



WOMEN ENTREPRENEURSHIP CONFERENCE 2018

October 19, 2018
North Central College

Presenting Sponsor

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Speak Up: The Power of the Woman's Voice in the World of Business

Welcome to the inaugural Women Entrepreneurship Conference! Hosted by ConVerge Center for Innovation and Entrepreneurship at North Central College, and sponsored by Naperville Bank & Trust, this conference brings together entrepreneurial girls and women in the West Suburbs to learn from one another, network, and help advance female and minority entrepreneurship.

Designed by women for women, the conference focuses on the theme, *Speak Up: The Power of the Woman's Voice in the World of Business*. Today's presentations and workshops will help strengthen our voices on various levels -- whether it is building confidence in starting our business, speaking up in the classroom or boardroom, advocating for ourselves via legal systems, and contributing our unique perspectives in any workplace.

This year marks North Central College's inaugural participation in the worldwide movement, Women Entrepreneurship Week (WEW), founded by Montclair State University. WEW is an annual event that celebrates female entrepreneurship during a designated week in October. To date, more than 150 colleges and universities in six continents have joined the global movement.

On behalf of the Planning Committee, thank you for being part of this powerful movement. Together, let us continue speaking up and advocating for ourselves and our communities -- and celebrate our collective voices, whichever career paths we choose.

Yours,

Bea Rodriguez

Women Entrepreneurship Conference Founder & Chair

Women Entrepreneurship Conference 2018 Planning Committee

Amy M. Toepper

Gerianne Wiesbrook

MacKenzie Yates

Emily Migala

AGENDA

11:00 AM Check-in & Welcome

12:30 PM Lunch & Panel: Journey to Entrepreneurship

*Moderator: Amy Toepper, AMT Law

*Panelists:

- 1) Terrie Simmons, Women's Business Development Center
- 2) Jean LaVallie, WESOS (Women Entrepreneurship Secrets of Success)
- 3) Nicki Anderson, Naperville Area Chamber of Commerce
- 4) Pamela Sharar-Stoppel, Naperville Bank & Trust

1:30 PM Group Picture; Coffee & Networking Break

2:00 PM Presentations & Hands-on Workshops

Room 1: Facebook for Business - Geriann Wiesbrook

Room 2: Business Law 101: Protect What You've Built - Amy Toepper

Room 3: The Unstoppable Business Woman: Identify & Unleash Your Strengths -
Erika Gilchrist

2:45 PM Break

3:00 PM Presentations & Hands-on Workshops

Room 1: Instagram for Business - Geriann Wiesbrook

Room 2: Presentation Techniques for the Classroom or the Boardroom - Leahruth Jemilo

Room 3: From Idea to Startup: *I Have a Great Idea; How Come I'm Not a Millionaire?* -
Denise Schmidt

3:45 PM Break

4:00 PM Presentations & Hands-on Workshops

Room 104: [STUDENTS ONLY] Public Speaking & Vocal Coaching - Theresa Sperling

Room 156: Telling Your Story - Patti Minglin, GoGirl Communications

Room 254: Meet & Greet 101: Work the Room with Confidence - Geriann Wiesbrook

Room 256: Business Law 101: Protect What You've Built - Amy Toepper

5:00pm-7:00pm Group Picture

Networking over Cocktail & Hors d'oeuvres

Optional Professional Digital Headshots

Door Prizes

BIOS

Panelists



Nicki Anderson has been CEO of the Naperville Area Chamber of Commerce since 2014. As a past board member and 20-year member of the chamber, Nicki is the first woman to serve as CEO. In addition to the Chamber Board, Nicki also served on 360 Youth Services Board of Directors, Samaritan Interfaith Board of Directors, IDEA Health and Fitness Advisory Board and currently serves on the Loaves and Fishes Community Services Advisory Board and 360 Youth Services Community Advisory Board. Prior to her role as CEO, Anderson founded Reality Fitness in 1993, which was one of the first in-home personal training businesses in the region. Reality Fitness went from a one-woman operation, to a staff of 12 with the addition of a brick and mortar facility. Anderson traveled all over the world educating small and large health clubs on customer service, marketing and innovation. In 2000, she had her first book published and went on to publish two more business focused books. From 1998-2013, she was a columnist for Sun-Times Media, and Tribune Companies. Anderson lives in Naperville with her husband Bill. They have 4 grown children and 2 grandchildren.

Terrie Simmons is the first Director of the Women's Business Development Center-Aurora and a leader in the community who served as the first female Chair of the board of the Quad County African American Chamber of Commerce. She is a retired ComEd manager, forward thinker and servant leader who led a project that saved the company over \$13M annually in cost. A graduate of Aurora University, she also gives back by teaching classes to graduate students. She has received a number of awards including the Delta Sigma Theta Leadership and Community Service Award, Aurora Regional Hispanic Chambers Mujeres in Business Award, and Top Ladies of Distinction Leadership Award.



BIOS

Panelists



Jean Lavallie believes women add value to each other through connection, resources, and support in both business and life. Seven years ago she created WESOS Network-- Women Entrepreneurs' Secrets of Success-- out of her desire for authentic, supportive networking. WESOS emphasizes relationships first, then helping one another grow businesses together. Jean's vision has helped hundreds of women entrepreneurs remove their business mask and connect with people on a more heartfelt level. As WESOS continues to expand, with new chapters opening across the U.S., Jean believes and lives by the same intention which closes every WESOS meeting: "How would your life and your business change if you surrounded yourself with women who refused to let you fail?"

Pamela Sharar-Stoppel began her career in finance as an underwriter of Directors and Officers Liability. She switched to commercial banking with the Australia and New Zealand Bank in Chicago after earning an MBA in finance and international business from Northwestern University. An opportunity to work with a more relationship based approach to customers caused her to move to NBD Bank which ultimately became American National Bank, then Chase. She has worn many hats: branch president, middle market division manager, credit underwriting, troubled-credit officer, and customer service management. Pam joined Wintrust in 2007 as Senior Lender and Chief Credit Officer of Wheaton Bank & Trust to be part of a successful, growing organization with an entrepreneurial spirit and strong relationship focus. In 2013, Pam took the lead as President and then CEO.



BIOS



Geriann Wiesbrook is the founder of Military Mama Network and lead admin for over 100 Facebook groups as well as 4 Facebook business pages. She grew Military Mama Network's Facebook presence from ZERO to 20,000 in less than 4 years, capturing the attention of multiple team members of Facebook, Inc. Geriann has successfully launched a 501(c)3 corporation, and successfully leads a team of hundreds while juggling a marriage, helping raise her grandsons, and visiting several long-distance family members. Sometimes she even gets to read a book! Recently, Facebook chose Geriann as one of 115 for their prestigious Community Leadership Program. The statistical likelihood of being recognized by multiple FB teams is 1:5 octillion (that's 27 zeros and 9 commas!) The program includes multiple meetups on Facebook's campus and a financial grant. Why does that matter? Social Media is the #1 way to grow any small business and is particularly effective for charities. Facebook is just one tool we, as small business leaders, should have in our toolkit.



Denise Schmidt After three decades of successful serial entrepreneurship, and management of Chambers of Commerce and membership organizations, Denise Schmidt has made Women Entrepreneurs Secrets of Success (WESOS) her home as its Chief Operating Officer. Her passions for connecting members with colleagues and collaborators while educating them to be profitable and engaged business owners have helped expand the reach of the organization over 650% during her two-year tenure. She believes that women see business in a fundamentally different way: a more collaborative than a transactional one in approach. In addition to leading the operational side of the WESOS Network, she is the creative source for the WESOS Foundation, serving as its President and Executive Director. The Foundation is a recognized 501(c)3 charitable organization that educates women business owners and identifies emerging entrepreneurs from socially and economically underserved communities.



Erika Gilchrist After overcoming trauma throughout her life -- assaulted as a little girl, domestically abused as a young adult, living in a women's shelter, and surviving a suicide attempt -- Erika Gilchrist has earned the title of "The Unstoppable Woman." The creator of the brazen brand, W.T.F. - Women Thriving Fearlessly!™, Ms. Gilchrist is regarded as one of the most energizing, engaging, and captivating speakers in the industry. As a published author of 13 books and a 20-year speaking veteran, Ms. Gilchrist is an expert in personal development, leadership training, and conflict management skills for women. She has built a thriving business from absolutely nothing to being the owner of the largest expo for women in business in Chicagoland -- appropriately called the Women Thriving Fearlessly Expo™. She has been featured as one of the "15 Most Powerful Women on the South Side of Chicago," Chicago Woman Magazine, CLTV, and Rolling Out Magazine.

BIOS



Theresa Sperling CEO and Lead Instructor for Achieve That Next Level, has been involved in training since 1993. Over her career, she has naturally gravitated toward training new employees and mentoring those beginning their careers. Theresa currently conducts public speaking workshops based on The Speakers Training Camp,[®] and her many years in Toastmasters. She also delivers talks to various groups on aspects of speaking, business and leadership. Heavily involved in Rotary International, she founded a local club with another woman in 2015. The club was chartered so quickly, that these two ladies are known as the “Dynamic Duo” throughout the Rotary District. At the district level, Theresa is currently serving as the Assistant District Trainer where she develops and presents training for members of 60 clubs. Lastly, Theresa has a strong connection to her community. She is proudly serving her second term as Montgomery Village Trustee.



Leahruth Jemilo is the Founder and CEO of Girlspeak, a communications and public speaking program for middle and high school age girls. Prior to founding Girlspeak, Leahruth lived in NYC and worked at Georgeson, a corporate governance consulting firm. To fulfill her desire to work with mission driven organizations, Leahruth volunteered with StreetWise Partners, a career development program for historically marginalized populations. While working with this program Leahruth noticed a relationship between the confidence levels of program participants and their ability to communicate effectively. In 2014 Leahruth began her MBA at Columbia University and in an Entrepreneurship class developed the curriculum for a public speaking program that would help girls be more confident in their ability to effectively communicate. After graduation, Leahruth piloted the program in NYC at AOL with their #BBGVentures summer interns. She then presented it with NYC public schools before deciding to return to her roots in Chicago and dedicate herself full time to making Girlspeak a reality. Girlspeak has worked with the following Chicago Public Schools: Agassiz Elementary, Murphy Elementary, Dyett High School for the Arts, and Scammon Elementary. Girlspeak is a certified vendor with Chicago Public Schools.

BIOS



Amy M. Toepper is a corporate attorney with more than 15 years of experience, specializing in the areas of labor and employment law. Mrs. Toepper is the owner of AMT Law, LLC and a co-founder of Legal In A Box. Mrs. Toepper's expertise includes, but is not limited to, the following employment-related matters: handling discrimination charges filed by employees under Title VII, ADA, or ADEA, representation of employers at administrative agencies, employee handbook review, policy and procedures drafting, leave of absence management, disability accommodation and interactive process, unemployment disputes, wage and overtime claims, retaliation claims, non-compete and non-solicitation agreements, employment agreements, FMLA, and Pregnancy Discrimination Act, and harassment training. Prior to opening her own firm, Mrs. Toepper practiced labor and employment law at firms in the Chicago area including Littler Mendelson. Her clients include both national, publicly traded companies and small to mid-size companies that simply may not have the capacity for their own attorney or human resource manager. Mrs. Toepper holds a Bachelor of Arts from Loyola University Chicago and a Juris Doctor from Loyola University Chicago School of Law. Mrs. Toepper is originally from the Chicago area and currently resides in Naperville with her husband and two children.



Patti Minglin With a degree in English and Communications, Patti Minglin graduated from Ball State University in 1992 being able to do two things really well: write and talk. Those two skills fed into Patti's passion for storytelling and not only helped her move up the corporate ladder in the newspaper industry, but also led her to launch her own content marketing company, Go Girl Communications. As the CEO of Go Girl Communications, Patti helps small- to medium-sized businesses discover their brand stories and create innovative ways to tell that story to others. Patti believes knowing your story—whether as a business or as an individual—is what fuels innovation and growth and she has made it her mission to share the power of storytelling with others. It's no surprise that Patti is an avid reader and writer, contributing regularly to publications and blogs including sharing her voice every month as one of the co-hosts of the Naperville Mom's Network talk show on NCTV17 and appearing in the cast 2015 cast of Listen to Your Mother Chicago. Patti also works with Inland Press Association as their Business Partner Liaison, helping brands connect with newspapers throughout the United States. Patti resides outside of Chicago with her husband and three children.

SESSIONS

2pm Presentations & Hands-on Workshops

Facebook for Business

Gerianne Wiesbrook

This session is meant to help the participant transition from personal use of Facebook to business use. You will come away with an understanding of the differences between browsers, how to & why to set up a business page, as well as how to maximize visibility will be discussed. The majority of time will be spent discussing the importance and strategy of creating community on Facebook and how that alone will drive any small business growth and engagement.

Business Law 101: Protect What You've Built

Amy Toepper

In this session, you will hear from Amy Toepper, a 17-year business attorney, and learn about the basic legal tools and techniques that all entrepreneurs should know to protect what they've built. Amy explains what may appear to be complex legal issues in an easy-to-understand, approachable way.

The Unstoppable Business Woman: Identify and Unleash Your Strengths

Erika Gilchrist

Are you struggling to identify your strengths or find your voice in the business world? This energizing session provides solutions-based content: learn how to roll up your sleeves, make no excuses, and get what you want. Debunk common success strategies that have been more harmful than good. Shine, my dear, unapologetically!

SESSIONS

3pm Presentations & Hands-on Workshops

Instagram for Business

Gerianne Wiesbrook

This session will help the participant transition from personal use of Instagram to business use. The participant will leave this session with 10 power strategies for engagement and app and website recommendations to implement IG strategy.

Presentation Techniques in the Classroom or Boardroom

Leahruth Jemilo

Surveys indicate that people are more afraid of public speaking than death. The idea of standing in front of a group of people and articulating yourself can be paralyzing to many of us. Many people think they're "just bad at public speaking" when in reality it is a skill like any other, one that must be learned and practiced (similar to learning an instrument or playing a sport). In this session we will talk openly about our anxieties related to public speaking and then learn a few tools that you can take home with you to use immediately to help you be an effective communicator. Participants will have an opportunity to practice the techniques within the group and provide real-time feedback in a safe and supportive environment. If public speaking scares you or you want to be a better communicator, this is a great workshop for you! Your voice is a powerful tool and we will help you use it effectively.

From Idea to Startup:

I have a great idea! Why haven't I made a million \$ yet?

Denise Schmidt

Have you got a great idea? What if that just wasn't enough?

From idea to market, businesses go through a multitude of stages that can propel you forward or stop you in your tracks. As much art as science, building a successful business has predictable growth patterns (and predictable periods of stagnation!). This workshop is a step by step walk through the process of bringing your great idea to a profitable product/service in the marketplace. Learn how to take control of your idea and turn it into the success of your wildest dreams. Don't have a great idea yet? That's OK - you can get one in this course!

SESSIONS

4pm Presentations & Hands-on Workshops

Meet & Greet 101: Work the Room With Confidence

Gerianne Wiesbrook

In this session the participant will learn how to make your 30 seconds unique and memorable, the 10 power strategies for connecting, and answer the question, "But what if you're an introvert/shy?"

Unleashing Your Inner Storyteller

Patti Minglin

Whether you are a startup working on an investor pitch or a seasoned CEO looking to better engage your customers, one thing is for sure: you need to be a better storyteller. Thanks to our ever-growing list of marketing channels, it is harder for brands to grab (and keep) the attention of their audience, making storytelling an intricate part of your company's overall business strategy. During this session, Go Girl Communications CEO Patti Minglin will share best practices for how to create and tell a brand story that will help you rise above the marketing noise and competition and drive innovation and growth for your company.

Public Speaking & Vocal Coaching - for Students

Theresa Sperling

Each of us is born with something special. It is our responsibility to share our gifts or talents with the world. Sharing our gifts with the world takes courage and confidence. A confident woman can inspire anything she desires. In this session, we will discuss how to use our voice and body language to make an impact. Then we will practice vocal techniques and body postures that project confidence. Participants will leave with tools and exercises to build their confidence in expressing themselves.

Business Law 101: Protect What You've Built

Amy Toepper

In this session, you will hear from Amy Toepper, a 17-year business attorney, and learn about the basic legal tools and techniques that all entrepreneurs should know to protect what they've built. Amy explains what may appear to be complex legal issues in an easy-to-understand, approachable way.



Women Entrepreneurship Week 2018

A black silhouette of a person standing and holding a large red gear. A blue gear is positioned below the red one, partially overlapping it.

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