

THE 15TH ANNUAL

"Who's The Boss" Women's Business Conference

ON THE MOVE SATURDAY, JUNE 15, 2013
HONOREE BREAKFAST Registration 8:30 – 9:00 AM

Honoree Breakfast 9:00 – 11:00 AM



Our HOSTESS

Stacie N.C. Grant

This year's Honorees include:

Nan Puryear - Business & Community Service.

Vice-President of Exquisite Apparel, Executive Director of the Sylvia and Herbert Woods Scholarship Foundation, VP of Youth On The Move In The Community (an Affiliate of Abyssinian Baptist Church) and VP and Board Member of SCAN-NY.

Nina DeMartini-Day - Community & Economic Development.

Managing Partner at ddm development and is involved in a variety of civic and political activities intent on building a more progressive America.

Rev. Georgette Morgan-Thomas - Community & Church Leadership.

Chairwoman of Manhattan's Community Board 9 and Senior Pastor of Mustard Seed Ministries.

Eugenia C. Foxworth - Real Estate & Community Service.

Owner/Broker Foxworth Realty has a reputation for being "Out of the Box" but making the deal happen.



Harlem
Community
Development
Corporation



THE DAY'S AGENDA **Conference Registration**

10:30 - 11:00AM

Conference Kick-off

11:00 - 11:30AM

Kick-off the 15th Annual Women's Business Conference: At this very special event we will inspire you to "keep your business relevant in the new economy" and reach your highest personal and professional goals during these challenging times, prosperity can be YOURS!



make **mine** a
million \$ business
www.womenintheblack.org

count me in
for women's economic independence



"Make Mine a Million" Pitch Party 11:30 - 12:30PM

Do you have what it takes to be a Top Entrepreneur? Experts say that with the right two-minute "elevator pitch", you can take your business to the million dollar mark in no time at all! Now's your chance to come and give your business pitch its shot. Get ready to pitch your business! For details on "How to Prepare a Winning Two-Minute Pitch" visit our website at www.womenintheblack.org

FIT Fashion Institute
of Technology



Sharpen Your Memory

12:30 - 1:30PM

"There is no such thing as a bad memory just an untrained one," says the creator of the Memory Switch Program, a three-pronged approach to memory improvement developed for business people. Matthew Goerke's *Memory Switch Program* will allow you to easily remember names, presentation content, and other key information, while helping you achieve both business and personal goals. Presented by **Matthew Goerke**, America's Memory Master and the creator of The Memory Switch Program.

ENROLL EARLY TO ENSURE YOUR SPACE

Women In The Black New York Inc.





Keynote Luncheon

1:30-2:30PM

Keynote Speaker - Lisa Platske

Lisa Marie Platske, Chief Enthusiasm Officer of international leadership development company Upside Thinking, Inc. and award-winning entrepreneur, wows audiences with inspirational seminars and provides coaching/consulting to transform the way leaders approach their personal and professional lives. Her presentations, coaching sessions, and book *Designing Your Destiny: Achieving Personal and Professional Success* through Upside Thinking helps professionals to develop a clear and effective, mission, vision, and brand in order to maximize their sphere of influence, achieve long-term growth and steady profits while balancing work/life responsibilities. With her high energy, three core beliefs, and seven pillars of success, she empowers people across the country to create the lives they've always wanted.



Succeeding with Social Media

2:45 - 3:30PM

Presenters: **Ronald Thomas**, Google certified Search Engine Marketing and Web Analytics professional; and **Rafiah Byers-Sessoms**, Digital Media Specialist at AMC Networks will focus on business branding through marketing and social media.



Publicity is Free & Fabulous

3:30 - 4:15PM

Presented by **Sophia Davis**, BTE TV. Great hot tips on how to maximize your publicity efforts. Learn how to take advantage of free and fabulous publicity that will help create "buzz" and positive "word of mouth" for your small business. This seminar will teach you techniques to grab the attention of the Press/Media and highlight ways you can engage them to get free publicity for your business.



Time Management

4:15 - 5:00PM

Presenters: **Shaniqua Bowden**, Time Management Consultant; and **Alyce Dodson Emory**, Catering Manager - Billie's Black Restaurant and Professional Development Consultant. Plan and Exercise conscious control over how you spend your time and increase your effectiveness, efficiency, and productivity. With Bowden and Emory you gain a range of skills, tools, and techniques used to manage multiple projects with ease and organize every part of your life.

Celebration Circle-Hosted By: Sophia Davis

5:00 - 6:00PM

Personal stories of Perseverance! Here is the opportunity to learn from – and celebrate with women who are on the road to abundance and success. Come Celebrate With Us and Our VIP Panelists!



Krystle Ford
CO-OWNER
SOUTHERN HOSPITALITY



Colby Jenkins
CEO
GEMSTARR ENT.



Vera Baker
FINANCIAL PLANNER



Tonya TKO
TKOSKIN
PRODUCTION



Quenia Abreu
PRESIDENT & CEO/ NY
WOMEN'S CHAMBER



Conference Wrap Up

6:00 - 7:00PM

Testimonials (This will be taped)
Sponsors Reception: Mix & Mingle



THE BROWNSTONE



HARLEM NEWS GROUP INC.

Networking Party

7:00 - 9:00PM

Gather at the A-Loft Hotel
Drink Special & Dancing

15TH ANNUAL "WHO'S THE BOSS?" WOMEN'S BUSINESS CONFERENCE
Moving Forward : "Keeping Your Business Relevant in the New Economy"
JOURNAL AND ADVERTISING RATES

**WHO'S THE BOSS
WOMEN'S BUSINESS
CONFERENCE**
presented by



WHEN:

Saturday, June 15, 2013
8:30am - 7:00pm

WHERE:

Melba's 125
Harlem State Office Building
163 West 125th Street, 3rd Floor
New York City

2013 SPONSORS

1209 Affair
Chase Bank
City National Bank
Fashion Institute of Technology (FIT)
Harlem Community Development
Corporation
Harlem News Group
LDI Color Toolbox
New York Enterprise Report
New York Women's Chamber of
Commerce
OGS
Slantress
The Brownstone
Tides
Vera Moore Cosmetics
West Harlem Local Development
Corporation

April 2013

Greetings:

Women In The Black is pleased to invite you to support our **15th Annual Who's The Boss Women's Business Conference**. by purchasing a journal ad.

Our journal will be read by over 200 business owner, thier employees and staff. This special opportunity will put your company's brand in front of decition makers and key influencers who, like you, will be hearing and supporting our commitment to the growth of women-owned small businesses.

This year's theme "Moving Forward: Keeping Your Business Relevant In The New Economy" is dedicated to all the women who have committed to a strong entrepreneurial excellence in their communities while in pursuit of larger vision. This year's stellar confirmed honorees are:

Nina De-Martini Dey - ddm development and services
Nan Puryear - Sylvia & Herbert Woods Foundation
Rev. Georgette Thomas - Chairwoman, Manhattan Community Board 9.
Eugenia C. Foxworth - Foxwovrth Real Estate

Date: Saturday, June 15, 2013
Time: 8:30am - 7:00pm
Venue: Melba's 125, Adam Clayton Powell State Office Building, 163 West 125th Street, 3rd Floor

Women In The Black (WITB), a 501 (c) 3 non-profit organization, was established in 1988 as an entrepreneurial organization for women business owners of color based in New York City tri-state area. Our mission is to educate, train and support women business owners. We are committed to equipping women with the skills and resources necessary to start, guild, lead and grow successful small businesses in their communities.

Thanking you in advance for your support!

Princess Jenkins, President
Women In The Black

15TH ANNUAL "WHO'S THE BOSS?" WOMEN'S BUSINESS CONFERENCE

Moving Forward: "Keeping Your Business Relevant in the New Economy"

ABOUT THE WHO'S THE BOSS WOMEN'S BUSINESS CONFERENCE

The **Who's The Boss Women's Business Conference** is designed for business women who want to learn strategies and techniques for addressing key business challenges from start-up to the growth phase. It is for women who are seeking to increase their ability to achieve and succeed. The conference is now celebrating its 15th year and will be held at the Melba's 125th at the Adam Clayton Powell Jr. State Office Building in Harlem New York City.

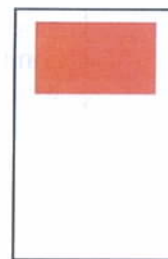
CONFERENCE JOURNAL ADVERTISING RATES & SIZES

please select your ad placement and size from the options below

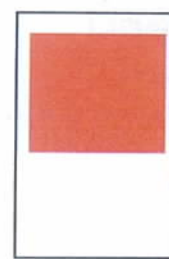
- OUTSIDE BACK COVER \$250
- INSIDE FRONT \$200
- INSIDE BACK \$200
- FULL PAGE \$150
- 1/2 PAGE \$100
- 1/3 PAGE \$75
- 1/4 PAGE \$50



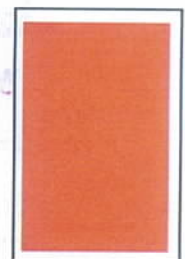
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4.25"w x 5x50"h



1/3 page
8.50"w x 3.65"h



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8.50"w x 6.50"h



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8.50"w x 11.00"h

SPECIFICATIONS

- E-mail high resolution pdf files to crownmeprincessj@aol.com.
- A press-ready hard copy of the ad is also acceptable. Please mail to address in payment info.
- All ads & payments are due by May 20, 2013.

PAYMENT
Make checks or money orders payable to:
 Women In The Black

Mail Payments to:
 Women In The Black
 24 East 125th Street
 New York, NY 10035

CONTACT NAME

COMPANY NAME

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CITY STATE ZIP

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