



LOUISIANA WOMEN
LEADERS CONFERENCE
on
**SMALL BUSINESS
ENTREPRENEURSHIP**

May 3 and 4, 2012

Renaissance Hotel
Baton Rouge, Louisiana

CONFERENCE MISSION

To provide information that will enhance life-altering decisions affecting the economic well being of women. To this end, sessions will focus on legal, credit, financial and technology issues. Keynote speakers will add insight into organizational political competence, reinventing oneself and nontraditional business opportunities.

HONORARY CO-CHAIRS

Mary Landrieu, U.S. Senator
Wendy Vitter, wife of U.S. Senator David Vitter

PARTNERS

- Louisiana Legislative Women's Caucus
- U.S. Chamber of Commerce, Center for Women in Business
- AT&T Louisiana
- Capital One Bank
- Lafourche Parish Commission on Women
- Louisiana Children and Family Services
- Louisiana Policy and Research Commission on Women

KEYNOTE SPEAKERS

JOAN LUNDEN – Award-winning journalist, best-selling author and host of *Good Morning America* for nearly two decades.

DR. SAMUEL BACHARACH – Professor at Cornell University, co-founder and director of Bacharach Leadership Group, and best-selling author and editor of more than 20 books, including *Get Them on Your Side* and *Keep Them On Your Side*.

MOIRA FORBES – Publisher of *Forbes Woman* and host of the video series, “Success with Moira Forbes” and “Women to Watch.”

CONFERENCE SCHEDULE

THURSDAY, MAY 3

Registration..... 8:30 a.m.

General Session 9:30 a.m.

Greetings/Remarks Supriya Jindal
First Lady of Louisiana (invited)

Remarks Carol Hallett
U.S. Chamber Representative

Breakout Session Introductions Carol Short
Conference Breakout Chair and New Orleans Leadership Council Chair

Breakout Sessions 10-11:30 a.m.

BUSINESS FINANCING AND LEGAL ISSUES

Moderator: **FRED DENT III**, CFA, Principal, Dent Asset Management

Panel: **LEE MELANCON III**, Director, Microbusiness Network of Louisiana;

RICHARD HOUSE, Senior Vice President and General Counsel, New Orleans Hornets Basketball Team; **MARGUERITE KNIGHT ERWIN**, Senior Vice President, Morgan Stanley Smith Barney and **RONNIE SLONE**, President, The Slone Group; Faculty, Goldman Sachs *10,000 Small Businesses* Program

TO C OR NOT TO C: ORGANIZING A 501(C)(3) OR OTHER NON-PROFIT

Moderator: **ANN WILLIAMSON**, President and CEO, Louisiana Association of Non-Profit Organizations

Panel: **MELISSA FLOURNOY**, Director, Louisiana Progress and **RONNY DUNCAN**, Director of Governmental Affairs, Our Lady of the Lake Hospital

HEALTH CARE FOR SMALL BUSINESS

Moderator: **CINDY CENAC**, Health Care Consultant

Panel: **ALLISON YOUNG**, Vice President of Benefits Administration, Blue Cross/Blue Shield and **YVONNE DUPONT**, Owner, Jazzercise Franchise

Luncheon.....	11:45 a.m.
Master of Ceremonies	Scott Rogers Host, <i>Around Town Show</i>
Remarks	Dr. Laura Badeaux Director, Louisiana Center for Women & Government
Awards Presentation	Paulette Bailey-Wilson Chair
Emerging Entrepreneur Award	Stephen Moret Secretary, Louisiana Economic Development
Dream Big Small Business Award	Karen Carter Peterson State Senator, District 5; Chair, Louisiana Legislative Women's Caucus

For awards criteria and eligibility information,
 visit: nicholls.edu/lcwg/louisiana-womens-leaders-conference-on-small-business-entrepreneurship/
 Applications are due by noon on **Monday, April 16, 2012.**

Introduction of Keynote Speaker.....	Lydia Jackson Vice President; CRA Business Development Officer, Capital One Bank
Keynote.....	Moira Forbes Publisher, <i>ForbesWoman</i> ; host, “ <i>Success with Moira Forbes</i> ” and “ <i>Women to Watch</i> ”



Breakout Sessions 1:30-3 p.m.

NON-TRADITIONAL OPPORTUNITIES

Moderator: **PHYLLIS MAYO**, Former Special Assistant to the Governor
Panel: **SIMONE BRUNI**, Owner, The Demo Diva Demolition Company;
SANDRA THOMPSON HERMAN, Innovator, Culture/Tourism and Trucking/
 Transportation and **AMANDA LEBLANC**, CEO, The Amandas

LET’S GET TECH SAVVY

Moderator: **MARY STEIN**, Assistant Director, East Baton Rouge Parish Library
Panel: **STAFFORD KENDALL**, Co-Founder and Principal, Covalent Logic;
ASHLEY NELSON, Professor of Practice, Tulane University and **EMILIE SMART**, Reference and Computer Services Coordinator, East Baton Rouge Parish Library

DOMESTIC VIOLENCE: WHY SHOULD BUSINESS CARE?

Moderator: **BETH MEEKS**, Executive Director, Louisiana Coalition Against Domestic Violence
Panel: **BILLI LACOMBE**, Executive Director, Faith House of Acadiana and **BECKI KONDKAR**, Professor of the Practice and Deputy Director, Domestic Violence Clinic, Tulane University Law School

General Session 3:15-4:15 p.m.

FRANKENSTEIN FINANCING: HOW ENTREPRENEURSHIP CREATED A MONSTER

MICHAEL HECHT, President and CEO, GNO Inc.

Reception 5 p.m.
 Renaissance Hotel
 Hosted by the U.S. Chamber of Commerce,
 Center for Women in Business

Optional Thursday night event:

Join us for dinner and a viewing of the 90-minute documentary film, *Miss Representation*, written and directed by Jennifer Siebel Newsom. The event is co-sponsored by Louisiana Women for Progress and the Louisiana Center for Women & Government. Tickets are available for purchase separate from conference registration by emailing Melissa@LouisianaProgress.org.

CONFERENCE SCHEDULE

FRIDAY, MAY 4

Registration and Continental Breakfast 8 a.m.

Plenary Session..... 9-10 a.m.

Moderator: **HELENA MORENO**, State Representative, District 93

Panel: **REPRESENTATIVE**, U.S. Chamber of Commerce; **AMI SANCHEZ**, Small Business Committee Counsel for U.S. Senator Mary Landrieu; **RICHARD HOUSE**, Vice President and General Counsel, New Orleans Hornets Basketball Team; **KAREN ST. GERMAIN**, State Representative, District 60; **SIMONE BRUNI**, Owner, The Demo Diva Demolition Company and **CHERI MORIAL AUSBERRY**, Vice President, CRA Business Development Officer, Capital One Bank

General Session 10:15 a.m.



DR. SAMUEL BACHARACH, Professor, Cornell University; co-founder and director, Bacharach Leadership Group; best-selling author and editor of more than 20 books, including *Get Them on Your Side* and *Keep Them On Your Side*

Closing Ceremonies 11:15 a.m.

Mistress of Ceremonies Sharon Weston Broome
State Senator, District 15; President Pro Tempore

Introduction of Keynote Speaker.....Sonia Perez
President, AT&T Louisiana



Keynote Joan Lunden
Award-winning journalist; best-selling author;
host, *Good Morning America*

Presentation of Mentors and Mentorees.....Cindy Cenac
Chair, Louisiana Center for Women &
Government's State Leadership Council
Diane Hollis
Vice Chair, Louisiana Center for Women &
Government's State Leadership Council

Reception.....1:30-3 p.m.
Governor's Mansion
Hosted by the Lafourche Parish Commission on Women

LOUISIANA WOMEN LEADERS CONFERENCE ON SMALL BUSINESS ENTREPRENEURSHIP COMMITTEE

Committee Chairs.....Tanya Freeman and Stuart Stewart
Capitol Area Region.... Paulette Bailey-Wilson, Kia Bickman, Adena Boris, Elizabeth Dent, Rachel Farmer, Peggy Gehbauer, Melinda Long and Sen. Sharon Weston Broome
New Orleans RegionNicole Ferrier, Diane Hollis, Leslie Marsh, Kathleen Mix, Faith Peperone and Carol Short
Bayou Region.....Debbie Benoit, Major Renee Brinkley, Kate Daigle, Carmen Gauchasin, Marguerite Knight-Erwin, Rep. Karen St. Germain, Leslie Suazo and Donnell Zeringue
Acadiana/Lake Charles Region Carrie Broussard and Mary Leach Werner

Dr. Laura M. Badeaux..... Director
Louisiana Center for Women & Government
Dr. Stephen T. Hulbert..... President
Nicholls State University

The center is housed at Nicholls State University.

Conference registration fee is \$75.

Please make checks payable to Friends of the Louisiana Center for Women & Government.

Mail to:

LCWG

Nicholls State University

P.O. Box 2062

Thibodaux, LA 70310

For credit card payments or additional information, call: (office) 985-448-4770 or (cell) 985-209-4221; email: laura.badeaux@nicholls.edu; or visit nicholls.edu/lcwg/.

For overnight accommodations, contact Renaissance Baton Rouge Hotel at 866-469-5448

Special rates are available for conference attendees (\$96 based on availability).

Mention Louisiana Center for Women & Government.

The LCWG is a 501(c)(3) organization – your contribution is tax-deductable. Tax ID Number: 45-2583491



LOUISIANA
CENTER FOR
WOMEN &
GOVERNMENT
AT NICHOLLS STATE UNIVERSITY

P.O. Box 2062
Nicholls State University
Thibodaux, LA 70310

**Louisiana Women Leaders Conference on Small Business Entrepreneurship
with
Louisiana Center for Women & Government
at Nicholls State University**

The Louisiana Center for Women & Government promotes:

1. Leadership and public-policy training opportunities for high-potential females, ages 13 and above;
2. Nontraditional careers for women;
3. Opportunities for public service for women;
4. Recognition of women who have made significant contributions in nontraditional roles and/or public service;
5. Internships and opportunities for students at institutions of higher education (regardless of major) to have practical experience in public service and learn about the relationship and interaction among government, business and the economy; and
6. Louisiana's intellectual property and policy initiatives for women across the U.S.