

IDEAS **2012**

Women's

expo • conference • power lunch



mentor.

educate.

inspire.

Spring Mill Manor
171 Jacksonville Road
Ivylnd, PA 18974

Wednesday, March 28, 2012
9 a.m. to 3 p.m.



Women's Business Forum™ of Bucks County is a 501(c)(3) charitable organization and is the 14th largest networking group in the Philadelphia area. Our mission is to educate, mentor and inspire women to build and sustain viable businesses.

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our story

A Decade of Educating, Mentoring and Inspiring Women

The area's only nonprofit – and 14th largest – network of entrepreneurs, WBF adds new services, supports old values.

The Women's Business Forum™ of Bucks County is a nonprofit network of entrepreneurs in the Bucks County and surrounding areas. Its mission is to educate, mentor and inspire women to build and sustain successful businesses.

In 2002, Chanin Walsh Milnazik, of Brown Dog Design, envisioned an organization that was geared to supporting entrepreneurs without burdening them. She had moved recently from Ohio, where she had experienced – and benefitted from – just that kind of a group.

She gathered a few friends and colleagues and met in the Writer's Room on Main Street in Doylestown, and when they outgrew that, the Doylestown Bookshop down the street. At the same time, Kim Bensing, of Heirloom, gathered a similar group in the evenings. Eventually, the group merged, continued to grow and had to find a new meeting spot, where it remains today: the James Lorah House at Broad and Court Streets.

WomensBusinessForum.org

Our Values

To BUILD MUTUAL SUPPORT

To be ACCESSIBLE

To INSPIRE

To EDUCATE

**To SUPPORT YOU.
NOT SELL YOU.**

“Whether you are an established or budding business owner, our number one goal is to support you and help your business move forward,” Milnazik, WBF's founder, says.

And because WBF is a nonprofit, just signing into its website – www.womensbusinessforum.org – makes people free members, welcome to attend its free monthly program and mastermind sessions.



our agenda

8:00 – 9:00 **Registration**
9:00 – 9:15 **Welcome and logistics**
9:15 – 9:30 **Transition to breakout sessions**
9:30 – 10:15 **Breakouts**

EDUCATE 1: *Get Your Product to Market*
Yvonne Kusters , Let's Play Today;
Wendy Howard, GoBag by Eden

EDUCATE 2: *Network to Build Your Business*
John West Hadley, Career Search
Counseling Services

MENTOR: *Transform Your Business to the Next Level*
Karyn Greenstreet, Passion for Business, LLC

INSPIRE: *Think Strategically: Your Recipe for Business Success!*
Yoon Cannon, Paramount Business Coach

10:15 – 10:40 **Vendor/Networking time**

10:40 - 11:25 **Breakouts**

EDUCATE 1: *Market better: get your email opened*
Dave Yunghans, Constant Contact's Regional Director

EDUCATE 2: *Think Strategically About Your Social Media*
Laura Powers, FuriaRubel Communications Inc.

MENTOR: *Handle Difficult cConversations With Ease*
Christa Tinari, Peace Praxis Educational Services

INSPIRE: *Build Something for the Greater Good –
Be a Social Entrepreneur*
Phyllis Jablonowski, Eventricity

11:35 – 11:50 **Vendor/Networking time**

11:50 – 12:50 **Lunch and Speaker - Amy Casale**



1:00 - 1:45 **Breakouts**

EDUCATE 1: *Protect Your Data – And Your Future*
Jeff McHugh, JTM Technology

EDUCATE 2: *Be a Star – And Use Webinars And Video Marketing*
Rick Toone, Shoot Better Video

MENTOR: *Use Your Numbers to Increase Your Revenue*
Cindy Bergvall , Bee, Bergvall& Co, and the
Center for Nonprofit Management

INSPIRE: *Get charisma: It Can Help Your Business Boom*
Chanin Milnazik, Brown Dog Design

1:45 – 2:00 **Vendor/Networking time**

2:00 – 2:45 **Breakouts**

EDUCATE 1: *Share Your Expertise and Publish That Book*
Esther Hughes, Author, Motivator, Entrepreneur

EDUCATE 2: *Unravel mysteries of trademarks,
copyrights and patents*
Lisa Krizman, Esq., Kim Krizman LLC

MENTOR: *Learn From Fabulous Failures of Others*
Kim Cunningham, Serial Entrepreneur

INSPIRE: *Hold Yourself Accountable – and Grow You!*
Cheyenne Mease, Health, Heart, Soul

2:45- 3:30 **Final Vendor/Networking time**

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for seeing
the vision
10 years ago!



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It is with great pride that I congratulate the members of the Women's Business Forum and the Board of Directors for the amazing work you have done in the past 10 years.

We have created stable businesses, grown wiser and stronger, and forged lifelong friendships.

We have truly changed the face of our community...
and the best is yet to come!



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Shannon Malrajk

Founder of the Women's Business
Forum of Bucks County

Brown-Dog-Design.com



Jeff McHugh,
JTM Technology

Protect Your Data – And Your Future

Data security is often mismanaged and misunderstood. Not from lack of care, but rather due to lack of resources and expertise. Don't jeopardize your entire business by not giving data security its due diligence. This session will uncover:

- **Data security concepts and ways data security can be breached**
- **What to do if your data has been compromised**
- **How to tell if your data security is comprehensive enough for you and your customers**

Jeff brings more than 20 years of IT experience to his customers with a personalized approach. He served as IT director for the nation's leading third-party administrator of drug and alcohol testing and engineered a proprietary customer disaster recovery solution for SunGard Availability Services, one of the leading disaster recovery companies in the world. JTM Technology provides real IT results to businesses of all shapes and sizes.

www.jtm-technology.com

Dave Yunghans,
Constant Contact's Regional Director

Market Better: Get Your Email Opened

Email is everywhere. You can't reach

for your phone anymore and not end up "doing" your email. Which, in most cases, involves hitting the delete button nine times in a row. Did you ever ask yourself why did you get all of those emails in the first place? They are useless to you.

With so much noise about "open rates," we will demonstrate something much more important – best practices. David will show you what not to do and why – and what works – and why! This program is generic: it doesn't matter what email program you use. Best practices apply everywhere. In the for-profit and in the nonprofit world, much is at stake in this economy. Learn how you can be productive, trusted, and grow your business.

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for 10 years of inspiration!**



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Esther Hughes,
*author, motivator,
entrepreneur*

Share your expertise and publish that book

Are you ready to share your expertise

as a published author? If you are looking to increase business success and visibility, it may be time to add the title “author” to your resume and increase your credibility as an expert in your field. This session will give attendees a snapshot of the steps necessary to writing and publishing a book that will showcase your expertise while benefitting your readers and clients. Attendees will receive tips and information regarding:

- What a published book can do for you and your business
- How to develop the best manuscript possible
- How to navigate the world of publishing

Esther Hughes has been a motivator and mentor to women for over a decade. She has authored and published two books and several articles and training courses. She develops and teaches programs that motivate and equip women with strategies that promote personal growth and confidence in communication. She recently became the owner of Sisters U which enriches the lives of women through relationship building, personal growth and community impact.

www.estherhughes.com



Laura Powers,
*FuriaRubel
Communications
Inc.*

Think strategically about your social media

People are using social media in more and more aspects of their lives. What was once just a way to connect with old friends, or share photos personal thoughts on topical issues, has now become a vehicle for growing professional networks, enhancing your reputation and developing thought leadership. To stay competitive today, individuals and groups must not only network in traditional ways, but also build their strategic social media presence and capitalize on strategic social networking opportunities online. This program focuses on:

- What social media encompasses and why it matters
- How to use social media strategically to communicate and build a professional network
- How to productively and strategically use social media

Laura is an award-winning marketing strategist who leads Furia-Rubel’s marketing department in creating campaigns that support continuity of brand, web, print, promotions and public relations. Laura oversees a broad range of marketing and promotion execution, including the development of corporate

identities, interactive and fully content managed websites, social media campaigns, direct mail campaigns; constituency reporting tools, such as annual reports; sales tools, such as company catalogs and product/service brochure; and target audiences communications, such as newsletters, blogs, niche websites and e-marketing tools.

www.furiarubel.com



Yvonne Kusters ,
Let's Play Today

Get your product to market

Wendy Divita,
Eden Accessories, LLC

In 2006, Yvonne Kusters left a promising career in architecture and embarked on a journey of passion: inspiring people (especially children) to be healthy. Six years later, Yvonne's mobile children's fitness company, LET'S PLAY TODAY is spreading internationally. Its mission: to inspire children, fitness professionals, teachers and parents to see fitness as fun, playful, and lifelong.

For more than 10 years, Yvonne has shared her enthusiasm for health as a nationally-certified group exercise instructor, personal trainer, children's fitness workshops presenter, health columnist and a fitness company owner. In 2010, Yvonne collaborated with a local musician and became the executive producer of a children's music CD. The Go! Go! Go! music CD is at Whole Foods, local bookshops and toy stores. Yvonne and her group

performed at the World Cafe Live. She has been invited to present at non-profit events, including the Juvenile Diabetes Walk, Spinal Research, Relay for Life, Kisses for Kyle, and senators' children's expos. Yvonne spoke on the Philadelphia Agenda Radio Show, was featured in Bucks Life Magazine as the "The Next Great Hope", and as the "Kids Fitness Guru" in Elite Professionals Magazine.

In 2009, while living in Singapore, Wendy Divita—wife and mother to two young children—looked at her handbag collection and wished it weren't such a chore to switch purses. Within weeks, Eden Accessories, LLC was created with a single purpose: to design and manufacture the GoBag as a useful, yet stylish method to move the contents of one handbag into another handbag. Today, the GoBag is available in three sizes and changing handbags is quick and easy. The quality construction, which utilizes waterproof poly satin, offers the added benefit of protecting high-end designer handbags from stains and other internal damage.

www.GoBagByEden.com

Wendy can address:

- Getting your idea from the design stage to finished product: engaging designers, product prototype and sampling, and product manufacturing
 - Nuts and bolts: company structure selection and intellectual property; branding, trademarks, and patents.
-



Rick Toone,
Shoot Better Video

Be a star – and use webinars and video marketing

Are you late to jump on the video bandwagon? Not sure where to start? Afraid you don't know enough about the tech?

Rick Toone, a Hollywood veteran who now lives in Doylestown, will demystify what you need to know to create your own successful webinars and videos. "It's not about the tech" Rick claims.

Tap into 20 years of commercial production knowledge and learn the in's and out's you need to get your videos working for you 24/7. Learn how:

- **video is a communication tool just like a pencil**
- **you can start with the equipment you have**
- **storyboarding makes the whole process easier**
- **successful videos are tailored to your core audience**
- **everyone critiques themselves, even Jay Leno**

Rick worked on film sets around the world, filmed a dozen movies, several HBO comedy specials, was the propmaster and graphic designer at the Oxygen Network at its inception in Los Angeles. He's done more than 1,000 national spots for every major brand from American Airlines to Mazda

(with its introduction of the Miata) to American Express with Jerry Seinfeld and hundreds more.

He's had more than 50 spots air on the Superbowl and contributed to numerous Olympic, Academy award and MLB commercials. He was nominated for an Emmy for "The LA Thing" and won many Clios and other international awards.

www.shootbettervideo.com



Lisa Krizman,
Esq., Kim Krizman LLC

Unravel mysteries of trademarks, copyrights and patents

All business have intangible assets known as "intellectual property," which may include the name of the business, logos and slogans, creative material fixed in print, electronic, sound or art forms; inventions of process, method, design or machines. These assets are protected by trademark, copyright and patent laws. You will learn how to:

- **Secure and protect these rights**
- **Reduce the expenses of intellectual property protection**
- **Make money and build equity from the ownership, licensing, and sale of these rights**
- **Protect yourself from liabilities arising from intellectual property**

Lisa Krizman is the founder and managing partner of Kim Krizman, a nationally certified Women's Business Enterprise. Lisa has 25 years of attorney experience in trademark and copyright matters. She was Assistant General Counsel in the Intellectual Property and Technology Unit, at Metropolitan Life Insurance Company., an associate at Arter&Hadden , and an intern to a Commissioner at the Federal Communications Commission. She has served several years as a member of the Editorial Board of The Trademark Reporter, the official journal of the International Trademark Association, and published several articles in the Reporter. She received her B.S. from Cornell, an M.S. from Columbia, and J.D. from American . She is a member of the New York, New Jersey, Pennsylvania, Maryland and District of Columbia bars.

www.krizmanlaw.com



John West Hadley,
*Career Search
Counseling
Services*

**Network to build
your business**

Networking is the lifeblood of any small business owner's marketing efforts. But how do you network in a way that isn't seen as just "selling" and create true engagement with potential prospects and strategic business partners? Developing and delivering an effective marketing message is the key - this may be the most important thing you can do to move your business forward.

John will demonstrate exactly what to do to create and deliver a marketing message that people will remember. At the

end of the workshop, you'll understand:

- **The biggest mistakes even experienced professionals make when telling people what they do**
- **How to articulate a memorable message clearly and succinctly**
- **How to leverage this knowledge to create consistent visibility and grow your business**

After graduating from Stanford University, John worked in the financial services industry for 25 years then opened a systems consulting practice, which generated more than \$1.5 million in revenues. Nine years ago he started his Career Search Counseling business and has helped hundreds of professionals land the job and pay they deserve. He has applied those same principles to show business owners how to define, create and build their own successful practices.

www.JHACareers.com

Congratulations to the Women's Business Forum!



www.expos-events-etc.com

Sue McManus

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Kim Cunningham,
*serial
entrepreneur*

Learn from fabulous failures of others

Kim Cunningham
is President of

OnePoint Solutions and StoredPower Solutions. OnePoint develops and licenses web-based marketing technology and offers an employee discount program that provides discounts and cash-back on real estate and relocation services. StoredPower holds two patent-pending battery technologies designed to address the world's energy storage needs.

Kim has failed fabulously! She started a home-based craft business called Naturally Christmas. This closed after the first year – too labor intensive. Years later, she and her partner started PackingKits.com, an online moving box company. That closed after two years – partner stole the working capital she had invested and ran up more than \$250,000 in debt (while she was also going through a divorce!)

In between, she worked for other companies, creating new business development and marketing approaches. She'll share how to:

- **rethink “failure”**
- **not to be afraid of failure**
- **learn from failure**
- **take what you've learned and use it as a stepping stone to success**

www.onepointsolutions.net



Karyn Greenstreet,
*Passion for
Business, LLC*

4 Ways to Transform Your Business to the Next Level

Are you asking, “What’s next for me and my business?” You’re not alone in wanting to reinvent and transform your business to the next stage of growth.

Here’s a step-by-step process to re-think your business and marketing models.

- **Gain clarity about the future direction of your business.**
- **Set new business goals and discover how they affect your business transformation plan.**
- **Holistic, strategic thinking about how one change affects your entire business and marketing model.**
- **Get your hands dirty with practical, hands-on exercises. We’ll use worksheets to help you implement what you’re learning.**

Is now the time for a turning point in your business? If yes, join Karyn for this highly-interactive session to get you thinking about what’s next and how to achieve it.

About Karyn:

Karyn Greenstreet is an internationally-known self-employment expert and small business coach, and has owned five businesses since 1981. She helps

you transform your business with proven techniques and strategies to create clear and cohesive plans that increase profits and manage daily operations. She has spoken at numerous national conferences on business strategy and marketing topics, and has taught over 260,000 people worldwide. She is the President of Passion For Business and operates four websites. Visit her website at

www.PassionForBusiness.com

Cindy Bergvall ,
Bee, Bergvall & Co, and the Center for Nonprofit Management

Did you see the movie Moneyball? The same principles that propelled the Oakland As to a record-breaking winning streak and later the Boston Red Sox to a World Series championship, work in your business. Key performance indicators, dashboards and pulse reports will identify areas that need attention and highlight strategies to improve your financial health. While watching the movie is not a pre-requisite, it illustrates the impact of “what you can measure, you can manage.”

Cindy enjoys pairing the financial analysis skills of the accounting firm with the strategic goals of her clients to help them increase capacity, communicate clearly, and plan for the future. Cindy is on the board of CB Cares and volunteers with the Central Bucks Drug Free Project. She is on the Executive Committee of the Greater Philadelphia Chapter of the PICPA and a member of the PICPA Local Government Committee. She is also a member of the C12 Group.



Christa Tinari,
Peace Praxis Educational Services

Business owners know that difficult conversations come with the territory. Yet many of us either feel uncomfortable speaking our mind or come on too strong when responding to problems with clients or colleagues. Thankfully, learning a few concrete tools ahead of time can prepare you for that unexpected moment when challenges arise. Everyone who wants to know how to maintain great relationships and handle difficult conversations with finesse, will learn how to:

- **Consider the two most important variables in conflict situations**
- **Use the “ABC” method to respond to unreasonable client requests**
- **Use the perception-checking strategy to avoid making incorrect assumptions**
- **Use the sandwich method to give critical feedback**

Christa is a conflict transformation expert and a passionate teacher of the skills of peacemaking. She is founder and director of Peace Praxis Educational Services and True Path Coach, adjunct instructor at Temple University, creator of the Peaceful Schools Institute™, mediator, and teambuilding facilitator. Christa provides training, consulting, and coaching. She holds a B.A. in Psychology and Women’s Studies and M.A. in International Peace Studies and Conflict Resolution. She is also an active member of a cooperative farm, Co-Chair of the Doylestown Dog Park, and member of Voice Is a cappella singing group.

www.peacepraxis.com



Chanin Milnazik,
Brown Dog Design

Get charisma: it can help your business boom

Chanin walks us through the mystery of charisma and

why having some might just help you get a yes on that next sales call! Chanin has been helping businesses evolve through marketing, graphic design and web design for more than 20 years.

Possessing an uncanny ability to listen and understand clients' needs, she executes projects with unbridled passion and creativity. Her accomplishments represent the power of one person to help many. She is the founder of The Women's Business Forum of Bucks County, First Friday Doylestown, the charity event, "Doylestown Blue Ball", and also serves on the Board at Planned Parenthood Association of Bucks County, and has served on committees for the Bucks County Historical Society and Twilight Wish Foundation. Most recently, she is heading up the new WBF Empowerment Grant Fund, that will be geared to helping deserving entrepreneurial women receive a financial boost to help get a business off the ground. Her company specializes in business branding and brand development, corporate collateral, advertising and websites.

www.brown-dog-design.com



Cheyenne Mease,
Health, Heart, Soul

Hold yourself accountable – and grow you!

Gain clarity on what it is you need to do. Get real and be hon-

est with yourself to create the space you need to grow you!

Understand how and why we as women struggle with holding ourselves accountable to hold others accountable.

Learn ways to create good boundaries in your personal and professional life to create the life you want.

Cheyenne R. Mease, RPP, RPE, is the founder of Health Heart Soul, LLC. She brings 25 years' experience as a respected energy healer, teacher, speaker and an intuitive life advisor who works with the medical community to integrate Eastern and Western approaches to health and wellness. She finds clarity, healing, harmony and fulfillment—and helps her clients do the same—on the farm in beautiful Bucks County, where she lives with her husband, Jeff. She is author of *Clarity Wisdom Harmony Simple and Concise Tools for Living* with foreword by Bernie Siegel, MD.

www.CheyenneMease.com



Yoon Cannon,
*Paramount
Business Coach*

**Think strategically:
your recipe for
business success!**

Ever eaten a great dish and asked,

“Can I get that recipe?” Why? Because we know we could re-produce that same meal if just had the winning recipe. Well, your business success is no different. What stands in the way between where you are and where you want to be is often a matter of not having the right combination of key ingredients and an easy, step-by-step recipe. In this power-packed, interactive seminar, business growth expert Yoon Cannon will unpack the:

5 key ingredients every business must have for achieving bigger success

4 hottest marketing strategies for effectively generating leads

3 deadly mistakes that derail entrepreneurs

2 simple success habits to start

#1 secret for fast business growth!

Attendees will leave with Yoon’s one-page strategic plan template to follow to grow your business in a much bigger way this year.

Yoon has helped hundreds of entrepreneurs and small business owners dramatically accelerate your business growth. She is a seasoned entrepreneur, having started and sold three companies over the past 20 years. Grab free Biz Growth Tips newsletter at



Phyllis Jablonowski,
*CSEP
Eventricity, LLC*

We talk ROI and margins and market penetration all day long. Learn how building something for the greater good

actually can deliver so much more. Phyllis Jablonowski, CSEP, CEO of Eventricity, LLC will share with you how involvement in the community is natural and easy and the right thing to do. It is not another full time activity, unless you want it to be. The payoff is greater than you could ever imagine personally, professionally and its good for business!

Past president of the Greater Philadelphia ISES chapter, Phyllis Jablonowski, CSEP is one of only 200 worldwide to achieve the prestigious title of Certified Special Event Professional (CSEP). Phyllis is an accomplished floral and event designer, speaker, educator, mentor, business owner and active community member. With more than twenty years experience, she is passionate about the profession in all its aspects including creativity, commitment, continuing education, ethics, and performance standards. Phyllis is always striving to create an atmosphere where staff, business partners and clients all feel valued and can have the opportunity to succeed.

This mother of 3 took a home-based floral shop and developed it into a décor tour de force. Her education, integrity, and industry involvement has given her the foundation to thrive in this competitive market. Her success is enhanced by her relationships with highly respected professionals that encourage, support, and value each other.

Expo Committee 2012

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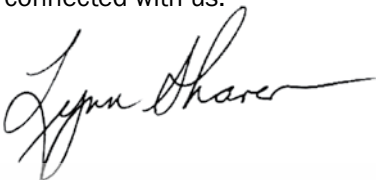
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Our Thanks

Thank you for being a part of our 6th annual IDEAS Expo. The dedicated volunteers who put together the event, coupled with the presenters who graciously agreed to share their expertise, set out to give you a wonderful experience today. Take it for all it is worth!

Network with fellow entrepreneurs and business leaders to cultivate new relationships. Connect with our business vendors who may offer just the business solution you are looking for. But most of all, be present in all that you do because it is truly your presence at our Expo that infuses it with the right level of energy and enthusiasm and brings it to life.

We hope you will feel the power of the pulse that resonates when the Women's Business Forum gets together and will join us at future events. Visit www.womensbusinessforum.org to find out how you can stay connected with us.



WBF President

Vendors

BrownDogDesign

Chanin Milnazik

Tastefully Simple

Jacki Pitkow

Leaps & Bounds:

Pathways to Success, LLC

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