBFS, JM Industrial Supply

T.A.L.K. (Teaching & Learning for Knowledge) is a proud member of or affiliate of: NAWBO, SCORE Chapter, WIL-Women In Leadership and The Peoria Chamber of Commerce. Since 2003, a percentage of the proceeds has been donated to a charitable organization to support the community. T.A.L.K. is the proud award winner: Women in Business Champion of the Year 2011 for the State of Illinois and Midwest Regional Award – for the USA SBA. iBi December 2011 issue: Eleven Women Who Made a Difference- T.A.L.K. by Doris!

1:00 pm



Cindy Byrd
Founder/Owner
Image Potential

Find Success by Creating Distinction!

How do you get customers to return and stay loyal with you? When customers are engaged with your brand, they stay loyal, excited, committed and buy more. When your customers trust your products, they market you by sharing their experiences on how you made them feel. Join Cindy as she shares how to engage and retain your customers by creating positive, memorable, and distinct experiences. You will have extraordinary results!



Greg Wilson
Owner
POGO Marketing
Digital Marketing

POGO Marketing was formed in 2007 to offer quality design, print, and marketing services for small to medium sized businesses. Join Greg to learn more about the differences between Search Engine Optimization and Search Engine Marketing and the ever-changing digital landscape. Learn more about recent changes made by Google, affecting digital marketing efforts locally and around the world. If your business website is used to drive sales – this session should not be missed!

2:30 pm

**Tony Jones, CPT,
CRISC**
Information and Security
State Farm Insurance



The Value of Video Marketing

Video marketing is getting bigger! It can increase your credibility, business, brand and the products you want to promote. Videos are ten times more engaging than text, people enjoy watching them and is more memorable than text. So, if your business needs to reach a large audience, then video marketing may be the right tool. With a master's degree in Information Systems plus an easy to understand explanation of video creation, Tony will provide insight on the value and benefit of using video as an "affordable tool".

Fran McKay
Financial Advisor
Edward Jones



Attain What You're Working For!

All of us work hard at our jobs to provide financial security for our family when we are young and financial independence for ourselves in our retirement years. Join us as we explore how to make your hard earned efforts pay off. We'll talk about how to fit saving for retirement into your budget, the benefit of using tax advantaged strategies, and how to protect your family in case of the unexpected. Join Fran as she takes the time for you to understand the meaning of the jargon to help you avoid investing mistakes.

Keynote Speaker



Alice Anthony

CEO/Owner
Aleecé's Pita Chips, LLC

Real Success! Pita Chips & More!

Do you have a product that should be selling in the market place? Join Alice as she shares her inspirational story, challenges, and successes of her business. Listen and learn how she designed, priced, packaged and marketed her snacks. Through research she learned how to mass-produce her snacks. Aleecé's Pita Chips distribution began on local store shelves and increased to statewide and internet sales.

**Sample Pita Chips
5 Flavors!**

REGISTRATION 2016 WOMEN "EMPOWERMENT" CONFERENCE JUNE 23rd

- ☐ Conference, Dinner & Keynote Speaker \$65
- ☐ Breakout Sessions only \$45

- ☐ Dinner & Keynote Speaker \$55
- ☐ Late Registration: \$5 fee after 6/21/16

Name _____ Title _____
Company _____ Address _____ Zip _____
E-Mail _____ Phone _____ or _____

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

To pay on-line: www.talktodorisnow.com