

Attend Alberta Women Entrepreneurs' Innovative Approaches to Success

Annual Conference | May 4-6, 2011
Hotel Arts, Calgary, AB

... and take home what you need to grow your business!

Opening Reception | May 4th, 2011

Two Day Conference | May 5th and 6th, 2011

Are you an entrepreneur who:

- Has an established business that is ready to achieve more?
- Is facing challenges accessing resources to become more profitable?
- Wants to accelerate your momentum by investing in smart growth?
- Has the tools and strategies to achieve your maximum success?

Find out how
Innovative Approaches to Success
is your solution!



Visit awebusiness.com to register today!

AWE is proud to support Walk-In Closet as this year's charity of choice. We will be accepting gently used, seasonal, women's business attire and accessories. Visit the Walk-In Closet table at our Showcase!

Learn how to grow your business and expand profitability!

May 4th Opening Reception

6:00 – 8:30 pm **Connections!**

Optional event to kick start your connections.

May 5th Prepare. Position. Promote.

8:45 – 9:45 am **You Are What You Run**

John Stanton, The Running Room/The Walking Room

John Stanton will share his inspiring story about establishing a personal brand, leveraging the brand to grow, and staying true to his brand while expanding his business.

10:15 – 11:45 am **Build it or Buy It?**

Featuring entrepreneurs **Joanne Rowe, Peters' Drive-In & Leslie Meingast, The Personnel Department & HR expert Wendy Rabel, The Headhunters.**
Moderated by **Julianna Cantwell, JUNA Consulting**

Look no further than this engaging session to learn how to build talent internally, outsource key positions to create an effective team, and retain employees in difficult labour markets.

1:00 – 2:00 pm **My Company is Making Money,
So Why is There Still No Cash?**

Featuring expert **Colin Mitchell, KPMG & entrepreneur Marla Kott, Imprint Plus**
Advice and learning from a smart, strategic decision-making expert and entrepreneur on managing business finances to best suit your company's goals.

2:30 – 4:00 pm **Financing Tales from the Trenches**

Entrepreneur panel featuring **Phoebe Fung, The Vin Room, Jennifer Broe, Baby Gourmet, & Barbara McLean-Stollery, Executive Airways Grooming Services.** Moderated by **Randy Thompson, Venture Alberta**

How do successful women-owned businesses find the financing they need? Hear the stories of entrepreneurs who have built companies through traditional and not-so-traditional financing.



May 6th Communicate. Connect. Cultivate.

9:00 – 10:30 am **Choose Your Own Growth Adventure**

Featuring entrepreneurs **Jennifer McNeill, Planetary Growth & Karen Stewart, Fairway Divorce & expert Shereen Miller, Government of Canada.**
Moderated by **Karen Hughes, University of Alberta**

There is no one way to success. Panelists will offer innovative strategies on how to grow a business. Whether it is going international, franchising or winning government contracts you will find a strategy that best fits you.

11:00 – 12:00 pm **Online Marketing:**

Improved Bottom Line or Waste of Time?

Featuring entrepreneur & marketing expert **Ted Kouri, Incite Solutions**

Learn how to integrate your online and offline brand. Ted will share strategies to ensure your online marketing tactics are helping to build your business efficiently and effectively.

1:00 – 2:30 pm **Expert Connections**

A room full of experts for you to meet in small groups and answer your questions on HR, international business, customer service, financing, patents and trademarks, winning contracts and so much more.

3:00 – 4:00 pm **Perseverance + Passion = Success**

Jeanne Beker, FashionTelevisionChannel

As one of the most iconic and influential women in the fashion industry both here in Canada and around the world, Jeanne Beker knows the worlds of fashion and business and will share her entrepreneurial story and insight on leadership for women.



AWE is supported by:



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Visit awebusiness.com for detailed program information, speaker bios, and links to valuable resources to get you ready!



ALBERTA WOMEN ENTREPRENEURS

Realize Success

Invest in Your Success

Full conference and opening reception: **\$625** +GST

One Day Option: **\$300** +GST

Opening Reception: **\$25** +GST

Hotel Arts

119 - 12th Avenue SW
Calgary, AB

Accommodations
\$181 + GST / night

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