Florian Institute of Technology
Women's Business Center
Presents

IMPACT
Business & Leadership Summit

August 8th 2014

8:00 a.m. – 3:00 p.m.
Melbourne Hilton Rialto

321.674.7007  WBC.fit.edu
8-9 A.M.  Registration, Networking

9-9:15 A.M.  Opening Remarks
  › Beth Gitlin, Executive Director, Women’s Business Center

9:15-9:30 A.M.  Entrepreneurship: Women Mean Business
  › Erin Andrew, Director, SBA’s Office of Women’s Business Ownership

9:30-10:15 A.M.  Make Your Mark: Unleashing Creativity & Innovation
  › Michelle Royal, founder of Royal Innovation Design Group

  Michelle will explore the idea that the HOW doesn’t matter as much as WHO when it comes to unleashing our creativity and innovation. She will tap into your ability to make your meaningful mark in business and in life today and each day that follows.

10:15-10:45 A.M.  Networking

10:45-11:45 A.M.  Leadership: Confidence + Humility = Greatness
  Wise Women Panel
  › Mary Spio, President/CEO, Next Galaxy Media
  › Michelle Naberhaus, Law Office of Michelle L. Naberhaus
  › Shawna Vercher, Executive Director, My America
  › Moderator: Leslie Hielema, VP, Florida Institute of Technology

This session will focus on authentic conversation among a panel of diverse women addressing the latest hot topic in the media about business women, “The Confidence Gap.” Is it real or is it hype?

11:45 A.M.-1:15 P.M.  Lunch, Networking

1:15-2:30 P.M.  Transformational Change through Creativity, Innovation and Mastery
  › Sarah Lewis, author of The Rise

Where do new innovations - new ideas - spring from? Sarah Lewis offers a new understanding of what enables creative endeavors and drives iconic, transformational change on both a personal and organizational level. Smart, uplifting, and counter intuitive, her keynote will help change the way you think about creativity, innovation, and mastery.

2:30-3:00 P.M.  Closing Remarks
Sarah Lewis
Author, The Rise

Bestselling author and art historian, Sarah Lewis has served on President Barack Obama’s Arts Policy Committee, been selected for Oprah’s “Power List,” and is a faculty member at Yale University, School of Art in the MFA program. In the fall of 2014, she will be at Harvard University as a Du Bois Fellow.

Her new book, *The Rise: Creativity, the Gift of Failure, and the Search for Mastery* (2014) is a layered, story-driven investigation of how innovation, discovery, and the creative process are all spurred on by advantages gleaned from the improbable, the unlikely, even failure.

She has held positions at both the Tate Modern and the Museum of Modern Art. She received her bachelor’s degree from Harvard University, an M. Phil from Oxford University, and her Ph.D. from Yale University. She lives in New York City.

Erin Andrew
Director, SBA’s Office of Women’s Business Ownership

As the U.S. Small Business Administration’s assistant administrator for women’s business ownership, Erin Andrew is the director of the SBA’s Office of Women’s Business Ownership.

She oversees the agency’s efforts to promote the growth of women-owned businesses through advocacy and programs that provide business training and counseling, access to credit and capital, and multiple business and networking opportunities. Andrew manages a nationwide network of women’s business centers that provide training, counseling and mentoring to hundreds of thousands of entrepreneurs in every state and two U.S. territories.

Andrew holds a B.S. in business administration and ethics, and an M.S. in public policy and management, both from Carnegie Mellon University.

Michelle Royal
Founder, Royal Innovation Design Group

Michelle S. Royal is a visual strategist and innovation consultant. She is an expert facilitator, with 19 years of practical experience working with groups to collaboratively and visually champion change. She has worked with clients and communities throughout North America, Europe and Asia Pacific.

She holds a Masters of Business Innovation (MBI) from the Deusto Business School in Bilbao, Spain in partnership with Cambridge University in the UK, where she also serves as a teaching fellow of visual business intelligence and innovation. She also holds a Master of Arts in Art Therapy from the School of the Art Institute of Chicago, and a Certificate in Innovation from Enterprise Development Group.
Mary Spio, President, CEO of Next Galaxy Media

Mary A. Spio is a noted Internet Entrepreneur, Deep Space Engineer, and is President and CEO of Next Galaxy Media, who at age 29, served as the head of Satellite Communications at Boeing Digital Cinema. She also is a Speaker for the U.S. Department of State on Innovation and Entrepreneurship.

Mary created and holds multiple patents for the digital cinema technology that has redefined how major motion pictures are distributed to movie theaters globally. Such high-grossing films as Star Wars, Planet of the Apes, Spy Kids, and Monsters Inc. are among the myriad of films that have been digitally delivered to the big screen using the technology.

Mary Spio is the Author of *It’s Not Rocket Science – 7 Game-Changing Traits for Achieving Uncommon Success* (Penguin Books, Winter 2014)

Michelle Naberhaus, Law Office of Michelle L. Naberhaus

Michelle L. Naberhaus is an attorney whose practice is focused in the areas of civil litigation, probate and trust litigation, guardianships and estate administration. Having been a shareholder in one of Florida's largest law firms, Michelle now runs her own successful practice and is committed to balancing her career with her role as a mother of five children, ages 10 and under. Michelle also tries to make a point to give back to the community through involvement in professional and civic organizations at the local and State level.

Locally, Michelle has volunteered her time as a guardian ad litem, focusing on older girls aging out of the foster care system. She currently serves as a Director of the Brevard County Bar Association and has served on its CLE and Judicial Candidate Forum Committees.

In 2011, Michelle was recognized by the Melbourne Regional Chamber of Commerce of East Central Florida as a nominee for its Women of Excellence Award, and she was recently named as one of LEAD Brevard's 4 Under 40 recipients, being recognized as an up and coming leader in the community.

Shawna Vercher, Executive Director, My America

Shawna is the Executive Director of the national civic advocacy group My America, an organization created to restoring balance to the national political conversation by reclaiming patriotism and engaging American voters. When she is not working on her political initiatives, Shawna travels around the country as a motivational speaker, strategist and singer.

Shawna has served as a technology adviser to Governor Jeb Bush, on the national Presidential Campaign for Barack Obama and as an industry-leading media consultant for the country’s most notable brands and public figures. Additionally, Shawna is a columnist for the Huffington Post and the political correspondent for over 275 radio and television stations including ABC, CBS and FOX. She has been syndicated in over three thousand publications including the Wall Street Journal, and is working on her first book.

Leslie Hielema, V.P., Florida Tech - Panel Moderator

With a unique combination of technical knowledge and business expertise, Leslie Hielema continually pushes the boundaries on challenges ranging from entrepreneurial ecosystems to classified government contracting both stateside and in global markets.

She serves as Vice President at Florida Institute of Technology, The Orlando Center, where she applies her expertise to grow the impact and presence of the university in the Orlando area.

A life-long student herself, Leslie holds a Masters of Science in Electrical Engineering from the University of Michigan; a Masters of Science in Management with an International Focus from Boston University; and a Bachelors of Science in Electrical Engineering and a private pilot’s license from the Florida Institute of Technology.
THE WOMEN’S BUSINESS CENTER AT FLORIDA TECH

We accelerate sustainable business growth for women entrepreneurs. The WBC at Florida Tech provides customized programs to two distinct entrepreneurial levels: startup businesses and second stage growth-oriented companies—that are designed to deliver increased revenue generation, targeted market penetration, expanded business relationships, access to critical resources, and increased financial expertise.

ABOUT THE EXECUTIVE DIRECTOR:
Beth Gitlin is the Executive Director of the WBC and an adjunct professor in the Bisk College of Business. She has 20+ years of business experience, most recently as a small business owner of an international trade consulting company, Global Passages. She has extensive expertise in retailing, manufacturing and the importing and exporting of consumer packaged goods. Prior to owning Global Passages, she was VP of global sourcing and product development for General Foam Plastics Corp. and she served nine years with Wal-Mart in various merchandising and international positions with responsibilities involving trade with over 26 different countries. Additionally, she is a U.S. Army veteran. Gitlin earned her M.A. in Asian Studies, an MBA in Marketing/Management, an MS in Industrial/Organizational Psychology and is currently working on a Ph.D. in Industrial/Organizational Psychology.

ABOUT THE DIRECTOR:
Wanda Lipscomb-Vásquez is the Director of the WBC. She is a results-driven, bilingual operations and development professional with international business acumen and a highly effective leadership style that drives bottom-line results across various organizations, cultures and industries. Blending a pro-active entrepreneurial mindset with a collaborative, practical approach, able to consistently create and implement successful programs that resolve challenging business issues. She has a special interest in program development, financial fluency initiatives, and promotion of cross cultural awareness in the workplace. Wanda earned a Regents BA degree at West Virginia University and a master’s degree in Education, and a Graduate Certificate in Teaching English as a Second Language (TESOL) at Indiana University-Purdue University Indianapolis. Wanda is currently working on her master’s degree in Computer Information Systems at Florida Tech.

IMPACT COMMITTEE MEMBERS

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WHAT IS DREAMBUILDER?
• DreamBuilder: The Women’s Business Creator is a unique online business skills training and certification course available for free via the internet anytime, anywhere.
• 12 courses teach the basics of starting and growing a business, including topics such as marketing, finances, human resources and pricing.
• Each course is guided by Alma, a fictional character who owns her own business. Alma shares her own experiences and knowledge.
• Courses also include testimonials from four successful women entrepreneurs, quizzes, and interactive games.
• Facilitated workshops interspersed throughout the program reinforces lessons learned and inspires participants.
• A Business Plan Generator, embedded in the program, creates a personalized, editable business plan that the entrepreneurs can use to seek support for their business.
• The program includes innovative resources for the participants, including discussion boards, messaging, sample business forms, and useful templates.

WHY DREAMBUILDER?
This program is designed to empower women through education and explains the positive economic impact your business could have in the community.
• Learn at your own pace and at a time convenient for you, and the online training program is FREE.
• Since 30% of all small businesses in the U.S. are women-owned, DreamBuilder shows women how to start their business.
• Women-owned businesses in the U.S. are opening at a faster rate than their male counterparts, the demand for technical and start-up assistance is growing.

HOW TO BECOME A PART OF DREAMBUILDER?
• Visit our website: WBC.fit.edu/mentoring/dreambuilder/index.php
• Contact Wanda Lipscomb-Vásquez: wlvasquez@fit.edu or (321) 674-7007

Made available through collaboration between Freeport-McMoRan Copper & Gold Foundation and Thunderbird for Good, a division of Thunderbird School of Global Management.

wbc.fit.edu
IGNITE 360™ is the exclusive mentoring program of the Women’s Business Center at Florida Institute of Technology that equips entrepreneurs with the knowledge, resources and relationships required to solve critical business problems and develop effective strategies to outperform the competition while advancing to the next level of sustainable growth.

WANT RESULTS?
IGNITE 360 FUELS BUSINESS GROWTH
Based on their unique objectives, our clients have achieved:

- 40% increase in revenues
- 80% increase in renewal business
- Hired 10 new people (one company)
- Acquired a national partnership
- Grew customer traffic from 350,000 to 1,090,051 hits per month
- Earned industry and professional certifications
- Won government contracts
- Nominated “ Emerging Business Champion of the Year”
- Named the 2014 Woman-Owned Small Business Person of the Year, Florida
- Two IGNITE grads were selected to participate in a new entrepreneurial program sponsored by the Thunderbird School of Global Management (the #1 business school in the world)

IGNITE 360™ program offers targeted, highly effective mentoring to three distinct entrepreneurial levels.

1. **IGNITE 360 PATHWAYS:** Created especially for entrepreneurs in the concept or startup phase

2. **IGNITE 360 ADVANTAGE:** For emerging businesses that are ready to build a strong foundation for growth

3. **IGNITE 360 PREMIER:** This is an accelerated program developed exclusively for experienced second-stage companies

FOR MORE INFORMATION OR TO APPLY:
Visit wbc.fit.edu or call (321) 674-7007
“WBC helped me grow from a startup to an award-winning business in less than four years. I was thrilled when I was named the SBA’s 2014 Woman-Owned Small Business Person of the Year in Florida’s southern district!” - Sherry Acanfora-Ruohomaki, K-9 Kampus

“As a result of the IGNITE mentoring program, I expanded revenue streams, clarified my brand and added focused on- and off-line marketing activities that have doubled my revenues without adding hours to my day or week. It was incredible to have my business growth acknowledged by being nominated as the “Emerging Business Champion of the Year by the Cocoa Chamber of Commerce!” - Jeanne Whitman, Achieve Beautiful Skin

“WBC made crucial introductions that took me all the way to the White House to meet with the Bidens to recognize The Shower Shirt as a vital medical device for cancer and dialysis patients.” - Lisa Crites, The Shower Shirt

“Participating in and graduating from the IGNITE 360 Program has significantly increased my business acumen and the skills I honed throughout the process have opened new doors for me. I gained a broader diversity of clients that make my business more marketable and are generating new revenue opportunities. I’ve doubled my client base and end-of-year sales are projected to be up 20%.” - Tina Lange, TNT Communications Group

“After over 20 years in business, we’re finding that things we thought we knew were not as accurate as we originally believed. We thought we knew our clients but after two IGNITE sessions we gained important clarity about the demographics, buying habits and preferences of our target market.” - Jim Peaks, Discount Boathouse Marine

“Due to IGNITE 360, I acquired a national partner, improved my margins, gained a huge competitive edge in the industry and created a strong exit strategy for my retirement. Had I done this a couple of years ago, my business would be in a better financial position and my exit strategy would be five years earlier.” - Rose Thron, Marketing World
COMMUNITY CHAMPION - $10,000
- Recognized as Champion Sponsor at all WBC events
- Recognition on the landing page of the WBC website and on the IGNITE 360 program page with a link to the sponsor’s home page
- Special Event Program Booklets (Full Page Ad), including recognition in each WBC Annual Report and/or Donor Reports
- One reserved sponsor table of 8 with table signage at WBC main events*
- Honorary seat on the IGNITE 360 Advisory board
- FIT recognition in the Ad Astra Society
- FIT recognition in the Galaxy Society (listing in donor publications and invitations to VIP events)

EXTRAORDINARY ENTREPRENEUR - $7,500
- Recognized as Extraordinary Sponsor at five WBC events
- Recognition on the landing page of the WBC website and on the IGNITE 360 program page with a link to the sponsor’s home page
- Special Event Program Booklets (Half Page Ad), including recognition in each WBC Annual Report and/or Donor Reports
- One reserved sponsor table of 8 with table signage at WBC main events*
- Honorary seat on the IGNITE 360 Advisory board
- FIT recognition in the Galaxy Society (listing in donor publications and invitations to VIP events)

INFLUENTIAL LEADER - $5,000
- Recognized as Influential Sponsor at three WBC events
- Recognition on the landing page of the WBC website and on the IGNITE 360 program page with a link to the sponsor’s home page
- Special Event Program Booklets (Quarter Page Ad), including recognition in each WBC Annual Report and/or Donor Reports
- Half of a reserved sponsor table of 4 with table signage at WBC main events*
- Honorary seat on the IGNITE 360 Advisory board
- FIT recognition in the Galaxy Society (listing in donor publications and invitations to VIP events)

BUSINESS BUILDER - $2,500
- Recognized as Influential Sponsor at one WBC event
- Recognition on the websites’ IGNITE 360 program page with a link to the sponsor’s home page
- Two reserved seats at the IMPACT Summit
- FIT recognition in the Galaxy Society (listing in donor publications and invitations to VIP events)

PROGRAM PATRON - $1,000
- Recognition on the websites’ IGNITE 360 program page with a link to the sponsor’s home page
- A reserved seat at the IMPACT Summit
- FIT recognition in the Galaxy Society (listing in donor publications and invitations to VIP events)

*Main events are the WBC Women’s History Month Luncheon and the annual IMPACT Summit

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