

Finding Your Opportunity

2023



**WOMEN IN
BUSINESS
CONFERENCE
AND EXPO**



MARCH 8

CONFERENCE 8:00-5:00

MARCH 9

CONFERENCE 8:30-1:30
EXPO 2:00-8:00

410 E 200 S
RICHFIELD, UT



WEDNESDAY 9:00 CLASSES



Class

Description

Business Plan Writing 101
Wednesday 9:00, Room
1

Meghan McFall

This workshop is designed to help narrow down the essence of your business idea, products, or services. Why you are going into business, and the short and mid-term outcomes of implementing the strategies to reach your goals and projections. We will also explore the long-term impact that will happen as you implement your business idea, products, and services.

Human Resources
Wednesday 9:00, Room
2

Jenna Draper

The Human Resources class will provide basic information on Recruitment and Retention, Performance Management, Learning and Development, Succession Planning, and Employment Law. Come prepared to ask questions and have a more interactive experience to tailor this information to your business.

Organize Easily!
Learn the Clear &
Simple Way
Wednesday 9:00, Room
3

Marla Dee

We all need to be organized and want to be organized, but it feels impossible. Come learn the Clear & Simple Way to get organized in your home, your work, and your day. Marla Dee has been setting people free of disorganization for 22 years. She even makes organizing FUN!

You will leave with:

The steps that make organizing fun & freeing.

- 3 chosen projects and what you need to get them done.
- The best and favorite containers for your home and workspace.
- The inspiration to make the change you are longing for.

Funding Resources
Wednesday 9:00, Room
4

Camille Pendleton

This class will provide you with an overview of all funding resources that are available to business owners.



Class

Description

Grant Writing | How they Work & Where to Find Them

Wednesday 11:00,
Room 1

Talia Hansen

Grants can often feel overwhelming and elusive. Are you responsible for finding and writing grants? Do you own a small business and hope to see grant funds? Do you want to understand how grants work and where people find them?

This class is a basic introduction to grants, how to determine the types of grants that best fit your organization's goals, and where to find them.

Social Media
Wednesday 11:00,
Room 2

Shannon Whiting

Learn how to market your business on Facebook without using Facebook ads or scaring away your family and friends. Learn how to create an online brand for you and your business. Learn how to attract more customers to you, while also increasing your influence and online reach. Learn exactly what to do and how to make Facebook marketing part of your daily business operations in just 20 minutes per day.

Stress/Mental Health
Wednesday 11:00,
Room 3

Kendra Bagley

You are the most important part of your business. Without you, your business doesn't exist. It is vitally important to take care of yourself. Today I will be sharing tips and ideas to help you care for yourself while successfully running your business. Furthermore, dealing with stress is one of the biggest pieces of both running a business and caring for yourself so extra time will be spent talking specifically about dealing with stress. It's time to start celebrating you - all of you. You deserve it!

Be Ready for a
Downturn
Wednesday 11:00,
Room 4

Jackie Hobson



Class

Description

Business Plan 102
Wednesday 2:00, Room 1

Meghan McFall

Continued... This workshop is designed to help narrow down the essence of your business idea, products, or services. Why you are going into business, and the short and mid-term outcomes of implementing the strategies to reach your goals and projections. We will also explore the long-term impact that will happen as you implement your business idea, products, and services.

Quickbooks Quick Tips
Wednesday 2:00, Room 2

Heather Taylor

The financial information associated with operating a business can be overwhelming. In this class we will:

- Navigate the Dashboard
- Business Overview- How can I use the data provided to me most efficiently
- Understanding the Bookkeeping Task and Banking
- Income- How you get paid for your work
- Expenses- How to keep your payments organized

To attain the most from this class, please come prepared with your own version of QuickBooks Online, your laptop and any questions you have about navigating through the system.

Video Editing
Wednesday 2:00, Room 3

Christine Hanks

Using the software VideoPad, you will learn to structure, take video, load them into the software, edit them, add text, music and transitions, and then export the finished product.

Budgets/Reports
Wednesday 2:00, Room 4

Kristi Jones

Learn about budgets and reports as the pertain to your business.



Class	Description
-------	-------------

Emotion Commotion
 Wednesday 3:45,
 Room 1

Melissa Price

Introducing Emotion Commotion, the emotional intelligence game that will have you and your friends laughing connecting and communicating like never before! Emotion commotion is a crazy game that combines the classic game of charades with emotional intelligence learning. Players take turns acting out various emotions such as anger sadness or happiness. The catch? Each emotion is paired with a wacky scenario that players must act out. For example, players might have to act out the emotion of embarrassment while pretending to be a cat, or act out discouragement while pretending to play the air guitar. Emotion commotion encourages players to connect on a deeper level and improve their communication skills. It is the perfect game for parties, team building exercises, family nights, or any situation where you want to have fun while improving your emotional intelligence. We promise lots of laughs, so make sure you visit the ladies room first, or 😊😏

Get Pain Free ASAP
 Wednesday 3:45, Room 2

Paula Warner

Interactive class where you will learn methods/techniques that can lead you to "Get Pain Free ASAP".

What's in Your Bag?
 Wednesday 3:45, Room 3

Marla Dee

What's in your bag?

Warriors in Heels
 Wednesday 3:45, Room 4

Shayne Burton

Did you know that many predators will interview a victim prior to an attack? And did you know that the interview sounds very much like regular conversation unless you know what you're looking for? In this short class I will help you identify the markings of a potential predator. I will teach you that "No!" is a complete sentence, what that means, and how to back that up with some additional information on my SHTF Warriors in Heels Women's Self Defense Training highlights. A must attend class on personal safety! Can't wait to see you there!



Class

Description

Grant Writing | How to Write
Boilerplate Sections
Thursday 9:00, Room 1

Talia Hansen

Grant readiness is an organization's capacity to successfully find, apply to, win, and manage grant applications. Although most organizations think they're grant ready, the reality is that many need to be, especially if they're new businesses. Attendees should come prepared with a computer or mobile device.

This hands-on experience will help participants understand how to navigate the different parts of a grant proposal.

What is Leadership
Thursday 9:00, Room 2

Kenley Steck

Leadership is a topic often discussed but never understood, yet it is critical to understand how leadership is present and used in every organization. Come and see what leadership is and what it isn't. Discover the different styles of leadership and why we need to embrace multiple styles. Learn the basics of how leadership works with teamwork and team building.

Content Creation
Thursday 9:00, Room 3

Christine Hanks

During this class, you will learn how to create a months worth of content. To make the most of this class, please have a Canva account created and bring images you would like to use.

Domain and Google
Thursday 9:00, Room 4

Meghan McFall

If you're curious about bringing your existing business online, or you're just starting a business and want to know where to begin, it all starts with a domain: your online address and home on the web. Learn how to manage work and life tasks more effectively using Google tools.



Class	Description
<p>Bookkeeping Basics Thursday 11:00, Room 1</p> <p>Karry Deeter</p>	<p>Bookkeeping is the process of recording and maintaining financial transactions for a business. For startup businesses, it is important to keep accurate and up-to-date financial records in order to make informed business decisions, comply with tax laws, and secure funding. Some of the topics we will discuss in the training:</p> <ul style="list-style-type: none"> • Business structure • What you need to know to comply with tax laws • Recording all income and expenses • Maintaining accurate records of financial transactions • Reconciling bank statements • Creating financial statements, such as income statements and balance sheets • Understanding financial statements
<p>Social Media Thursday 11:00, Room 2</p> <p>Christine Hanks</p>	<p>Learn about the different social media platforms, who's on them, and how to determine your target demographic. Learn to create an action plan and how to utilize the Meta Business for Facebook and Instagram.</p>
<p>Strengths Finder Thursday 11:00, Room 2</p> <p>Certified Strengths Finder Coaches Jessica Henrie Tim Chamberlain Tyra Taylor</p>	<p>One important part of a successful business is the people in the business. A key element is understanding yourself and those you are working with. The Strengths finder is a fantastic tool in helping you understand yourself and others around you. We have brought in Certified Strength coaches to teach you how you can use this tool for your business's success.</p>
<p>Customer Service Thursday 11:00, Room 4</p> <p>Jessie Lobato</p>	<p>We will discuss the expectations that our customers have, how to meet those expectations, and how it is all part of the customer experience.</p>