

2007
Business Women's Expo
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Wisconsin Woman Business &
Resource Directory

WisconsinWoman
Connecting Women in the Greater Madison Area

BusinessWatch

Time	Room 1	Room 2	Room 3
9:00-10:15 am	Morning Keynote Speaker - Shelley Peterman Schwarz - The Woman's "X-rated" Guide to Success		
10:30-11:45am	Speed Mentoring & Coaching Session - Meet with experienced business owners, professionals, & coaches for 8 minutes each - Bring questions, resumes, business cards, etc. (Space limited to 20, so register in advance at event!)	Getting Exposure Without Feeling Exposed - A Crash Course in Handling the Media Merri Oxley, The Communication Team Leigh Richardson, Richardson Group	Bringing Your Book to Life: The Real Story from Idea to Reality Kira Henschel, The Publishing Institute Janet Tyler Johnson, JATL, Center for Fulfillment & Prosperity
11:45-1:30pm	Luncheon & Keynote Speaker - Penelope Trunk - New Business Ideas for the New Millennium		
1:45-3:00pm	Board Break Seminar Cay Villars, Celebrus Coaching & Consulting Group (Pre-Registration & Separate Fee Required)	Speak Up & Accelerate Your Career! Sally Anders, RealSolutions	Leveraging Generational Differences in the Workplace & Marketplace Sarah Gibson, Accent Business Communication
3:15-4:30pm	Board Break Seminar Cay Villars, Celebrus Coaching & Consulting Group (Pre-Registration & Separate Fee Required)	Leadership - So You Think You've Got What It Takes to Lead? Laura Geisking, The Creative Company	Make Mine a Million: What This Program Can Mean to You As a Woman Business Owner

2007
Business Women's Expo

- Professionals
- Business Owners

Thursday, February 15, 2007
8:00 AM - 6:00 PM
Marriott - Madison West
1313 John Q. Hammons Drive
Middleton



Morning Keynote

Shelley Peterman Schwarz

Author, Columnist, Speaker,
TV & Radio Personality



Lunch Keynote

Penelope Trunk

Career & Business Advice
Syndicated Columnist,
Author, & Speaker

Produced by.

MCW Productions LLC

Hosted by:

The Business Forum
NAWBO - Greater Madison Chapter
Business & Professional Women of Madison
Women's Council of Realtors-Madison Chapter
Executive Women's Golf Association (EWGA)

Seminar Schedule

2007

Business Women's

Expo



- Thursday, February 15th
- Marriott - Madison West

Who Should Attend:

- Business & Professional Women
- Women Business Owners
- Companies interested in doing business with women & women-owned firms
- General Public (Lunch, Exhibits, Reception)

Expo Features:

- Keynote Speakers - Shelley Peterman Schwarz & Penelope Trunk (Morning & Lunch)
- 75+ Exhibit Booths - Displaying products & services for business & professional women
- Meriter Wellness Area - screenings & information
- Professional Development Seminars - Details: www.mcwproductions.com - Choice of nine seminars (See Reverse Side)
- Board Break Seminar - 2 sessions of a unique & empowering "break through" experience (Separate \$50 fee and pre-registration required.)
- Networking Luncheon, Keynote & Presentation of 2007 Professional Business Woman Award
- Early Evening Networking Reception - Hor d'oeuvres & Cash Bar - Prizes, access to exhibits, networking
- NAWBO Professional Clothing Drive for YWCA "Suited for Success" Program - Bring gently used professional attire (no shoes) dry cleaned & on hangers to donate at the event

Agenda:

8:00 - 9:00 AM

Registration / Exhibits Open
Wellness Area Open
Rolls & Coffee

9:00 - 10:15 AM

Welcome & Keynote Speaker

10:30 - 11:45 AM

Concurrent Seminars (See Reverse)

10:30 - 11:30 AM

Exhibits Open to Public

11:45 AM - 1:30 PM

Networking Luncheon, Keynote
Speaker & 2007 Professional
Business Woman of the Year
Award Presentation

1:30 - 4:00 PM

Exhibits Open to Public

1:45 - 4:30 PM

Concurrent Seminars (See Reverse)

4:30 - 6:00 PM

Networking Reception
(Hor d'oeuvres, Cash Bar, Prizes)

For Event Information:

For general information go to
www.mcwproductions.com
To purchase tickets, exhibit booths,
sponsorships, lunch tables, or other items
Call 608-221-1374, email
expo@mcwproductions.com or
contact one of the Host Organizations

2007

Business Women's

Expo



Registration Form:

Name: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Full Event Ticket - \$65* _____
(Groups of 5 or more - \$60 each)

*Full event ticket includes lunch, seminars (except
Board Break), reception & access to exhibits.

AM or PM Ticket - \$30 _____

Lunch Ticket - \$25 _____

Board Break Seminar - \$50 _____

Reception Only - \$10 _____

Total Enclosed: _____

Payment Options -

Checks to: MCW Productions LLC or

Credit Card Info: Visa Master Card

Name on Card: _____

Credit Card Number: _____

3-digit Security Code: _____

Expiration Date: _____

Signature: _____

Mail to: 2007 Business Women's Expo
5409 E. Buckeye Rd, Madison, WI 53716