WOMEN WARRIORS
In Business

Thursday, May 11, 2017 | Rutgers Business School - Newark, NJ

For fearless women engaged on a path to success in business & career.

MORE INFO & TO REGISTER: http://njsbdc-womenwarriors.weebly.com

Sponsored By:

America’s SBDC New Jersey is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and additional support from the New Jersey Business Action Center (BAC), as well as other private sector sponsorships and private/public grants. The NJSBDC is an accredited member of the national America’s SBDC network.
Program Agenda

8:00 – 8:45am Registration, Breakfast & Networking

8:45 – 9:00am Welcoming Remarks:
- Dean Lei Lei
  Rutgers Business School – Newark & New Brunswick
- Al Titone
  New Jersey District Director, U.S. SBA
- Commander Roger Gengaro
  NJ Department, The American Legion
- Brenda B. Hopper
  CEO/ State Director, NJSBDC

9:00 – 10:00am Plenary Session #1: Leadership
Being an Entrepreneurial Leader in Business & Career

Having an entrepreneurial mindset allows for innovation, consistent analysis/development and resourcefulness – all in an effort to capitalize on and enhance one’s competitive advantage. This session discusses methods and strategies towards strengthening leadership skills in business, career and life from an entrepreneurial perspective.

10:15 – 11:15am Plenary Session #2: Digital Marketing
Integrated Marketing in a Digital World

Digital marketing has revolutionized the business world, allowing small businesses and large organizations alike the ability to engage their clientele with a personalized touch and measured results. How will you and your business use these measures to set you above and beyond the competition?

11:30 – 12:30pm Plenary Session #3: Contracting/Supplier Diversity
The ‘Real Deal’ in Winning Public/Private Contracts

Winning contracts can be rewarding but the process is often daunting. How can you strategize your efforts, while avoiding pitfalls and delays towards YOUR win?

12:30 – 1:45pm Keynote Lunch: Business in a Global Marketplace
Keynote Speaker: Stephanie D. Burroughs

1:45 – 2:00pm Closing Remarks: Tendai Ndoro, Ph.D.