

Connecting Women to Power **BUSINESS CONFERENCE**

NAVIGATING BEYOND YOUR LIMITS



Hosted by:

California State University, Dominguez Hills

California Educational Solutions

Jerome E. Horton, Member,
California State Board of Equalization



June 16, 2016

California State University, Dominguez Hills

Loker Student Union

1000 East Victoria Street

Carson, CA 90747

8:30 a.m. to 5:00 p.m.

(Check-in at 7:30 a.m.)

Parking is FREE in **Lot 6**

(Please enter campus from Gate D off of
Victoria Street to access Lot 6)

No cost to attend. Space is limited.

REGISTER NOW!

Online at www.boe.ca.gov/connectingwomentopower
or by calling 1-888-847-9652

Men are Welcome!



Yvonne Horton*

Inglewood City Clerk
Work-life Balance

Featured Speaker/Moderator

* Only participating as an invited guest



Dr. Barbara Young

Transformation Coach
Featured Speaker



Ellen Chen

Co-Founder of Mendocino Farms
Featured Speaker



Dr. Karen Stewart

Psychologist
Featured Speaker



Deborah Deras

Author of Confessions of an Adrenaline
Addict: How to Achieve More with Less Effort
Featured Speaker

Topics Include:

- Cutting-Edge Strategies and Techniques
- Meet Millionaires Making Things Happen
- Motivational Keynote and Guest Speakers
- Working Together Works: State Job Fair
- Connect a Million Minds: Identifying and Solidifying Strategic Alliances
- Tips on Turning Your Talents into Profits
- Women in High Places: Government and Executive Level Appointments Training
- Entrepreneurial Training Programs
- Using Tax Credits to Expand Your Business
- Starting, Growing, and Expanding Your Business
- How to Avoid the Frustration of Taxation

Breakout Sessions*:

Toro Tank Business Boot Camp and Competition

Have a great business idea? Enter the Toro Tank Boot Camp and Competition hosted by California State University, Dominguez Hills Entrepreneurial Institute, for the opportunity to audition, pitch your business idea, and win access to funding and business resources that could help turn your dream into a million dollar reality.

Real Talk, Real Issues, Real People, Right Now!

Join a dynamic group of experts who will help you relax, rejuvenate, and revive the power in you, and strengthen your resolve to be the best you can be. This session features a broad cross-section of successful individuals who will help you balance the rigorous demands of work, home, career, finances, and future, in a "talk show" style format.

Planning for Success: Creating a Successful Business

Just starting out in business or have a great idea for a new business? As you prepare to launch your business, learn about critical planning components and how to capitalize on tax credits to turn your dreams into reality.

Build Your Personal Brand with Social Media

Nowadays, the key to career longevity is creating new opportunities, embracing challenges, and treating your business as your brand. Discover powerful ways social media networks can help establish your personal brand and expand your network.

Contracting Opportunities

Prepare your business to take advantage of the many government contracting opportunities available. Learn how to identify valuable incentives and how to solicit your products or services.

Women in High Places

This workshop will teach you simple, insightful ways to increase your interaction and positivity with others. Whatever your vocation or aspiration, you can increase your impact on others by becoming a person of influence.

Business Tax Essentials

Hear about free government services available to businesses, tips on permits and licensing, successful recordkeeping methods, tax credits and exemptions, as well as pitfalls to avoid paying unnecessary fines and fees.

Funding Your Business

Hear from representatives of financial institutions and private corporations offering funding opportunities specifically designed for small businesses.

Technology, Innovation, and Entrepreneurship

The world of entrepreneurship is changing rapidly as a result of technology and innovation. This presentation will highlight how startups can utilize artificial intelligence, big data, and cutting-edge research to propel their companies into the future, and positioning for opportunity and growth.

Global Expansion and e-Commerce: Tapping into Foreign Markets to Create a Competitive Position

Explore the vast possibilities of business opportunities through international expansion and e-commerce. Experts will explain how you can expand your business with minimum capital investment and utilize tax exemptions to accelerate growth and increase global operations.

Women's Health Awareness: A Roadmap to Preventive Care

A woman's health is her total well-being. Learn the importance of monitoring your health status and how to utilize strategies such as mindfulness to maintain total well-being.

The Look of Power – Presenting Yourself for Success

Learn about different tips and styles to maximize your professional wardrobe without breaking your budget.

Communication and Interpersonal Skills

Learn how to make a powerful first impression, and communicate in such a way that people listen. Whether you are walking into a room, conducting a meeting, or having a critical conversation, this session will leave you feeling self-assured knowing that your presence is making a powerful impact.

How to Create Powerful Alliances and Loyal Teams

Learn what makes some business leaders highly effective and influential. This session will teach you how to build powerful alliances and loyal teams who will support you for years to come.

Creating a Successful Small Business

Understand the importance of key business principles to create a successful business. Before you enter the marketplace, learn the importance of beginning with a laser-focused business concept.

Career Restart, Reviving Your Career

Whether you have stepped off the path you hoped to be on or are returning to the workplace, this session will look at what you can do to avoid or overcome a plateau, revive your direction, and find ways to follow your passion.

Answers to Critical Legal Questions – What Entrepreneurs and Small Businesses Need to Know

Many questions arise when you start your own business. Questions such as, "When do you need a lawyer?" and "How do you protect your great idea from copycats?" This session will discuss how to tackle your questions to help you juggle multiple priorities.

* For a complete list of breakout sessions, visit the "AGENDA" tab at www.boe.ca.gov/connectingwomentopower

Featured Speakers:



Willie J. Hagan
President
California State University,
Dominguez Hills



Jannelle So-Perkins
Media Pioneer
Mistress of Ceremonies
Jannelle So Productions



Edna Murphy
Deputy Director of
Administration,
Board of Equalization



Shawn Marie Turi
CEO
Shawn Marie Turi International



Joe McCloskey
Co-Founder
Helping Women Help
Themselves



Jeannie Kim-Han
Special Assistant for Presidential
Projects and Initiatives
California State University,
Dominguez Hills



Patti Cotton
Founder & CEO
The Cotton Group



Richard Pallay
SBA Community Advantage—
Business Development Officer
CDC Small Business Finance



Ruthie Quiachon
Entrepreneur Trainer
Toastmasters International



Joel Jacinto
Public Works Commissioner
City of Los Angeles Board of
Public Works



Julie Ann Hennessey
Director
U.S. Commercial Service, U.S.
Department of Commerce



Georgia Zachary
President
Women of AT&T – Southern CA



Danetta Jackson
Outreach Program Manager
Department of General Services



Lila Fedler
Technical Assistant to the
Advocate
Franchise Tax Board



Cevande Lee
Regional Director
American Heart Association



Lisa Hamilton
Stakeholder Liaison
Internal Revenue Service



Renee Gibson
Chief, Collections Division
Employment Development
Department



Sheila Muntooth
District Administrator
Board of Equalization

Honored Guests*:

Board of Equalization Vice Chair, Diane L. Harkey
Los Angeles County Assessor, Jeffrey Prang
Los Angeles County Supervisor,
Mark Ridley-Thomas
Secretary of State, Alex Padilla
Congresswoman, Norma Torres
Senate President Pro Tempore, Kevin de León
State Senator, Isadore Hall, III
State Senator, Dr. Ed Hernandez, O.D.
State Senator, Tony Mendoza
State Senator, Connie M. Leyva
State Senator, Carol Liu
State Senator, Holly J. Mitchell

State Assembly Speaker, Anthony Rendon
State Assemblymember, Cheryl R. Brown
State Assemblymember, Ed Chau
State Assemblymember, Mike Gatto
State Assemblymember, Mike A. Gipson
State Assemblymember, David Hadley
State Assemblymember, Roger Hernández
State Assemblymember, Chris Holden
State Assemblymember, Patrick O'Donnell
State Assemblymember, Sebastian Ridley-Thomas
State Assemblymember, Freddie Rodriguez
State Assemblymember, Das Williams

Los Angeles City Councilmember, Gil Cedillo
Los Angeles City Councilmember, Paul Krekorian
Los Angeles City Councilmember, Curren Price
Los Angeles City Councilmember, Herb Wesson, Jr.
Los Angeles City Councilmember, Mike Bonin
Los Angeles City Councilmember, Joe Buscaino
Los Angeles City Councilmember, Paul Koretz
Carson City Mayor, Albert Robles
Carson City Mayor Pro Tempore, Lula Davis-Holmes
Carson City Councilmember, Elito M. Santarina
Carson City Councilmember, Jawane Hilton
Carson City Clerk, Donesia Gause

* Only participating as invited guests

Connecting Women to Power

BUSINESS CONFERENCE

Partner Organizations:

Airvoice Wireless – California Lifeline Free Cell Phone Program
 Alligator Rose
 Ameriprise
 AT&T
 Building Aspirations
 California Department of Business and Consumer Affairs
 California Black Women's Health Project
 California State Board of Equalization
 California State University, Dominguez Hills – College of Extended Education
 California Women 4 Women
 CDC Small Business Finance
 City of Los Angeles, Mayor's Office of Economic Development
 Covered California
 Dress for Success Worldwide West
 Employment Development Department
 Energy Savings Program – PACE
 Enterprise Holdings
 Farmers Insurance
 Franchise Tax Board
 FRANNET

Governor's Office of Business and Economic Development (GO-Biz)
 Herbalife
 Institute for Women Entrepreneurs
 Internal Revenue Service
 International Venture Laboratories (iVentLABS)
 Intuit
 Jewish Labor Committee
 Korean Churches for Community Development
 League of Women Voters of Los Angeles
 Los Angeles County Child Support Services
 Los Angeles County Office of the Assessor
 Los Angeles County Registrar-Recorder/County Clerk
 Massage Envy
 Morgan Stanley
 National Association for the Advancement of Colored People (NAACP), Long Beach
 Nature's Bakery
 New York Life
 Pacific Asian Consortium in Employment (PACE)
 Patti Cotton Group
 Peggy Freeman
 Scholar Warrior – Moments of Focus

SCORE Los Angeles
 Search to Involve Piliipino Americans (SIPA)
 Small Business Development Center Los Angeles Regional Network
 Social Security Administration
 South Bay Entrepreneurial Center
 South Bay Workforce Investment Board
 Southern California Edison
 StriVectin
 The Final Step
 Time Warner Cable
 Toastmasters
 United Parcel Service
 U.S. Bank
 U.S. Department of Labor
 U.S. Postal Service – Los Angeles District
 U.S. Small Business Administration
 Vermont Slauson Economic Development Corp/Los Angeles Business Source
 West Basin Municipal Water District
 WFG, Inc.
 Women's Business Center
 Yogurtland – Inglewood



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