



**Women Business Owners & Entrepreneurs  
Grow Your Business in the New Economy  
October 20, 2009 - York, Pennsylvania**

8:00 **Registration**

**Breakfast**

*Sponsored by: Infinite Solutions with Marketing, Bobbi Hartlove-Fronczek, President/Owner*

8:30 **Welcome**

**Host:**

**Bobbi Hartlove-Fronczek**, President/Owner, Infinite Solutions with Marketing, & Council Member, Women's Business Center Organization, J. D. Brown Center for Entrepreneurship, York College of Pennsylvania

**Lynda Randall**, Partner, New Level Advisors, LLC and Director, Women's Business Center, J. D. Brown Center for Entrepreneurship, York College of Pennsylvania

**The Economic Blueprint: The Women Business Owner's Platform for Growth**

- **Barbara Kasoff**, President, CEO and Co-Founder, Women Impacting Public Policy

8:50 **The Honorable Robert McCord**, Treasurer, State of Pennsylvania

**Introduced by:**

**Elizabeth Randol, PhD.**, Director, Women & Money Project, Pennsylvania State Treasury

9:00 **Economic Trends - What do business owners think, how are business owners planning?**

- **Tara Olson**, AllPoints Research, Inc.

9:45 **Break**

10:00 **Finding the Stimulus Dollars**

Where's the money? The government just spent \$787 billion to stimulate the economy - how can you participate?

- **Barbara Kasoff**, President, CEO and Co-Founder, Women Impacting Public Policy

- 10:30      **Innovating your business for growth**  
-    **Karen Maples**, President, Myutiq, LLC

11:15      **Roundtable 1 – Teaming Strategies**  
What are the strategies for partnering with other small business and with public/private entities.

- SEDA Council of Governments
  - **Kristen Moyer**, Principal Program Analyst/Procurement Technical Assistance.
- SCORE
  - **Mike Adkins**, York Chapter Chair
  - **Jerry Glen**, District Director
  - **Doug Kindred**, National Score Board Chair
- Small Business Development Center
  - **Lisa Clark**, Kutztown
  - **Mike Unruh**, Shippensburg
- U.S. Small Business Administration
  - **David Dickson**, District Director, Philadelphia Office, (invited)

**Roundtable 2 -- Business Matchmaking Session One**

Meet face-to-face with business representative to learn about procurement opportunities for your business! (By appointment only – to schedule, please contact [ocamacho@wipp.org](mailto:ocamacho@wipp.org))

Participants include:

- Commonwealth of Pennsylvania Bureau of Procurement
  - **Marge Lorigan**, Program Manager
- Commonwealth of Pennsylvania Bureau of Minority and Women Business Opportunities
  - **Gayle Nuppnau**, Procurement Liaison
- First Capital Engineering
- Giant Food Stores, LLC
  - **Larry Vereen**, Manager Supplier Diversity
- Hollywood Casino
  - **Harry Cohen**
- Kinsley Construction
- Members 1<sup>st</sup> Federal Credit Union
- Pennsylvania Housing Finance Agency
- PNC Bank
- SCORE
  - **Mike Adkins**, York Chapter Chair
  - **Jerry Glen**, District Director
  - **Doug Kindred**, National Score Board Chair
- Small Business Development Center
  - **Lisa Clark**, Kutztown
  - **Mike Unruh**, Shippensburg

- 12:00      **Networking Luncheon**  
*Sponsored by PNC Bank*
- 12:40      **Welcome**  
-    **The Honorable John Brenner**, Mayor, City of York, PA
- Diversity and the State of Pennsylvania**  
-    **Peter Speaks**, Deputy Secretary and Special Advisor to the Governor for Minority, Women-Owned and Disadvantaged Business Development
- Salute to Leading Pennsylvania Women Business Owners**  
-    **Cindy Rowe-Taylor**, RN, President, Cindy Rowe Auto Glass  
-    **Donna Anderson**, President and Owner, On-Line Publishers, Inc.  
-    **Jennifer Delaye**, President/Owner, JDK Group
- 1:00        **Stimulus Dollars and the State of Pennsylvania**  
-    **The Honorable James Creedon**, Secretary, Department of General Services, State of PA.
- 1:45        **Planning for Growth: Developing your strategic action plan**  
-    **Jennifer Bisceglie**, President, InTEROS Solutions, Inc.
- 2:30        **Roundtable 3 -- Introduction to Federal Procurement and a guide to Central Contractor Registration** - An overview of federal procurement and the Central Contractor Registration. Topics to be discussed include the tremendous business opportunity for women business owners to expand their business, particularly during these tough economic times; and CCR Registration, including information you need to register, how to register, and how to build your SBA profile after registration.
- Roundtable 4 -- Business Matchmaking Session Two**  
See Roundtable 2
- 3:15        **Break**  
*Sponsored by A1 Energy, Lori Porreca, President/Owner*
- 3:30        **Roundtable 5 -- Does the Government Buy What I Sell?** Find out if the Federal Government buys the product or service your business offers. Learn ways to research what they are buying, when they are buying and who buys the most so you can establish which agencies you will target when marketing. You will also learn how to determine if your price will be competitive with other vendors already offering the government products and services similar to yours.
- Roundtable 6 -- Business Matchmaking Session Three**  
See Roundtable 2
- 4:15        **Closing**



## Women Business Owners & Entrepreneurs Grow Your Business in the New Economy October 20, 2009 - York, Pennsylvania

### Honorary Chairs

Cindy Rowe-Taylor, RN, President, Cindy Rowe Auto Glass  
Donna Anderson, President and Owner, On-Line Publishers, Inc.  
Jennifer Delaye, President/Owner, JDK Group

