



Women, Money and Opportunity
Women Business Owners and Entrepreneurs
January 29, 2010 - Pittsburgh, PA

Rivers Club
301 Grant St # 411
Pittsburgh, PA 15219-1411

8:00 **Registration, Breakfast and Meet and Greet**

8:30 **Welcome**

Host:

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

The Economic Impact of Women Business Owners

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

8:45 **The Honorable Robert McCord**, Treasurer, State of Pennsylvania

9:00 **The Honorable James Creedon**, Secretary, The Pennsylvania Department of General Services

Introduced by: **Sadie L. Sterner**, Regional Director, Labor Liaison, Pennsylvania State Treasury

9:30 **Break and Meet and Greet**

Federal Contracting Sessions and Business Matchmaking

9:45 - 12:00 **Business Matchmaking**

Meet face-to-face with business representative to learn about procurement opportunities for your business.

9:45 **How to Compete for Federal Dollars**

- **Gloria Larkin**, TargetGOV

10:15 **Mapping the Plan: Developing a Strategic Plan to Win Contracts**

- **Jennifer Bisceglie**, President, InTEROS Solutions, Inc.

11:00 **Teaming Strategies, Tool and Resources - A Panel Discussion**

What are the strategies for partnering with other small business and with public/private entities?

With:

Barbara Fisher, Deputy District Director, Pittsburgh Office, U.S. Small Business Administration

11:45 **Break**

12:00 **Luncheon**

12:30 **Policy in Action: Policy Impacting your Business**

The US Small Business Administration Office Advocacy

- **Shawne Carter McGibbon**, Regional Advocate (Region III), SBA Office of Advocacy

Issues Impacting Your Business - A Discussion of Automatic IRA

- **Richard Chevrefils**, State Director, AARP Pennsylvania

Women Accessing Capital and Business Matchmaking

1:30 – 3:30 **Business Matchmaking**

Meet face-to-face with business representative to learn about procurement opportunities for your business.

1:30 **Preparing for Growth: Getting Your Financial House in Order**

- **Terri McNally**, Global Capital LLC

2:00 -3:00 **Funding Sources Panel Discussion**

Phil Farabaugh, Member and Associate, BlueTree Allied Angels

Angel Marschik, Vice President and Senior Loan Officer, Bridgeway Capital

Rochelle Lilien, Senior Business Development Specialist, Urban Redevelopment Authority of Pittsburgh

3:00 – 3:15 **Break**

3:15 – 4:15 **Diversifying Your Revenue Stream:
Planning and Funding Innovation and Development**

- **Karen Maples**, Myutiq

With:

Alicyn M. Rhoades, Ph.D., Innovation Manager, New Technologies / New Business, Bayer MaterialScience

Matt Harbaugh, Chief Investment Officer, Innovation Works, Inc.

4:15 – 4:30 **Closing**

We are proud to Partner with the Following Organizations on this Event:

African American Chamber of Western Pennsylvania, The Center for Women's Entrepreneurship at Chatham University, Diversity Business Resource Center, E-Magnify at Seton Hill University, Executive Women's Council of Greater Pittsburgh, Pittsburgh Professional Women, Pittsburgh Technology Council, PowerLink, The Small Business Development Center at Duquesne University, The Women and Girls Foundation of Southwest Pennsylvania, Women's Business Enterprise Council-PA-DE-sNJ, Women's Independent Press, Women's Small Business Association, YWCA Greater Pittsburgh

