

Conference Overview

Women on the Move is a full-day conference sponsored by HACC Institute for Entrepreneurial Studies, and designed to assist women who are on the road to starting a business or who have already begun their entrepreneurial journey.

Started in 2004, this highly successful and unique program delivers rapid-fire presentations on the most useful entrepreneurial resources and offers savvy, tangible advice from successful entrepreneurs.

HACC INSTITUTE FOR ENTREPRENEURIAL STUDIES



Registration Fee:
\$45 through October 1;
\$55 thereafter,
on a space available basis.

Deadline: October 8,
or first 100 people
Register today – spaces are limited!
Free Parking Available.

Each attendee will receive a FREE
Regional Resource Guide.

HACC Institute for Entrepreneurial Studies

Penn Center, Suite 237
349 Wiconisco Street
Harrisburg, PA 17110

For additional information,
please contact Judy White
Phone: 1-800-ABC-HACC, ext. 1311
Fax: 717-909-5591
Email: jawwhite@hacc.edu

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HACC INSTITUTE FOR ENTREPRENEURIAL STUDIES

Women
on the
Move
The Entrepreneurial Edge

6th Annual Conference

**Confident,
Capable,
Connected!**

Friday, October 16, 2009
7:45 am – 3:30 pm

HACC Lancaster Campus –
East Building
1641 Old Philadelphia Pike
Lancaster, PA 17602



“Encouraging,
dynamic, informative!”

“Wonderful advice; loved it!”

“Excellent, very motivational
and inspiring!”

From 2008 York Women
on the Move Attendees



Confident, Capable, Connected!

2009 Women on the Move

Mistress of Ceremonies:
Pam Martin, Ben Franklin Technology PArtners

Conference Schedule

| | |
|-------------------------|---|
| 7:45 – 8:15 am | Registration |
| 8:15 – 8:30 am | Welcoming Remarks Stuart Savin, Vice President, HACC, Lancaster Campus Fran Verotsky, Director, Institute for Entrepreneurial Studies |
| 8:30 – 9:15 am | Morning Keynote "Selling from the Inside Out" Laura Schanz, Laura Schanz and Associates |
| 9:15 – 10 am | Building Confidence: Business Successes and Lessons Learned Carol Deckert, Virtual Assistant; Run Lancaster Heather Leed, Peapod Photography |
| 10 – 10:15 am | Getting Connected: Resources David Nickeloff, Lancaster County Economic Development Company |
| 10:15 – 11:15 am | Breakout Sessions: Building Capability 1) Start-Ups: Business Planning & Marketing Basics Lynn Allen, Master's Touch Engineering Cassie Kreider, Oscar's Pet Resort 2) Marketing Your Business Successfully in a Tough Economy with Kathy Snavely, HACC IES; Owner, Lightkeeper Consulting |
| 11:15 – 12:00 pm | Getting More Connected! Networking and Sponsor Expo |
| 12 – 1:30 pm | Luncheon Speaker "Leading in Lean Times" Dr. Lucia Murphy, aka "Dr. Murph" |
| 1:30 – 2:30 | Breakout Sessions: Building Capability 1) Website Basics, with Cathy Hedge, Tin Roof Designs 2) An Intro to Social Media Marketing, with Ann Kirby, Not Bad Design 3) Financing Your Business, with Miriam Soto and a Representative of Fulton Bank |
| 2:30 – 2:40 pm | 2008 Women on the Move Grant Awardee Update |
| 2:40 – 3:10 pm | Highlights of the Day Dr. Chris Miller, Innovation Focus |
| 3:10 – 3:30 | Closing and Gift Drawings |

Registration Form

Women on the Move Ways To Register:

LANCASTER
Phone: (717) 358-2966

HARRISBURG
Phone: (717) 780-2414
Fax: (717) 780-1135

Mail To: HACC
One HACC Drive, M272
Harrisburg, PA 17110

Online Registration:
Register at www.hacc.edu
(Refer to Noncredit CRN #51176
when registering online.)

Registration:
\$45 through October 1, \$55 thereafter

Checks: Payable to "HACC" (Do not send cash.)
Noncredit CRN 51176

Name

Company

Address

City, State, Zip

Phone

Email

Method of Payment

MC/Visa

Name

Card Number

Expiration Date

Signature