



Monday, Feb. 26, 6:30 p.m.

Tuesday, Feb. 27, 2007, 7:30 a.m. to 5:30 p.m.

Reynolds Alumni Center -- University of Missouri-Columbia
Sponsored by the University Center for Innovation and Entrepreneurship,
University Extension and the Missouri Women's Council

Monday, Feb. 26, 2007 -- Columns ABC, Reynolds Alumni Center – 6:30 p.m.



Barry Moltz

YOU NEED TO BE CRAZY – The Inside Scoop of Starting a Business

You'd be crazy to miss a presentation by Barry Moltz of Chicago, IL. Barry is a business coach, angel investor and serial entrepreneur. He has founded three companies and is also the co-founder of Prairie Angels, a group of private investors committed to investing in early-stage companies. Join us for an informal discussion while Barry tells his story with an enjoyable mix of humor, expertise and experience. Enjoy a buffet reception as Barry tells us why you need to be a little crazy to embark on the entrepreneurial journey!

Cost is \$29 for this event alone. However, the cost is included if you attend the Tuesday, Feb. 27 events for \$79!

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Tuesday, Feb. 27, 2007 – Columns ABC, Reynolds Alumni Center

7:30-8:30 Registration and expanded continental breakfast/welcome and introductions

8:30-10:00 Breakout Session One

A. Marketing: Advertising: What's the Point? -- Tom Bradley, Owner, Bradley Marketing Group

Many businesses use advertising, but they often find it's a slippery slope with more questions than answers. It's hard to know whether to buy, what to buy, when to buy, how much to buy and whether or not it really does any good. This session will address some of those questions that keep business owners awake at night. You'll learn from an expert in the field with numerous local and national accounts. A great, fast-paced session.

B. Human Resources: Generational Differences in the Workplace – Gay Albright, Trainer, Missouri Training Institute

Different generations have different ways of communicating and different ways of “being” at work, which can sometimes lead to misunderstandings and conflict in the workplace. This session will give participants information and effective tools for appreciating others’ unique perspectives and understanding our inherent differences. It will also provide suggestions on how to collaborate in mutually beneficial ways.

C. Finance: Financing Your Business -- Jim Gann, Counselor, Missouri Small Business and Technology Development Centers; Keith McLaughlin, Sr. Vice President, Bank of Missouri; Jay Edwards, Senior Area Manager, U.S. Small Business Administration

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Family, friends and fools. Are they really the best source of funds for business start-up or expansion? This session will cover the other sources, such as commercial loans, SBA loans, micro-loans, venture capital and angel networks. And you’ll learn what you need to make the best presentation possible to your banker to enhance your chances for success in funding your company.

D. Life of the Entrepreneur: Balance is the First to Go: Maintaining equilibrium as the deadlines, dependents and decades add up -- Jackie Schneider, Life Coach; Anne Reaves, Owner, Eldercare Resources

For adults, adding the role of caregiver to an already busy life comes with few guidelines. It can become a physical and emotional roller coaster. Too often we get out of sync and lose our balance. This workshop will offer some simple solutions to make life easier. You’ll pick up resources, strategies and techniques to help caregivers eliminate the energy drainers, minimize stressors and maintain balance.

10:30-12:00 Breakout Session Two

A. Marketing: When the Elevator Door Opens: Marketing Yourself and Your Company 24/7 -- Mark Dahl, Owner, Accountable Marketing

Every person an entrepreneur meets is a marketing opportunity. But how do you turn those opportunities into golden moments, leaving behind a succinct and memorable message? In this session, you’ll cover tips of the marketing trade, such as elevator speeches, network building, relationship marketing and efficient and low-cost message delivery. What is your meaningful differentiation? What is your unique selling proposition? How do you develop your own unique approach to marketing that transcends traditional advertising and create the word-of-mouth and “buzz” to bring customers to your business?

B. Human Resources: Behavioral Interviewing – Gay Albright, Trainer, Missouri Training Institute

When hiring, we want to identify the best candidate possible. Specifically, we want to find the individual who, in addition to having the minimum qualifications for the position, also has the right attitude and temperament -- the right “fit” for the organization. We’ll help you sharpen your interview skills to find the right person for the job by using behavioral interviewing techniques, including what you can and cannot ask your candidates.

C. Finance: Understanding Financial Statements -- Jim Gann & Virginia Wilson, Counselors, Missouri Small Business and Technology Development Centers

This session will help you learn how to turn financial statements into useful management tools. Learn how to capture information from your income statement and balance sheet, calculate ratios and make business decisions from that information. This is a great session for those needing to turn their financial reports into useful management tools!

D. Life of the Entrepreneur: Health Savings Accounts -- Bryan Link & Tom Chitwood, Employee Benefit Specialists, Naught-Naught Agency

Healthcare costs can have a dramatic impact on a company's bottom line. And, even if you're not a business owner, you – like all of us – struggle daily with the rising cost of healthcare. Both businesses and individuals can take advantage of ways to lower those costs. You will learn how the new and innovative health care savings accounts, coupled with a high deductible health insurance plan, can bring your healthcare costs back in line.

12:15-1:45 Keynote Luncheon – Speaker: Suzanne Joyce, President and CEO, TechGuard Security, Chesterfield, MO



Suzanne Joyce

GREAT WALLS OF FIRE(R)! - Building an award-winning, multi-million dollar, woman-owned company in five years or less!

Suzanne Joyce is president and CEO of TechGuard Security, a global provider of innovative technology to protect computer and information technology networks. TechGuard products include The Great Walls of Fire cyber security appliance. The company serves the defense and intelligence communities, government agencies and financial and healthcare sectors as a highly respected technology service provider. Suzanne started TechGuard Security in early 2000, and nearly lost her company following the events of Sept. 11 when government agencies and other contractors retreated from the marketplace. Her tenacity, diligence, belief in her product and will to learn and succeed kept TechGuard functioning. Suzanne will share her inspiring story with us and let us in on some of the hard-fought lessons she learned along the way.

2:00-3:30 Breakout Session Three

A. Marketing: Selling to the Government -- Bill Stuby, Counselor, Missouri Procurement Technical Assistance Centers

Local, state and federal agencies spend billions of dollars for products and services each year. And those agencies buy just about anything you can think of to sell. This valuable seminar provides an overview of the first steps for winning government contracts, including necessary registrations and certifications.

B. Human Resources: Workers' Compensation -- Ruth Stone, Benefit Specialist, Naught-Naught Agency

It's a part of every business, but it's also one of the biggest mysteries. In this session, we'll unmask workers compensation and insurance and help you understand why it's important, why you need it and how to live with it. We'll cover the legal requirements, the common sense reasons for the insurance and the business decisions that you need to make. Finally, we'll get into the cost of the insurance and show you how to make premium calculations for our particular situation.

C. Finance: Controlling Cash Flow and Predicting Future Cash Needs -- Jim Gann & Virginia Wilson, Counselors, Missouri Small Business and Technology Development Centers

"We're making sales, but we have no cash" is a common cry for many business owners or organization managers. Take a close look at where cash comes from and where it goes during a company's day-to-day operation. Learn to identify and correct cash flow problems. You'll also learn how to use a cash budget to prepare for the future

performance of your organization. Learn how to estimate future sources and uses for cash and how to analyze those predictions to make decisions.

D. Life of the Entrepreneur: Asset Protection and Estate Planning – Joe Welch, Attorney, Cary, Welch and Hickman, LLP

You've worked hard to build your company. What happens to it in the future matters to you. This session will offer you some key tips regarding what to consider, including insurance, entity creation for asset protection, asset protection trusts, protection of your assets in the event of disability and more. In addition, you'll learn about some important estate planning information, such as how to easily and inexpensively keep your estate plan updated and how to reduce or eliminate transfer taxes.

**4:00-5:30 Upon Reflection: Learning from Those Who Have Come Before
The Panel of Women Entrepreneurs**

As a culmination to our day, we'll introduce you to a panel of women entrepreneurs who have made it! Who better to learn from than those who have made the journey? Enjoy some refreshments, and hear from some inspiring women who will reflect on their own experiences and answer *your* questions. A great cap-off to a day full of learning and motivation. We'll tie it all together with those who have come before.

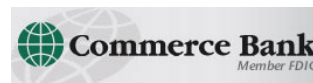
Cost:

- Cost for **In Good Company** – the conference for entrepreneurial women – is **\$79**, and includes the Monday evening event, **You Need to Be Crazy**, as well as all meals and conference materials.
- Cost for **You Need to Be Crazy ONLY** is **\$29**, and includes reception.

To register:

Use the attached registration form, or go to <http://www.missouribusiness.net/ucic/goodcompany.asp> for more information and to download a registration form. Call 573/882-7096 for more information!

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