



2023 WOMEN'S
**LEADERSHIP
CONFERENCE**



JUNE 16, 2023

COLUMBUS, OH



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Jenny Saunders
President of FCBank

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2023 WOMEN'S
**LEADERSHIP
CONFERENCE**

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WELCOME TO THE WOMEN'S LEADERSHIP CONFERENCE!

Brady Ware is committed to creating fearless female leaders. As women business owners, we focus on the success and impact of female leaders within our community.

Our Women's Initiative provides opportunities that encourage professional and personal development. We apply our values to empower women throughout our business and to change the way others perceive the strength of women.



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& COMPANY

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CHECK OUT BETTY COLLINS'

INSPIRING WOMEN PODCAST



This is THE podcast that advances women toward economic, social, and political achievement

Betty is active in the greater-Columbus area, working to empower women, and she's the Director of the Brady Ware Women's Initiative.

Each episode is committed to empowering women to go their distance in the workplace and at home.

<https://www.bradyware.com/podcasts/>

WELCOME

10 YEARS OF ENERGIZING GROWTH

It's hard to believe that this is the 10th Annual Brady Ware Women's Leadership Conference. We started this conference 10 years ago to empower women within our community and now, hundreds of women have built connections and grown their personal and professional networks through attending this event. Brady Ware, The Women's Small Business Accelerator and The Better Business Bureau of Central Ohio recognize women's value in the community and workplace and are proud to host a day filled with knowledge, wisdom, and networking to help you learn and grow as a leader.

Our speakers and panelists are experts in their fields and are looking forward to sharing their knowledge and experiences with you throughout the day. We encourage you to meet new people, connect with old friends and former colleagues, and most importantly, take time for yourself. Give yourself the priceless gifts of time, self-compassion and professional growth throughout the day.

We are very honored to lead companies and organizations that believe in the empowerment of women and the importance of success in the business community and marketplace. It is our hope that you enjoy all the little moments that the Women's Leadership Conference provides to energize your growth and leave you feeling inspired.

Thank you for joining us today!



BETTY COLLINS

Brady Ware
& Company



JUDY DOLLISON

BBB of Central Ohio



MARY MCCARTHY

Women's Small
Business Accelerator

HOSTS & PARTNERS

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BBCO

CITY OF COLUMBUS

SITEINSIGHT

SCHEDULE OF EVENTS

7:30AM - 8:30AM

REGISTRATION | NETWORKING | EXHIBITORS

8:30AM - 9:30AM

WELCOME | BREAKFAST SPEAKER

AJ Casey, *Make Ya Wanna STOMP!*

9:30AM - 9:45AM

BREAK & EXHIBIT AREA

9:45AM - 10:30AM

BREAKOUT SESSION 1

10:30AM - 10:45AM

BREAK & EXHIBIT AREA

10:45AM - 11:30AM

BREAKOUT SESSION 2

11:30AM - 11:45PM

BREAK & EXHIBIT AREA

11:45PM - 1:30PM

LUNCH & KEYNOTE SPEAKER

1:30PM - 2:00PM

BREAK & EXHIBIT AREA

2:00PM - 2:45PM

BREAKOUT SESSION 3

2:45PM - 3:45PM

C-SUITE POWER PANEL & CLOSING

3:45PM - 5:00PM

HAPPY HOUR & COCKTAIL RECEPTION

ONE COMPLIMENTARY HEADSHOT

IT'S TIME TO STEP INTO THE SPOTLIGHT AND SHOWCASE YOUR LEADERSHIP PROWESS LIKE NEVER BEFORE!

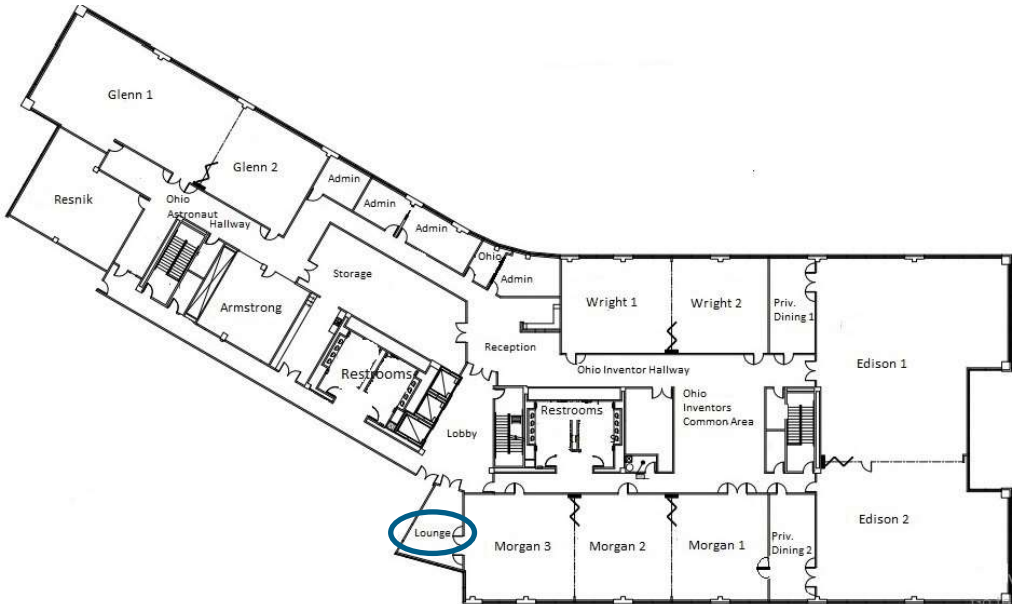


SERENA SHI
STUDIOS

We're thrilled to announce that Columbus-based photographer Serena Shi will be capturing FREE headshots exclusively for attendees of this year's Women's Leadership Conference. This is your opportunity to highlight your brilliance, confidence, and unwavering determination in a professional photograph that will leave a lasting impression.

**Additional poses/photos may be purchased*

Serena will be located in the lounge next to Morgan 3.





Investing in women's success

At JPMorgan Chase we strive to help women across the country realize their full potential and develop a solid foundation for professional and economic growth. We're committed to the empowerment and advancement of women, both inside and outside of our firm.

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BREAKOUT SESSION 1

WRIGHT 1



LUBNA NAJJAR

The Power of Personal Branding

WRIGHT 2



KENDALL HORNER

Get Out of Your Way: Sell Like Your Company Depends on It

MORGAN 2

BOXLAND MEDIA

BOXLAND MEDIA

Broadcast Your Business: How to make podcasting work for you

MORGAN 3



LISA GUTIERREZ

Resilient Leadership: So simple but powerful

RESNIK



AVERI FROST, CINDI ENGLEFIELD, MONICA WOMACK, MONIQUA SPENCER

Access to Capital, Funding Power Panel

EDISON 2



TERESA HARLOW

From Combative to Collaborative in 5 Steps

BREAKOUT SESSION 2

WRIGHT 1



MELANIE GUZZO

Foundations of Company Culture

WRIGHT 2



BETHANY GEORGE

Maximizing Your Social Capital: Capturing and creating momentum for your professional life through your social network

MORGAN 2



ANNA BITTERS

Get Focused: Reclaim Your Attention and Focus on What Matters in a Distracted World

MORGAN 3



BRUCE FOLWELL, JACKIE WALKER, JASON DOLIN

Hidden Gems:

Where to Find Your Next Great Team Member

RESNIK



ALICE FOELLER

Avert Your Eyes: Transforming what Trained You Out of Your Desires

EDISON 2



LACHANDRA BAKER

ENGAGE

(Everyone Needs Guidance And Grace Everyday)

BREAKOUT SESSION 3

WRIGHT 1



JAMES RORES

Closing the Deal: Why women are uniquely qualified to win at sales

WRIGHT 2



CATHERINE LANG-CLINE

“The Secret Art of Business”

MORGAN 2



SHERI CHANEY JONES

Going Beyond Your Beyond: Saying “Yes” to the Company of Your Dreams

MORGAN 3



TIM HINDES

Making your Communications Impactful AF

RESNIK



SHARA HUTCHINSON

Using the Voice of the Customer to Drive Retention



ACCESS TO CAPITAL FUNDING POWER PANEL

The SBA has highlighted the challenges women-owned businesses face when seeking capital to launch and grow their businesses. However, new funding opportunities for women are on the rise. Today's panel includes Averi Frost, Executive Director of Freedom Equity, Inc. a community development financial institution focused on increasing access to affordable capital for Black-owned businesses within Central Ohio. With less than 1.9% of women able to secure investment funding, Cindi Englefield co-founded

Accelerating Angels to put more investment dollars into the hands of early-stage, high-growth, women-founded businesses. Monica Womack, Chief of the Minority Business Development Division for the State of Ohio Department of Development oversees two incredible loan programs focused on certified women entrepreneurs, and finally, Moniqua Spencer, Senior Vice President with Advantage Capital will share how she helps mid-size companies facilitate growth.



AVERI FROST
Executive Director
Freedom Equity Inc.



CINDI ENGLEFIELD
Co-founder, Chief Investor Relations Officer
Accelerating Angels



MONICA WOMACK
Chief, Minority Business Development Division
Ohio Department of Development



MONIQUA SPENCER
Senior Vice President
Advantage Capital



HIDDEN GEMS: WHERE TO FIND YOUR NEXT GREAT TEAM MEMBER

Our workforce is a struggle for many businesses and is especially daunting for women and minority-owned businesses when competing against larger firms. Do you find your candidates from job sites and staffing companies? Well, so does everyone else. Those limited resources may create barriers to your next great team member. Consideration for individuals without a lot of experience, with a “not-so-perfect background”, with disabilities, etc. will expand your candidate pool, increase diversity and have

more of an inclusive work environment, build retention, may provide tax incentives and more. You can leverage the insight from this panel to access a much larger pool of talent. The experts will have you consider recruiting and hiring best practices to adjust any barriers that eliminates a great candidate by screening them out of the position before you learn about the value driven solutions they can contribute to your team and for your business.



BRUCE FOLWELL

Founder

Hope Home Columbus



JACKIE WALKER

State Director

SkillsUSA Ohio



JASON DOLIN

Founder

Ohio Prison Entrepreneurship Program



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Business Accelerator inc.

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- Niche workshops to accelerate your business, and
- Discounts!

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business with us!*



**ACCELERATE
TODAY**





C-SUITE POWER PANEL

Many of us aspire to grow our businesses and careers to achieve high growth, high revenue, and top positions. However, statistics show that less than 22% of women-owned businesses break the million-dollar mark, only 5% of corporate women are CEOs, and 19.2% of corporate leadership teams are female. The Women's Leadership Conference is dedicated to improving these statistics and helping women excel personally and professionally.

We've asked three incredible women, Tanny Crane, Lubna Najjar, and Cathy Strauss, who have broken the statistics growing their corporate careers and businesses to join us today and share how they did it, what they learned along the way, and provide tips and ideas on how you can join them in the top 5-20%!



TANNY CRANE
President & CEO
The Crane Group



LUBNA NAJJAR
Entrepreneur, Designer, & Author
IL Moda Brand Development, HER DENIM, LLC



CATHY STRAUSS
Managing Partner
Ice Miller LLP

EXHIBITORS

- **BBCO**
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- **JPMorgan Chase & Co**
- **National Veterans Memorial and Museum**
- **NAWBO**
- **Ohio Women's Coalition**
- **Pathways Financial Credit Union**
- **SCORE/SBA**
- **Trailblaze Creative**
- **Union Bank**
- **WBEC ORV**
- **Women's Small Business Accelerator**

VISIT EXHIBITS. WIN BIG.

The companies participating in this year's Women's Leadership Conference Exhibitor Area look forward to seeing you soon! Earn tickets at each table for a chance to win big. It's as easy as 1-2-3!

The drawing will take place at the end of the conference. You must be present to win.

1. Visit each exhibitor table.
2. Learn about the company and the exhibitor will give you a conference raffle ticket.
3. Write your first and last name on the ticket and place it in the exhibitor's raffle container for your chance to win!



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JOIN FORCES. SUCCEED TOGETHER.

At WBEC ORV our charge is to certify women-owned businesses and to promote the activities directed at the development, expansion and encouragement of businesses owned by women.

We are proud to support the 2023 Women's Leadership Conference and its mission of empowering women and elevating leadership.

www.wbecorv.org



EILEEN MCDARGH

Keynote Speaker

LEAD-HER-SHIP

OWNING OUR POWER, PASSION, PLAY AND PURPOSE

Gather women together and you have an energy source to light even the darkest corners of the world. Eileen puts a match to that energy. We can learn to be heroines of our own story and leaders shaping tomorrow for all our children. This is your time to refresh, realign, reawaken, reflect, refuel, regenerate, rejoice, release, remember and renew.

PARTICIPANTS WILL LEARN:

- About the **POWER** of choice.
- To understand The **POWER** of who you are, what you know and what you have done.
- About the **POWER** of **PRESENCE** - **PERSONAL** vs. **SOCIAL**.
- How to use **PASSION** to leverage your career to match your authentic self.
- **HOW TO PLAY...** and how to help others enjoy their work and world.
- About your **PURPOSE**: the bigger picture. Why am I here, and what do I leave behind?



Give Eileen feedback by scanning the QR code below, or navigating to talk.ac/eileen.

Enter code “TALK” to proceed.

THANK YOU TO OUR KEYNOTE SPONSOR!



BRADY WARE

ABOUT EILEEN

MEET OUR KEYNOTE SPEAKER

Since 1980, Eileen McDargh has helped organizations and individuals transform the life of their business and the business of their life through conversations that matter and connections that count. She has become known as a master facilitator, an award-winning author, and an internationally recognized keynoter and executive coach.

She draws upon practical business know-how, life's experiences and years of consulting to major national and international organizations that have ranged from global pharmaceuticals to the US Armed Forces, from health care associations to religious institutions. Her programs are content rich, interactive, provocative and playful—even downright hilarious.

In both 2020 and 2021, Global Gurus International, a British-based provider of resources for leadership, communication and sales training, also ranked her third as one of the World's Top 30 Communication Professionals following a global survey of 22,000 business professionals.

Her eighth and newest book, *Burnout to Breakthrough: Building Resilience to Refuel, Recharge and Reclaim What Matters* has been generating great response and interest.

Connect with Eileen:



@macdarling



@EileenMcDargh



facebook.com/speakereileen



linkedin.com/in/eileenmcdargh

Burnout to Breakthrough



BUILDING RESILIENCE
TO REFUEL, RECHARGE, AND
RECLAIM WHAT MATTERS

Eileen McDargh

Founder of The Resiliency Group and
author of *Your Resiliency GPS*



AJ CASEY
Breakfast Speaker

MAKE YA WANNA STOMP!
WHEN YOU RECOGNIZE HOW SIMPLE IT CAN BE
TO CREATE THE LIFE OF YOUR DREAMS!

AJ Casey is an entrepreneur, speaker, coach and consultant. For more than 30 years, she's been working with people and organizations that are in active pursuit of strategies to live more meaningfully and operate with greater impact.

As a leader, she's held positions as nonprofit CEO, chief fundraising officer, board member and board chair. As an entrepreneur, she's owned & operated AJCasey Companies since 2006, and has been counsel to organizations throughout the US. As a speaker and trainer, she's been in demand across North America, connecting with audiences through her personable style and witty insights.

As a woman, she's been around a few blocks and learned a few lessons that she loves to share with audiences everywhere. AJ is looking forward to sharing this 10th Anniversary Celebration of the Women's Leadership Conference!

SALUTE YOUR SUPER SELF
TRUST YOURSELF AND TAKE SOME RISKS
OPTIMIZE YOUR OPPORTUNITIES
MASTER YOUR MINDSET AND
PROCEED IN YOUR POWER

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“Every woman’s success should be an inspiration to another. **We’re strongest when we cheer each other on.**”

-Serena Williams



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TrailBlaze is proud to support the WLC's efforts to empower women and elevate leadership! Scan here to find out how we can help tell your story:



LACHANDRA BAKER

ENGAGE

(Everyone Needs Guidance And Grace Everyday)

Lachandra B. Baker, MBA, CDP, ABC, CTA-ACA (she/her) is Founder and Principal Consultant at LBB Edutainment, a consultancy specializing in the development of strategies that improve and positively impact employee engagement, communications, culture, and diversity, equity, inclusion, and belonging. She is a 2021 Columbus' Future50 Leader, a 2022 Woman WELDing the Way Calendar Honoree, and a 2023

Columbus Delegate for the Harvard University Young American Leaders program. La's presentation focuses on the ability to properly engage, inside and outside of the workplace, to advance situational awareness, a greater sense of self, and better human relationships. You'll begin to work toward self-reflection of how you are showing up in life and make a commitment to start doing things differently with the tools she provides.

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ANNA BITTERS

Get Focused: Reclaim Your Attention and Focus on What Matters in a Distracted World

Anna Bitters is a neurospicy creative squirrel who loves to dream up the next big idea. Born out of a need to accommodate her own neurodivergence, she founded her business on kindness, compassion, curiosity, and connection. As a wayfinding coach, Anna is a confidant and guide, helping creative business owners shift from not knowing what to do next to being on a path that feels right to them. Through her work, she

has had the privilege of reimagining countless approaches to doing business. Join her for a lively session where you will be introduced to methods for overcoming both internal and external distractions. Learn how to be intentional with your time and attention by accommodating your big beautiful brain. Because when we focus on what matters, we are empowered to make an impact on this world like only we can do.

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OF DIVERSITY & INCLUSION**

BOXLAND MEDIA

BOXLAND MEDIA**Broadcast Your Business:****How to make podcasting work for you**

Boxland Media produces engaging Video, Audio, & Creative Services to help you stand out in our digital world. This Q&A session with Boxland Media Studios, award-winning podcasters, will help you learn how to use the mic to share your business and knowledge with your clients, and build new relationships through conversation and content creation. We will discuss setting up a podcast, best practices, and how to keep your audience

engaged! Boxland Media offers a variety of affordable production packages, with a transparent pricing structure, so you know exactly where your marketing dollars are going. They've helped brand dozens of companies, launched podcasts, websites, channels, networks, and campaigns. It's your story, it's your voice, it's your message. Their job is to make it right, and make it work for you.

SPONSORED BY: INSPIRITY**SHERI CHANEY JONES****Going Beyond Your Beyond: Saying "Yes" to the Company of Your Dreams**

For more than 20 years, Sheri Chaney Jones has applied performance management, evaluation, and organization behavior best practices to improve outcomes and efficiencies for nonprofits and government agencies. She founded Measurement Resources Company in 2010, now a national firm that increases the capacity of non-profit and government sector organizations through high-performance practices and data-driven insights. She launched SureImpact to automate and simplify

the process of collecting and sharing outcomes and impact data. Passionate about women's equity and the advancement of girls, Sheri is a Past President of the NAWBO's Columbus Chapter and a Commissioner for the Columbus Women's Commission. In this workshop, this serial social entrepreneur will share her proven strategies that advanced her from a solopreneur to a high-growth tech company founder and CEO.

SPONSORED BY: BBCO



ALICE FOELLER

Avert Your Eyes: Transforming what Trained You Out of Your Desires

Alice Foeller, is a powerhouse professional and dynamic speaker, a business owner, marketing expert and community leader. She helped found Elevate Northland, a nonprofit building an international shopping and dining hub in the Northland community, so that profits from adventurous eaters support a community of immigrant and refugee entrepreneurs. She makes her living running SitelnSight, a company that improves the web presence

through design, content and efficient workflow. Join her session to improve your sales effectiveness, project management and happiness outside of work! Funny stories make this session compelling, but the message underneath is quite serious. In this session, Alice will guide participants to identify early messages that may be blocking their success, power and happiness in life and share her own.

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BETHANY GEORGE

Maximizing Your Social Capital: Capturing and Creating Momentum for Your Professional Life Through Your Social Network

An entrepreneur at heart, Bethany George's journey has taken her in and out of many careers. Her deepest desire was to understand WHY people respond to certain messages, why this methodology of sales/marketing/communication worked and this didn't. She has a proven method of how to support passion-driven, people-first businesses to operate in a way that is aligned with their core values

and expand their impact while being sustainable and ethical. Building and sustaining social capital will ensure your business has the resources and flexibility to withstand or overcome nearly any obstacle that may face you, your business or your professional career. It could be the thing that you're missing, to take your professional life and your business to the next level.

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LISA GUTIERREZ

Resilient Leadership: So simple but powerful

In 2012, Lisa Gutierrez left her restaurant manager position to follow a dream of starting a food truck business with her husband. They started with nothing but a borrowed food truck, \$2,000 in savings, and a lot of ambition. Through these aspirations, they brought Dos Hermanos Taco Truck to life, bringing the family's authentic Oaxacan-style recipes to their community. Join Lisa to embark

on an entrepreneurship journey that demonstrates Resilient Leadership. Lisa will share some of the life lessons and struggles that she has overcome during her journey of entrepreneurship and demonstrate how resilient leadership has helped her navigate the difficult times in her business. You will be inspired, motivated, and encouraged to stay the course and live your dream.

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MELANIE GUZZO

Foundations of Company Culture

Melanie Guzzo is the proud owner of Virtue Vegan Salons in Columbus, Ohio. Virtue was born 13 years ago when she was 24 years old. Over the years, there have been challenges and victories around every single corner...some beautiful and some heartbreaking. Building a community rooted in love and authenticity has always been at the core of what Melanie is about. She never knew she would end up being a salon owner but

the fit couldn't be more right. She'll be sharing how company culture is created. How is it cultivated? Is it real? Hang out with Melanie Guzzo to learn about how having a strong and documented company culture sets the stage for a prosperous business that retains and attracts team members. Culture is not just a squishy ambiguous thing...it is a basis for growing any company and is vital for growth!

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TERESA HARLOW

From Combative to Collaborative in 5 Steps

Teresa Harlow is a professional speaker, co-parenting coach, credentialed mediator, and bestselling author. She has spent over 30 years leading individuals and teams to reconcile combative behaviors, embrace collaboration, and achieve feats they thought impossible. She is also a frequent guest on TV, radio, and podcasts. Toxic communications can destroy relationships, teams, and can even sink a business. What are you

doing to ensure your teams know how to prevent or diffuse hostility and move from combative to collaborative when tensions flare? During this Breakout, Teresa shares her 5-step process for building strong relationships and restoring harmony with those whom we find most challenging. Improve your bottom line while reclaiming your sanity with those you find most challenging.

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TIM HINDES

Making your Communications Impactful AF

The work of Tim Hinde exists at the convergence of creativity, community, and connection. He founded TrailBlaze Creative to support organizations and businesses with creative gaps. His passion for communications and empathy for other humans has led him to serve in roles spanning marketing, strategy, nonprofit administration, grant management, communications, and economic development. Too often, business communications are

focused on the business instead of the customer. In today's workshop, you'll learn that by reframing your language to be more customer-centric, you can build more sustainable audience relationships leading to ambassadors for your business. Participants will learn how to link audiences needs with communications to achieve more sales and greater impact.

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KENDALL HORNER

**Get Out of Your Way:
Sell like your company depends on it**

As Vice President of Sales, Kendall leads Braveheart's business development efforts to expand the reach of their services to help unleash middle market companies' potential. She brings a varied background of success selling and leading teams in highly competitive industries where the services were frequently shopped like commodities and where she had to differentiate based on value.

Most entrepreneurs start a business and learn the hard way that selling is a necessary part of growing that business. In this session, Kendall will break down the mindset barriers that might be getting in your way and help you to overcome them. She will also help you create, deliver and leverage an impactful value proposition that can change hearts and minds to drive business.

SPONSORED BY: GLADEGY CONSULTING



SHARA HUTCHINSON

**Using the Voice of the Customer
to Drive Retention**

As a mother, author of Barefoot in the Boardroom, dynamic motivational speaker, and CEO of Xposeyour, Shara Hutchinson leads by example in providing solutions to leaders and organizations. Shara is an empathetic, technology-oriented, executive and customer success professional with nearly two decades of experience and a proven track record of developing and implementing operational strategies

and technologies that enhance the customer experience while supporting key initiatives. Motivated to make an impact and driven by results, she is passionate about helping others unlock their potential, overcome obstacles, and navigate change to achieve professional success. In this presentation, she employs techniques and methods from her book, as well as real-life experiences in the boardroom and beyond to get results.

SPONSORED BY: ACCELERATING ANGELS



CATHERINE LANG-CLINE

The Secret Art of Doing Business

Catherine Lang-Cline is a highly accomplished CEO, entrepreneur, and C-Suite executive who brings an innovative vision and design thinking to a broad range of sectors. As a business leader and public speaker, Catherine's thought leadership can be experienced in blogs, articles, her podcast Illumination Bureau and her podcast The Secret Art of Business. Catherine has a proven track record in creating

high-value business models and has deep expertise in entrepreneurship, strategy, marketing, public policy, and human resources. Catherine is sharing how entrepreneurs need to utilize their entire brain for success. We lean heavily into the left brain and its logic and data and math... but if we exercise the right side, where we have creativity and innovation we can become unstoppable.

SPONSORED BY: **CPM LAW**



LUBNA NAJJAR

The Power of Personal Branding

Lubna Najjar is founder of IL Moda Brand Development and Her Denim, LLC. As the curator and developer of the official Fashion district in downtown Columbus, she is an accomplished fashion designer and PR/brand development professional. Learn about the power of personal branding; treating yourself as a brand. Just as we would workshop a product to sell to consumers, one must workshop

oneself, and how they are perceived by the world for others to consume. The power of personal branding has the ability to get you in the room and keep you there, effectively growing professionally and personally through the understanding that YOU are a brand. She's the co-author of the academic The Ohio State University textbook The Power of Branding in Fashion 2000 & Beyond.

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JAMES RORES

Closing the Deal:

Why women are uniquely qualified to win at sales

James Rores is a leadership and revenue development expert who works with ambitious executives to create 'values-based' growth cultures that accelerate revenue and multiply enterprise value. Currently, as the founder of Floriss Group and partner at SightShift, James is most passionate about developing the leaders, people and systems required to help startup and growth-stage companies reach

and redefine their potential. In this session he will share why women are uniquely qualified to lead people to change, and how to cultivate the skills you already have to gain more confidence and achieve your most ambitious sales goals. James has been influenced by three generations of women business owners, and the experience of raising two daughters in his family's entrepreneurial tradition.

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2023 Women's Leadership Conference

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NETWORKING BINGO

As you network throughout the day, take the time to get to know your new connections. Use the following bingo card as a motivator to meet as many new women in business as possible!

GREW UP IN ANOTHER STATE	SPEAKS ANOTHER LANGUAGE	ALREADY HAS AT LEAST ONE CUSTOMER	HAS A PET	FORMED AN LLC
LOVES TO READ OR LISTEN TO BOOKS	LIKES TO SET GOALS	LIKES THE COLOR PURPLE	KNOWS HOW TO DO A SWOT ANALYSIS	ENJOYS COOKING / BAKING
HAS A BUSINESS CHECKING ACCOUNT	PLAYS A MUSICAL INSTRUMENT	FREE SPACE	IS HOME-BASED	LIKES TEA OVER COFFEE
KNOWS HOW TO CREATE A SPREADSHEET	PLAYS A SPORT	LIKES TO COLOR OR DRAW	CAN READ A FINANCIAL STATEMENT	IS A SERVICE BASED BUSINESS
IS LEFT-HANDED	LOVES TO TRAVEL	IS A PRODUCT BASED BUSINESS	HAS CHANGED A TIRE	HAS A BIG FAMILY

Share photos of you with your new connections using

#CBUSWLC

for a chance to win TWO Southwest Airlines Tickets!

CONNECT VIA LINKEDIN

Unleash your networking potential at the Women's Leadership Conference. Create LinkedIn QR codes to stand out and forge valuable connections. Maximize your professional impact and make following up with your new connections easy.

- 1** Log on to your LinkedIn account and navigate to the Edit Profile screen
- 2** Your LinkedIn URL is shown under your image, click on the pen icon to the right of it. You may have to hover your mouse over the link for the pen to appear.
- 3** On the top right-hand side, there is a box to Your Public Profile URL and in this includes your current URL. Click on Customize your Public Profile URL.
- 4** In the message box that appears, enter your name for the new URL. If that has already been taken, choose an alternative. Note: You can change this URL, but if you do, LinkedIn won't redirect users to the new one, so choose carefully and make it your permanent URL.
- 5** Click on Set Custom URL to finish.

For more information, visit <https://www.linkedin.com/pulse/how-create-qr-code-your-linkedin-profile-karen-brown/>

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According to our BBB® Accredited Businesses, the top reason for being an Accredited Business is to **increase credibility with customers**. Learn more about how BBB Accreditation can benefit your business at

[BBB.org/get-accredited](https://www.bbb.org/get-accredited)

NOTES

Share your memories from this year's conference using

#CBUSWLC

Start every successful
day with us!



SUNNY 95
AM

SUNNY *This*
MORNING

*with Stacy McKay
& Dino Tripodis*

Weekdays 6am-10am