

SATURDAY, OCTOBER 24, 2009

OPTIONS, RESOURCES AND CONNECTIONS

Entrepreneur Exposé

FOR AND ABOUT BUSINESS WOMEN



A motivational event which will present entrepreneurship as one solution to the economy and provide real options and information for women who want to start a business or take their business to the next level.

Hamilton Park Conference Center
175 Park Ave., Florham Park, NJ
8:30 - 3:30 pm; 3:30 - 5:00 pm Networking

Sponsors:



Partnering Organizations:

The Women's Initiative Network & Connection, LLC (WINC) • Her Business

Centenary College-SBDC • In Biz Magazine • TheWomen's Fund of NJ

SCORE • Identity Magazine • Publishers Design Group, Inc.

Affinity Federal Credit Union • Silk Purse Women

FDU- The Rothman Institute • NAWBO- Central Jersey Chapter

NJAWBO- Women's Business Center • NJ State Chamber • NJ Young Professionals

Parsippany Chamber of Commerce • Somerset County Business Partnerships

The Toilet Paper Entrepreneur • WRNJ Radio

www.entrepreneurexpose.com
PO Box 954, Hackettstown, NJ 07840



Sponsors:

Verizon Wireless

Budd Lerner Law Firm • Gentle Caring Dentistry
 Hilltop Community Bank • Kevil Chevrolet
 Vintner's Circle

- Start Your Own Business**
- Franchise Options**
- Behind the Curtain: Media Interviews**
- Grow an Existing Business**
- Network, Shop and Connect**

Join us on October 24th at the Hamilton Park Conference Center for an all-day, inspirational event for and about women entrepreneurs!

Entrepreneur Exposé was developed in an effort to support women who want to start a business or who own a business and want to grow an empire. The launch event will consist of business exhibitors, panel presentations, image makeovers and inspirational speakers who will tell their entrepreneurial success stories!

A portion of the day is set aside for the Candidates running for Governor to present their business plans.

Informational Breakout Sessions:

“GET THE PARTY STARTED”

Start-Up Options and Information: Intra-Preneurial, Franchise; Financing, Legal Issues, Taxes, Start-Up Marketing do's & don'ts, Creating a Brand, Networking, Partnerships, Evaluating if you have a good idea for a business; Creating an Advisory Team; etc.

“MONEY, MONEY, MONEY”

Handling Your Accounts Receivables; Loans, Credit, Grants, Investors, Lease vs Buy, Paying Yourself, Partnerships, Taxes, What to do with a surplus?; Estate & Will Planning; Insurance Needs; Employee Benefits; Protecting Your Assets

“I WILL SURVIVE”

Recession Proof Marketing & Sales Strategies: Social Media, PR, Advertising, Internet, Website, Community Marketing, Networking, Shifting your marketing focus.

“SIMPLY THE BEST”

HR Issues: Hiring vs Contractual; Benefits; Recruiting; Lay- Offs; Ownership- What It Really Means; Safety & Health Issues; Growing Too Fast? How to be prepared for delivering your goods/ services; Lease vs Buy, Legal & Tax Issues as you grow;

Cost: \$75 early registration until October 1; \$100 thereafter. Group Rate: \$500 for 8 Tickets.

Fee includes breakfast, lunch and refreshments throughout the day.

VISIT entrepreneurexpose.com or call 908-852-4200 to register today!



ENTREPRENEUR EXPOSÉ AGENDA

8:30 AM – REGISTRATION

- Open Exhibit area; Video running; Networking etc...

9:15 – Opening Remarks

9:30 – Speaker–Lori Matheus, VP NJEDA, Regional Business Development

- Opportunities and importance of Entrepreneurship to stimulate the economy

10:00 – 10:15 – BREAK

10:15 – 11:15 – BREAK-OUT SESSION

11:15 – 11:30 – Meet The Break-Out Session Panelists

11:30 – 12:30 – Lunch/Expo/Networking/Media Interviews

12:30- 1:15 – Key Note Speaker: NANCY MICHAELS, Author of 5 books on marketing for small businesses

“Stripped to the core...a hope revolution for women”

1:15 – 2:15 – Governor Candidates

2:15 – 3:00 – “She Works Hard for the Money”

- Testimonial Panel of successful women entrepreneurs

3:00 – 3:15 – Wrap-Up

- Invitation to move upstairs for Networking, Media Interviews to continue.

3:30- 5:30 - Network & Media Interviews



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For Sponsorship Opportunities, Visit entrepreneurexpose.com

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Please complete the registration form and fax to 908-852-4496 or pay online via PayPal at www.entrepreneurexpose.com.

Name and Company: _____

Address: _____

Phone: _____

Fax: _____ Email: _____

Credit Card (PLEASE CIRCLE ONE): Amex Visa Mastercard

Card Number: _____ Special 3- or 4-digit code: _____

Name on Card: _____ Signature: _____

Expiration Date: _____ Amount to be Charged: _____ # of Tickets _____

Mail Check payable to: WINC, PO Box 954, Hackettstown, NJ 07840.

Are you a Start-Up, Existing Business or interested in Franchise Options? _____

For information please contact:

Linda at 201-388-9624 • Wellbrock@comcast.net, or

Melissa at 908-399-6192 • Melissa@link2winc.com • Fax: 908-852-4496

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