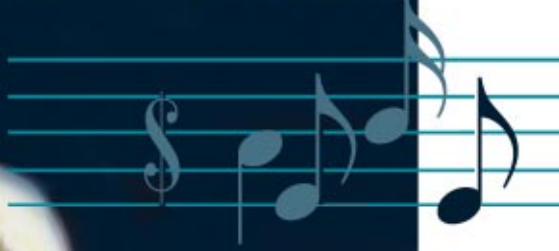


WOMEN BUSINESS OWNERS



the **VOICE** of *commerce*



NAWBO Annual Meeting &
Women's Business Conference

June 12-14, 2003

*Gaylord Opryland Hotel & Resort
Nashville, Tennessee*

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS



Carol E. Kuc, Conference Chair



Patricia M. Breeze,
Assistant Chair

Welcome from the Conference Chairs

On behalf of the National Association of Women Business Owners (NAWBO), we invite you to NAWBO's Annual Meeting & Women's Business Conference. After all, we just can't wait to see y'all in Nashville!

Times are changing for women entrepreneurs – and NAWBO's conference is changing along with them. Join us for powerful keynote addresses from innovative and influential women leaders. Experience energized breakout sessions – with half centered on strengthening and growing your business, and the other half focused on finding the best balance between your work and personal spheres. Join informal roundtable discussions on a variety of topics, and meet other women business owners from across the country. With more than 6.2 million women-owned businesses in the U.S., women truly are *the voice of commerce!*

Nashville is the ideal destination for all kinds of visitors: music fans, history buffs, sports enthusiasts, and seasoned shoppers. There is something for everyone in Nashville. Listen and learn about the best in American music at the Ryman Auditorium and Museum. Visit the world's only full-scale reproduction of the Parthenon Temple. Explore sights such as the Cumberland Science Museum, the Cheekwoods Fine Arts Center, or the new Opry Mills outlet stores. From skyscrapers to honky-tonks, Nashville has something for everyone. Other area attractions include:

- The Grand Ole Opry
- Area golf courses
- Dozens of area clubs, honky-tonks and "listening rooms"
- The Hermitage, President Andrew Jackson's home
- Nationally acclaimed art galleries

Look inside for program highlights, an overall schedule, and registration and lodging details. You will not want to miss out on the synergy, enthusiasm and knowledge that abounds at a NAWBO conference – we look forward to seeing you there.

A handwritten signature in blue ink that reads "Carol E. Kuc".

Carol E. Kuc, Conference Chair

A handwritten signature in blue ink that reads "Patricia M. Breeze".

Patricia M. Breeze, Assistant Chair

destination Nashville

Convention Housing:

NAWBO has negotiated special convention rates with the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee.

NAWBO attendees will receive a discounted sleeping room rate of \$139 + tax, single or double occupancy. Garden Terrace rooms are available for an additional \$50 per night + tax.

To make your reservation, call Opryland Reservations at 615-

883-2211. Opryland will be holding NAWBO's room block until Monday, **May 12, 2003**. Opryland has several other groups in house and once our room block is sold out, rooms will be on a space and rate available basis only, so do not delay!



Airline Info:

NAWBO has made arrangements with Delta Airlines and Southwest Airlines to offer discounted fares for travel to/from the NAWBO Annual Meeting & Women's Business Conference.

Delta Airlines is offering special rates that allow you a 5-10% discount on Delta's published round-trip fares; tickets purchased 60 days prior to travel will also qualify for an additional 5% discount. To take advantage of these discounted Delta fares, contact Delta Meeting Network at 800-241-6760 and refer to file number 193435A.

Southwest Airlines offers up to a 10% discount on most fares for air travel to and from our event, with the convenience of Ticketless Travel. To qualify, call Southwest Airlines Group Travel Office, at 800-433-5368 and reference ID code: K0119.

Keeping Fit in Nashville

Golf Tournament

Join the Nashville Chapter on Wednesday, June 11 for a shotgun start tournament at Springhouse Country Club, Nashville's only four-star facility, and compete for a variety of prizes! For \$125, you will receive all of the amenities of the Springhouse Country Club, including lunch, green and cart fees and other club services! To register or to get more information, please call 615-248-3474, e-mail dslan@bellsouth.net, or visit www.nashvilleNAWBO.com.

Morning Walks

Get a chance to meet NAWBO's current president-elect and vice president of member services during morning walks on Thursday and Friday. Join Suzanne Pease and Beverly Inman-Ebel at 6:15 a.m. in the hotel lobby for a chance to meet your national leadership, get some exercise, and start your NAWBO networking first thing in the morning!

Additional details will be provided on-site. Bring walking shoes if you plan to participate.

schedule *at-a-glance*

Wednesday, June 11

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|------------------------|---|
| 10:30 A.M. - 5:30 P.M. | Leadership Training |
| 1:00 - 5:00 P.M. | 2002-2003 NAWBO National Board of Directors Meeting |
| 1:30 - 6:30 P.M. | Golf Tournament sponsored by the Nashville Chapter |
| 5:00 - 8:00 P.M. | Conference Registration |

Thursday, June 12

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|-------------------------|--|
| 7:30 A.M. - 5:30 P.M. | Conference Registration |
| 8:00 A.M. - 12:00 P.M. | Chapter Presidents Training Chapter Treasurers Training |
| 8:00 - 10:00 A.M. | Council Coordinators Meeting |
| 10:00 A.M. - 12:00 P.M. | Council Meetings |
| 12:00 - 1:30 P.M. | Leadership Luncheon |
| 1:30 - 5:15 P.M. | Council Meetings |
| 4:30 - 6:30 P.M. | Outgoing Chapter Presidents Debriefing Session |
| 4:30 - 6:30 P.M. | E-series Training |
| 5:30 - 6:30 P.M. | New Member/First Timer Workshop and Reception |
| 8:30 - 9:30 P.M. | Dessert Reception (sponsored by NAWBO PAC) |

Friday, June 13

| | |
|-------------------------|---|
| 7:30 A.M. - 5:30 P.M. | Conference Registration |
| 7:30 - 8:30 A.M. | Exhibit Hall Grand Opening |
| 8:30 - 10:00 A.M. | Opening Keynote Address |
| 10:00- 11:00 A.M. | Exhibit Hall Open - with Networking Roundtables |
| 11:00 A.M. - 12:15 P.M. | Dual Track Breakout Sessions |
| 12:30 - 2:00 P.M. | Networking Luncheon and NAWBO/Wells Fargo Trailblazer Award |
| 2:00 - 3:15 P.M. | Dual Track Breakout Sessions |
| 3:30 - 5:30 P.M. | Exhibit Hall Open - with Networking Roundtables |
| 5:00 - 6:00 P.M. | Focus on Government Procurement (refreshments sponsored by BLACKLION) |
| 6:30 - 9:00 P.M. | Reception at the Wildhorse Saloon hosted by the Nashville Chapter |

Saturday, June 14

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|-------------------------|---|
| 7:30 A.M. - 5:30 P.M. | Conference Registration |
| 7:30 - 9:30 A.M. | State of the Association Breakfast |
| 9:30 - 11:00 A.M. | Exhibit Hall Open - with Networking Roundtables |
| 11:00 A.M. - 12:15 P.M. | Dual Track Breakout Sessions |
| 12:30 - 2:00 P.M. | Keynote Luncheon and National Corporate Partner Award |
| 2:00 - 3:15 P.M. | Dual Track Breakout Sessions |
| 3:30 - 5:00 P.M. | Exhibit Hall Open - with Networking Roundtables |
| 5:00 - 7:00 P.M. | Free Time |
| 7:00 P.M. - MIDNIGHT | NAWBO Gala Reception, Dinner, Awards Ceremony and Board Installation (black-tie optional) |

Sunday, June 15

| | |
|------------------------|---|
| 10:30 A.M. - 2:30 P.M. | 2003-2004 NAWBO Board of Directors Meeting <i>Program subject to change.</i> |
|------------------------|---|

program highlights

Here is a sneak preview of the high-impact sessions NAWBO will provide in Nashville! You spoke, and we listened – so be prepared for informative and entertaining sessions on both business development and growth and personal balance. *Please check www.nawbo.org or your on-site materials for session dates, times and locations.*

Leadership Training

Sponsored and led by the Member Services Council, this one-day session on Wednesday will give you the tools to channel your energy and enthusiasm into becoming a productive board member and into building a strong leadership team for your organization. Recommended for any incoming board members of a NAWBO chapter or chapter-in-formation or anyone interested in becoming a NAWBO leader on the national or local level.

Please indicate your attendance on the registration form; an additional fee is required.

Business Development

Taking Your Business to the Next Level in an Uncertain Economy

Join a high-powered panel led by Jane Applegate, America's leading entrepreneurial journalist, for a lively discussion on how to grow your business despite challenging economic times. Topics open for discussion include: boosting cash flow, reducing overhead and practical tips that you can apply as soon as you return to your company.

This session is generously sponsored by Wells Fargo.

Led and moderated by Jane Applegate, CEO, SBTV.com, Pelham, NY

The Power of Referrals

Personal referrals are the best way grow your business. In this session, you'll learn how to nurture your business relationships to encourage personal referrals and how to revitalize your business and personal network. You'll also find out how to identify different sources of referrals and discuss why referrals are the most effective way to build a client base.

Joanne S. Black, Founder, Sales Strategy Consulting & Training, Greenbrae, CA



Keynote Address

Sharon Patrick

President and COO

Martha Stewart Living Omnimedia (MSLO)

Join the woman responsible for MSLO's strategy development and operations for an inside look at how to grow and retain a customer base through innovative product development and integrated marketing. Before joining MSLO, Sharon ran a successful strategy consulting firm and served as president of Rainbow Programming Holdings, Inc. Her insights and entrepreneurial experience will be a great way to start off our Women's Business Conference!



Keynote Speaker

Is Your Business Prepared for an Emergency?

Join Colonel Kim Dougherty, vice president of national security affairs for the U.S. Chamber of Commerce for an important overview on how to develop a comprehensive plan and strategy to prepare your business in these uncertain times. Colonel

Dougherty will use her 20-year experience in the military to guide you through this important process. Protect your business and reduce your stress by arming yourself with the necessary information, resources and skills.

Maverick Marketing

Do you know how to distinguish your business, products and services from your competition? If not, this session will help you identify and sell yourself to your target audience in a meaningful and memorable way. You'll also find out how to craft your company's message to create a competitive edge on a shoestring budget.

Terri Langhans, Westminster, CA

Sell Yourself!

Marketing your business effectively will allow you to increase your company sales and profits. In this informative session, you'll learn 12 techniques that will help you present your company as the best in the industry and communicate your message with class. You'll also find out how to turn one-time sales into long-term contracts.

Fred Berns, President, Power Promotion, Inc., Lafayette, CO

Personal Balance

Telling Our Stories From the Inside Out

Have you identified your calling? If not, join us in this session where you'll review the works of Jungian James Hillman, author of *The Soul's Code* and Clarissa Pinkola Estes, author of *Women Who Run with The Wolves*, to get in touch with your own meta-story. By the end of the session, you'll be better suited to evaluate what your story means, and how you can leverage it to succeed in business and life.

Barbara G. Stanbridge, President, Change-HRD, Detroit, MI

Personal Defense Basics

Would you be able to protect yourself in a physically threatening situation? If you have doubts, join us in this session, where you'll learn how to maintain a mental edge in an aggressive or hostile situation. You'll also discover the keys to remaining calm and focussed during stressful situations including breathing techniques that you can do in your home or office.

Anne Sullivan, President, Counterstep, Naperville, IL