



**Economic  
Summit  
for Women**

*Interaction, Engagement & Results*

**7<sup>th</sup> Annual Economic Summit for Women**  
**October 17 & 18, 2010**  
 Cool Springs Marriott  
 700 Marriott Blvd.  
 Franklin, TN

**Sunday, October 17 - AGENDA**

Start	End	<b>Professional Development Tracks</b>	
October 17, 2010, Franklin Marriott Cool Springs			
12:30	1:00	Registration <i>Carothers Corner</i>	
		Track 1: Women Owned Business	Track 2 Executive Women & Emerging Leaders
1:00	1:15	Opening Welcome <i>Saddlebred, Morgan and Highland Room</i>	
1:00	1:15	<p>Janis Sontany, Chair, Tennessee Economic Council &amp; Women's Economic Foundation</p> <p>Susan Allen Huggins, Owner, Direct Link <i>Facilitator for Women Owned Business Track</i></p> <p>Dr. Carol Leland, Partner Center for Creative Leadership <i>Facilitator for Executive Women &amp; Emerging Leaders Track</i></p>	
1:15	2:15	<p>Starting Your Business Dream and Living Your Business Dream</p> <p>Mildred Walters, Director Business Incubation Program Tennessee State University Connie Elder, Lipo In A Box</p> <p>Facilitator: Susan Allen Huggins</p> <p>Saddlebred, Morgan &amp; Highland Room</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Exhibits Open: Prefunction Area and Exhibit area</p> <p>Diversity Beyond Recognizing our Differences - Real Team Building</p> <p>Laura Liswood, Secretary General Council of Women World Leaders, Director of Aspen Institute, Author</p> <p>Facilitator: Dr. Carole Leland</p> <p>Mustang, Quarterhorse, Palomino Room</p>
2:15	2:30	BREAK <i>Pre-Function and Exhibit Area</i>	

2:30	3:30	<p>Public Relations, Advertising, and Unique Program Support for Women Owned Businesses</p> <p>Public Relations, Memphis NAWBO Networking, Susan DePue, Nashville NAWBO</p> <p>Advertising, Paula Lovell, ATHENA PowerLink, Chip Higgins</p> <p>Facilitator: Susan Allen Huggins</p> <p><i>Saddlebred, Morgan &amp; Highland Room</i></p>		<p>From Small Town U.S.A. to the World Stage</p> <p>Honorable Deborah Taylor Tate, Former U.S. Commissioner Federal Communications Commission International WTISD Laureate</p> <p>Facilitator: Dr. Carole Leland</p> <p><i>Mustang, Quarterhorse, Palomino Room</i></p>
3:30	4:30	<p><b>Marketing As A Business Strategy</b></p> <p>Evette White White Thompson</p> <p>Facilitator: Susan Allen Huggins</p> <p><i>Saddlebred, Morgan &amp; Highland Room</i></p>	Exhibits Open	<p>Women Leaders for a Better World</p> <p>Dr. Carole Leland, Center for Creative Leadership San Diego, CA</p> <p><i>Mustang, Quarter Horse &amp; Palomino Room</i></p>
4:30	5:00	<p>Questions and Answers</p> <p>All Presenters Women Owned Businesses Facilitator: Susan Allen Huggins</p> <p><i>Saddlebred, Morgan &amp; Highland Room</i></p>		<p>Questions and Answers</p> <p>All Presenters Executive Women &amp; Emerging Leaders Facilitator: Dr. Carole Leland</p> <p><i>Mustang, Quarterhorse &amp; Palomino Room</i></p>
5:00	5:30	Registration for Reception		
5:30	7:00	<p>The Tennessee Economic Council on Women Hall of Fame Jane Eskind 2010 Recipient TECW Hall of Fame Attending will be: All Keynote Speakers, Women Leaders and Elected Officials from across Tennessee, Tennessee Economic Council on Women &amp; Women's Economic Council Foundation, Women from Executive Branch Cabinet, Supreme Court Justices &amp; Judges, Partners &amp; Celebrities, Women from across Tennessee</p> <p><i>Ballroom</i></p>		

## Monday, October 18 - AGENDA

7:30- 2:00 pm	Registration		
7:30 am - 8:00 am	Continental Breakfast - Continuous Running Montage of Great Moments for Women <i>Ballroom</i>		
8 : 0 0 - 8 : 3 0	Exhibits Open from 8:00 - 4:00	Welcome Rep. Janis Sontany, Chair, Tennessee Economic Council on Women Opening Remarks, Sara Monzano-Diaz, Director <i>(invited)</i> Women’s Bureau, U.S. Department of Labor Moderator: Paulette Lewis, Regional Administrator, U.S. Dept. of Labor	
8 : 3 0 - 9 : 0 0		Scholarships Presented First Lady Andrea Conte Moderator: Pat Pierce Presentation to First Lady Janis Sontany	
9 : 0 0 - 10 : 0 0		“The Loudest Duck” Laura Liswood Secretary General, Council of Women World Leaders International Author and Speaker Moderator:	
10:00- 10:45		Economic Council Research for 2010 “The Economic Impact of Women Owned Businesses in Tennessee” Jennifer Rawls, Executive Director, Tennessee Economic Council on Women Moderator:	
10:45- 11:15		Break: Networking, Exhibitors, Health Screenings, Book Signings <i>Foyer</i>	
11 : 15 - 11 : 45		Welcome: Rep. Janis Sontany, Chair Invocation: Lunch <i>Ballroom</i>	
11:45-12:45		Why Women Should Rule the World Dee Dee Myers, Speaker, Author, Journalist Moderator	

12:45- 1:15		<p style="text-align: center;"> <b>Presentation of “E” Awards</b>  <b>Individual Winners</b>            Kathy Buchman Gibson, Memphis    Debi Taylor Tate, Nashville,            Joan Cronan, Knoxville  <b>Corporate Winners</b>            FedEx, Memphis    St. Thomas Health, Nashville            Eastman Chemical Company, Kingsport            Dr. Carol Danehower, Chair            Ballroom         </p>			
1:15 - 2:15		<p style="text-align: center;"> <b>Why So Few?</b>            Dr. Judith Iriarte-Gross            Director, Women in STEM            Center, MTSU             Moderator:   <i>Saddlebred,            Morgan &amp;            Highland Room</i> </p>	<p style="text-align: center;"> <b>Staying Anchored            While Embracing            Change in Your            Career</b>             Glenda Copeland,            Glenda Copeland &amp;            Associates, Inc.            Brentwood             Moderator:   <i>Williamsburg</i> </p>	<p style="text-align: center;"> <b>Get Noticed!            Staying Vibrant,            Connected and            Marketable in Any            Economy”</b>             Kathy Blanton,            Regency            Consulting Group            Brentwood             Moderator:   <i>Mustang,            Quarterhorse &amp;            Palomino Room</i> </p>	<p style="text-align: center;"> <b>Innovating            Freedom:            Thriving in a            Virtual World</b>             Sybril            “Dr. Syb”            Bennett, Ph.D            Author,            Professor,            Consultant            Belmont            University             Stacy Nunnally,            Social Media            Consultant            Wood Conference            &amp; Event Planning             Moderator:             Tracy Rode            President            Vision3            Interactive Media   <i>Carriage Room</i> </p>
2:15 - 2:45		<b>Break</b> Networking, Visiting Vendors, Health Screenings, Book Signings by keynote speakers and women authors Foyer			
2:45 - 3:30		<b>“Attitudes of Success - Do You Have It?”</b> Sarah Weddington Professor at University of Texas Ballroom			
3:30 - 4:30		<b>Tennessee Government Session</b>			

		Chair: Sandra Bennett Democratic Candidate                      Republican Candidate Moderator: TBD Ballroom		
4	:	3	0	Door Prizes Drawing for Free Registration for 2011 Summit