

Women in Business

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BELLEVUE
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7:00 Registration & Networking

7:30 Kick-Off

Opening Remarks

Gloria Northcroft, Sr. Clinical Specialist
Genentech Inc.

Kick-Off Keynote

Carol Nelson, President & CEO
Cascade Financial Corp.



8:35 Breakout Session #1 (30 min.)

Sales & Marketing

Leveraging Existing Customers to Build New Business
Andrea Sittig-Rolf, CEO, Sittig Northwest, Inc.

Human Resources

You Mean That Person is My Employee?

Sheryl Willert, Attorney, Williams Kastner & Gibbs, PLLC

Business Financial Planning

Creating a Winning Plan to Run Your Business

Michele Bucklin, VP, McDonald Financial Group

Cari Wyszynski, VP, McDonald Financial Group

You Choose!

9:05 Break & Networking (30 min.)

9:35 Breakout Session #2 (30 min.)

Real Estate 101

Not All Buildings Are Created Equal. Not All Landlords Are Created Equal. Not All Leases Are Created Equal.

Sue Baugh, Vice President, The Staubach Company

IT Planning

Tips and Tricks to Managing Your Technology Needs

Craig Nishizaki, Sales Director, Bluejack Systems

Presentation Skills

Selling Your Product, Your Service & Yourself

Linda Kay Porlier, Sales & Communications Expert

Follow Your Heart Productions, Inc.

You Choose!

Agenda

cont'd

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10:05 Break & Networking (30 min.)

10:35 Breakout #3 (30 min.)

Communications

*Achieving Success at Work & in Life -
One Conversation at a Time*

Jennifer Brewer, Consultant, Fierce, Inc.

Starting Your Own Business

The Thrill of Victory & the Agony of the Feet!

Jan Scott, President, Another Source

Personal Finance

Retirement Planning - A Journey Worth Taking

Michele Bucklin, VP, McDonald Financial Group

Cari Wyszynski, VP, McDonald Financial Group

You Choose!

11:05 Break & Visit Display Tables (25 min.)

11:30 Luncheon

Keynote Speaker

Wanda Herndon

Sr. VP Global Communications

Starbucks Coffee Company

1:00 Adjourn



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Break-Out Topics



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Sales & Marketing

Leveraging Existing Customers to Build New Business

Speaker: **Andrea Sittig-Rolf**
CEO, Sittig Northwest

Do you have happy customers? You know, the ones who are loyal, think you're the greatest and continue to buy from you time and time again? Why not leverage the relationships with those customers to gain new customers to further develop your business? Your happy customers are the most powerful tool you have to help sell your product or service, and a case study is an excellent way to showcase your best customers.

Andrea Sittig-Rolf is a Seattle-based entrepreneur, public speaker and author who specializes in teaching and facilitating effective Prospecting Blitz, Lead Generation, and Team Building Programs for Sales Managers who wish to increase new business opportunities through fun, structured, activity-based sales training programs.

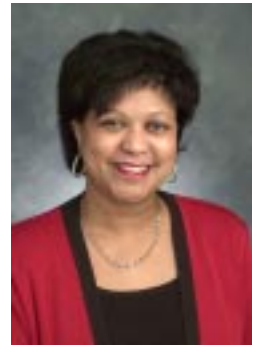
Human Resources

You Mean That Person Is My Employee?

Speaker: **Sheryl Willert**
Attorney, Williams, Kastner & Gibbs

With an increase in litigation surrounding wage and hour issues, it is important to know whether the people you hire to work with you are independent contractors or employees. The issues go way beyond the question of who pays their taxes... and having an independent contractor agreement in place does not suffice.

Sheryl Willert, a renowned national employment and civil rights attorney from Williams, Kastner & Gibbs, will provide tips on how to establish a work force and avoid liability.



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Break-Out Topics

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Business Financial Planning

Creating a Winning Plan to Run Your Business

Speakers: Michele Bucklin
Vice President, McDonald Financial Group

Cari Wyszynski
Vice President, McDonald Financial Group

This presentation will highlight the process of partnering with your banker and leveraging their expertise. It will run through the five toughest questions your banker will ask you and how to prepare your responses to meet your financial goals.

Personal Financial Planning

Retirement Planning - A Journey Worth Taking

Speakers: Michele Bucklin
Vice President, McDonald Financial Group

Cari Wyszynski
Vice President, McDonald Financial Group

Learn how to plan for your long-term financial objectives and rewards by taking the right actions. Learn why "hope" is not an investment strategy.

Michele Bucklin is a Financial Advisor, having joined McDonald Financial Group in 2001. She brings enthusiasm and energy to serving the diverse financial needs of high net worth individuals and families.

As a Financial Advisor with McDonald Financial Group, Ms. Wyszynski is passionate about providing innovative solutions for clients with complex banking needs. With twenty years experience in banking, she has been in Private Banking for the past nine years.

Break-Out Topics

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Real Estate 101

*Not All Buildings are Created Equal.
Not All Landlords are Created Equal.
Not All Leases are Created Equal*

Speaker: **Sue Baugh**
Vice President, Staubach Company

Given that real estate is one of a company's biggest expense items, it's important to know what to look for and what questions to ask when you are the one responsible for identifying office space. We'll discuss why a location decision should be based on more than just rental rate; how landlords differ and why you should care and leasing pitfalls and how to avoid them.

Everything we're going to discuss it designed to save you money and avoid unnecessary aggravation.

Sue Baugh joined The Staubach Company in 2002. Prior to joining as Vice President, Sue represented landlords exclusively for 16 years and her experience in the commercial real estate market as a landlord/property manager has resulted in her being one of the most knowledgeable tenant representatives in the industry.

IT Planning

Tips & Tricks to Managing Your Technology Needs

Speaker: **Craig Nishizaki**
Sales Director, Bluejack Systems

The Who, What, When, Why & How... (in 30 minutes or less)

- Why Should I Invest Technology?
- What Should I Invest in and What Should I Avoid?
- Who Should I Acquire Technology From?
- When Should I Invest in Technology?
- How Should I Acquire Technology?

Craig Nishizaki has 13 years of experience in technology sales & management, with 10 years working within the Telecommunications industry. Craig has a wide range of corporate experience, from owning a telecom consulting business, serving on the executive team of a start up company, and managing local sales teams, to running a regional organization for a Fortune 100 company.



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Communications

*Achieving Success at Work & in Life -
One Conversation at a Time*

Speaker: Jennifer Brewer
Consultant, Fierce, Inc.

Business is fundamentally an extended conversation - with your employees, your customers and the unknown future emerging around you. What gets talked about in your organization and how it gets talked about determines what will happen. Or won't happen. Jennifer will explain how to transform the conversations central to your success.

Jennifer Brewer has been steeped in "Fierce" since 2000, when she was recruited by Fierce, Inc. Jennifer became certified as a Fierce Facilitator in 2002 and conducts keynotes and Fierce Conversations Workshops for both corporate and educational clients. The popularity of the Fierce workshops she conducted at Microsoft resulted in waitlists of over 100.

Starting Your Own Business

The Thrill of Victory and the Agony of the Feet!

Speaker: Jan Scott
President, Another Source

This lighthearted presentation will share the "reality" of business ownership!

Jan Scott formally opened the doors of Another Source on August 5, 1991. After assuming the responsibilities of Chief Operations Officer at one placement agency and co-founding another, Scott dreamed of starting her own business with a different twist! Another Source is the only ODRS (On Demand Recruiting Service) in the Seattle area! Branding this new category within the staffing industry and creating proprietary software were just some of the challenges that give Another Source the edge today! Today, her growing company is a respected, staffing business partner to many of the areas most recognized companies. Clients include, Amazon, Russell Investments, MSN, REI, Premera Blue Cross and Shurgard Storage Centers!



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Break-Out Topics



Linda Kay Porlier
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Presentation Skills

Selling Your Product, Your Service & Yourself

Speaker: Linda Kay Porlier
Sales & Communications Expert
Follow Your Heart Productions

The right speech-at the right time-in the right place-to the right people- can and will change your life-and the life of your company FOREVER!

When you speak-in the mind of your audience-you are the company. That's why it is absolutely critical to develop and establish "your best presence" while delivering your most successful message. Anytime a speech is developed, there are a lot of different criteria that must be organized and coordinated. Often people think of developing and delivering a speech as a "juggling act", when in reality it must be a completely organized and orchestrated event.

Linda Kay Porlier, Speech Writer, Speech Consultant, and Speech Coach is a veteran communication expert and experienced international speaker. She has also authored four books. The most current printing is: Follow Your Heart - Book I: Finding Your Rhythm.

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Exhibitors

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