



ECONOMIC SUMMIT FOR WOMEN BUSINESS OWNERS

OCTOBER 2, 2009 - WASHINGTON, DC



Economic Summit for Women Business Owners October 2, 2009

W Hotel
515 15th Street, NW
Washington, DC

7:30 **Registration and Continental Breakfast**

8:15 **Welcome**

Making your business strategically and economically relevant in a new economy

- Barbara Kasoff, President, CEO and Co-Founder, WIPP

Program Emcee:

- Susan Wilson Solovic
CEO, Small Business Television

8:30 **Keynote Address**

- Mike Duke, CEO, Wal-Mart Stores, Inc.

9:00 **What is the Real Impact of Women Owned Business?**

In 2009, National Women's Business Council, Center for Women's Business Research and Walmart commissioned an extensive, groundbreaking study of women business owners across the United States to quantify the economic impact, obtain benchmarks and identify the needs of women entrepreneurs.

We believe the findings from this critical research will provide critical knowledge which will help propel women-owned businesses towards further growth and profitability and to make a compelling case for increased funding, training and procurement dollars for women-owned firms.

- Margaret Barton, Executive Director, National Women's Business Council
- Gwen Martin, Managing Director & Director of Research, Center for Women's Business Research
- H. Pordeli, Phd., Hugh F. Culverhouse Professor of Economics and Finance, Jacksonville University's Davis College of Business
- Peter Wynkoop, Principal, The HPW Group and President, Economic Roundtable of Jacksonville, FL

10:00 **White House Economic Briefing**

- Austan Goolsbee, Member of the Council of Economic Advisers and Staff Director and Chief Economist, President's Economic Recovery Advisory Board

10:30 **Trends and Opportunities in a New Economy**

- Ann Sullivan, WIPP Government Relations and President of Madison Services Group, Inc.
- Tara Olson, Co-Owner, AllPoints Research, Inc.

11:30 **Break**

- 12:00pm **Lunch**
- 12:30 **The Economy and Small Business**
- Christina Romer, Chair, Council of Economic Advisory
 - Diane Farrell, Director, Export-Import Bank of the United States
 - The Honorable Kay Hagan, United States Senator (D-NC) (invited)
- 1:30 **Break**
- 1:45 **The Innovation Marketplace**
- In a changing economy, innovation offers the greatest return for small business growth. As the government and corporations increase opportunities for external innovation sources, how do you position your business in this marketplace?
- Karen Blackwell, Manager, Supplier Development and Diversity, Nestlé USA
 - Maria L. Maccacchini, PhD, President & CEO, QR Pharma
 - RoseAnn B. Rosenthal, President & CEO, Ben Franklin Technology Partners, Southeastern Pennsylvania
- Moderated by:**
- Lavern Jackson, President and CEO, Joint Logistics Managers, Inc.
- 2:45 **Break**
- 3:00 **The Power of Partnership – The Women’s Community and the Small Business Community**
- A look at success stories in partnership across Small Business, Corporations, the Government and Non-for-Profits.
- Elizabeth Vale, Executive Director, White House Business Council and Senior Advisor to the Secretary of Commerce
 - Cathy Woolard - Executive Vice President, Global Advocacy and External Relations, CARE
 - Letty Hudson, President/CEO, Chicago Mini Bus Travel
- Moderated by:**
- Susan Diamond, Vice President of Facilitation and Chief Learning Officer, Women Presidents’ Organization
- 4:00 **Empowering Economic Growth for Women Small Business Owners**
- Esther Silver-Parker, Senior Vice President of Corporate Affairs, Walmart
 - Barbara Kasoff, President, CEO and Co-Founder, Women Impacting Public Policy
- 4:30 **Adjourn**