

**For all women
in business!**

**Tuesday,
June 30,
2009**

**Women
Business
Owners'
Opportunities
Conference
(WBOOC)**

**Building
Blocks for
Success**

7:30 a.m. – 3:30 p.m.

West Tennessee Center
for Agricultural Research
605 Airways Blvd.,
Jackson, Tennessee



STATE OF TENNESSEE



ECONOMIC & COMMUNITY DEVELOPMENT

 **Tennessee
Economic Council
on Women**

 **WestStar**

Bringing people and ideas together for a better Tennessee

Why would I want to come to the conference?

Opportunities abound for women business owners seeking to sell in the business-to-business (B2B) marketplace. This multi-billion dollar market segment consists of buyers from government and private industry who purchase services, equipment, supplies, transportation, wholesale, retail, agriculture, finance, or most any good or service imaginable.

This niche market offers contracting jobs that can help you **establish strategic relationships** to increase your company's competitive edge, so your business can grow exponentially.

What does the conference have to offer me?

This day-long event consists of powerhouse sessions, workshops, and panel discussions designed to help you grow your business. You will hear expert speakers present dynamic information on business and government certifications and diversity programs; building your business from growth to maturity; and even financial principles critical to your business.

The Opportunities Room – What's that?

Access the Opportunities Room where governmental agencies and private sector **businesses will share upcoming bid and contracting opportunities**. You will learn first hand if there is a match between your company's goods or services and the 20 participating buying agencies. You will leave with valuable information in hand on how to competitively vie for contracts. Who knows . . . maybe your company can walk away from the Opportunities Room with a win!

Who should attend?

- Existing Women Business Owners
- Emerging Entrepreneurs
- Business & Economic Development Community
- Public and Private Sector
- Any Business Seeking to Grow
- Anyone Wanting Success and Networking

Building Blocks for Success

Conference Schedule

Tuesday, June 30, 2009

West Tennessee Center for Agricultural Research
605 Airways Blvd., Jackson Tennessee

Exhibits/Opportunity Room open all day, starting at 7:30 a.m.

- 7:30 – 8:10 a.m. **Registration/Continental Breakfast**
- 8:00 – 8:30 a.m. **Welcome**
- 8:30 – 9:15 a.m. **Plenary Session**
Ms. Susan Hendrix O'Connell,
Henco Furniture, Selmer
- 9:20 – 10:10 a.m. **Concurrent Session Track A**
- 10:10 – 10:30 a.m. **Break**
- 10:30 – 11:20 a.m. **Concurrent Session Track B**
- 11:25 – 12:15 a.m. **Concurrent Session Track C**
- 12:15 – 1:45 p.m. **Lunch**
Ms. Christy Shaffer, president and CEO
of Inspire Pharmaceuticals, Durham, N.C.
- 1:50 – 2:40 p.m. **Concurrent Session Track D**
- 2:45 – 3:30 p.m. **Lending Information**
- 3:30 p.m. **Door Prizes and Closing Remarks**

Concurrent Session Tracks

	New Businesses	Existing Businesses	Professional Development
A	Business Planning 101	Grant Writing	Stress Management
B	Internet Marketing	Customer Service	Fitness and Wellness
C	Human Resources 101	Internet Social Networking	Business Etiquette
D	Time Management	Clarifying the Certification Process	Dress for Success



Note: We reserve the right to substitute topics or speakers.
(If you have questions about the conference or the registration process, please contact Virginia Grimes at 731-881-7298.)

3 Easy Ways to Register

Seating is Limited!

Registrations are taken on a first-come, first served basis.

1. **By Mail:** Return the enclosed registration card to: WestStar, UT Martin, 321 Administration Bldg., Martin, TN 38238 Make checks payable to WestStar. We will accept one check for a group, but there **must** be a separate registration form filled out for each attendee.
2. **By Fax:** Fax a copy of the registration card to 731-881-7019
3. **By Email:** vgrimes@utm.edu

If you are registering by email, make sure to include your name, your business, your complete address and phone number. If you are registering for two people, make sure to include all information on **both** people. Also, your check should arrive by the deadline.

Registration Deadline: Monday, June 22, 2009

Conference Cost: Registration fee is \$35/person, \$60 for two, a small investment for such a big return on benefits. The fee includes breakfast, lunch, seminars, and access to the Opportunities Room. No refunds.

For more information, call Virginia Grimes at 731-881-7298

www.utm.edu/weststar • <http://tn.gov/eced/bero> • www.state.tn.us/sos/ecw



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