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women in business

From Dreaming to **Doing.**

featuring keynote speaker

cheryl strayed

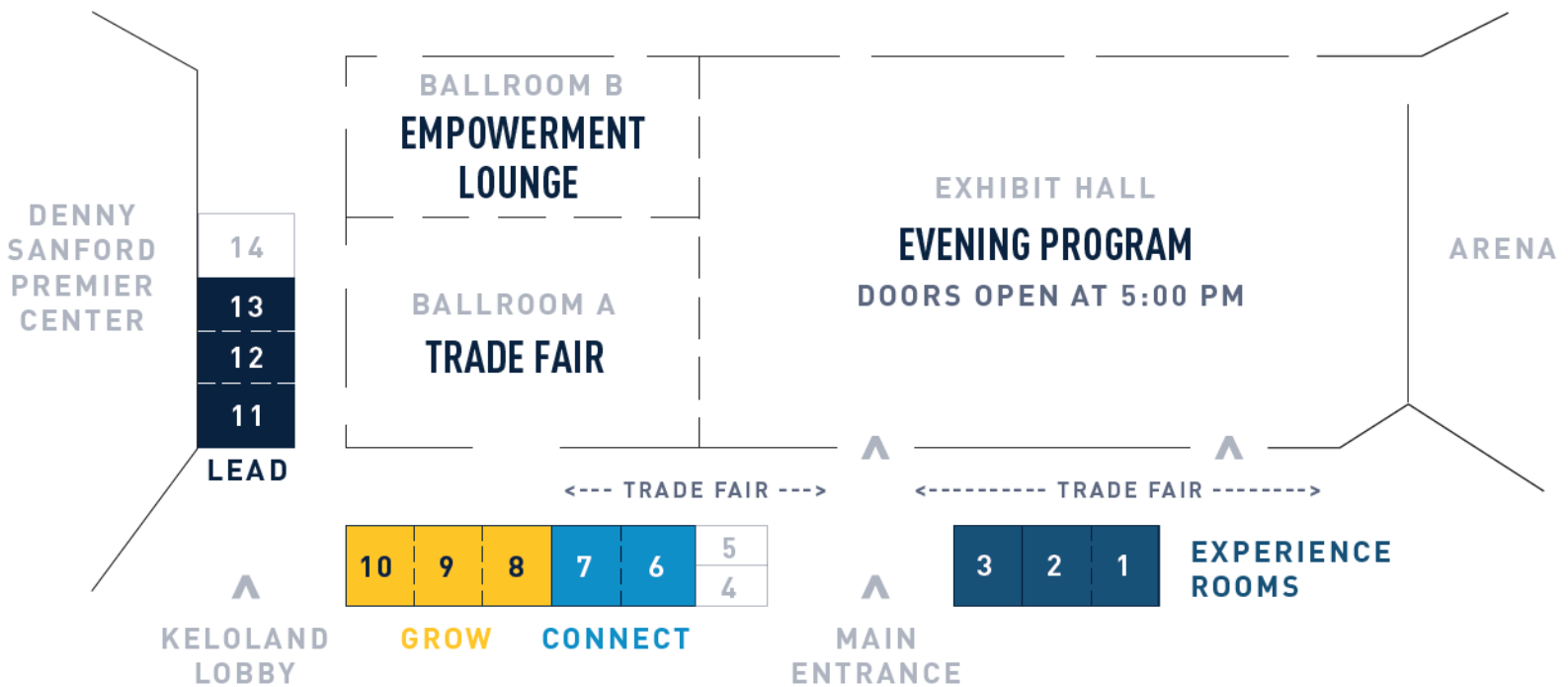


Photograph By
Aaron Hewitt

Event Schedule

	Exhibit Hall	Experience Rooms (1-3)	Trade Fair (BR.A)	Empowerment Lounge (BR.B)	Connect Room (6-7)	Grow Room (8-10)	Lead Room (11-13)
12:00 to 12:30		ONGOING	ONGOING				
12:30 to 1:15					Tim	Brienne	Tara
1:15 to 2:30							
2:30 to 3:15					Maddie	Amber	Kira
3:15 to 4:00					Energy Bar		
4:00 to 5:00					Entrepreneur Panel		
5:00 to 6:00							
6:00 to 9:00	Evening PRGM						

Facility Map



Afternoon Showcase

Lead Room



12 30 TO 01 15
Tara Allen
Live a Life of Fulfillment, Happiness & Success

"Success without fulfillment is the ultimate failure." — Tony Robbins.

The most challenging part of being a leader is leading yourself. In this breakout, Tara will share tools & strategies to help you answer life's biggest questions. This hands-on workshop will help you learn how to overcome fears, doubt, anxiety, and get the clarity you need to lead a life worth living happily & fulfilled.



02 30 TO 03 15
Kira Kimball
Take Up Your Space: Leading Unapologetically as Your Authentic Self

Being our authentic selves in our workplaces is directly linked to maximizing our best gifts and talents. Yet, as women, we often receive messages of "you are being too much this" or "not enough that," ironically, sometimes referring to the same thing. These preconceived notions of how women must show up in our workplaces get in the way of our success and our beliefs in our self-efficacy. This session disrupts these expectations and emboldens participants to be more of themselves by stepping fully into their space, positioning them for impact in their organizations and as leaders.

Grow Room



12 30 TO 01 15
Brienne Maner
Growth Mindset: How to Think Like an Entrepreneur

Brienne Maner has never self-identified as entrepreneurial, but has learned first-hand the power of developing the mindset of the clients she serves. Join her as she shares her experience in shifting her mindset and how it's led to personal and organizational growth!



02 30 TO 03 15
Amber Reints
Simple Self-Care for a Complex World

Today's world is complex. When we consider learning how to manage complexity, society's solution is to practice self-care by going to the spa that we can't afford or taking the girl's trip we don't have time for. This presentation will focus on challenging the barriers to practicing self-care and we will showcase simple, practical self-care strategies!

Connect Room



12 30 TO 01 15
Tim Schut
Discovering Your Superpower

Tim Schut is known as a one-in-a-million kind of guy for his ability to create valuable connections. But, on June 21, 2021, Tim literally became one-in-a-million when he was diagnosed with Primary Progressive Apraxia of Speech, a condition facing only a few hundred people throughout the U.S. In time, the condition will rob Tim of his ability to speak—a heartbreaking twist for someone who has called his voice his superpower. Determined to make the most of his time, Tim is stepping forward with optimism to share his story as a way to encourage others to identify and hone their own superpowers.



02 30 TO 03 15
Maddie Peschong
Work Your Magic: Building an Authentic Personal Brand

The digital world is filled with celebrities and influencers with perfect Instagram feeds and flashy websites. But where does personal branding fit in for those of us who aren't looking to make a living on social media? This session explores the importance of building a personal brand for all professionals looking to stand out and connect with ideal clients and customers in saturated markets.

Empowerment Lounge

Sponsored by Katie Johnson of **Bank Midwest**

A key component of today's event is gathering with your friends and colleagues. Take time to network in the Empowerment Lounge to connect and network with other attendees.

"From Dreaming to Doing" Panel

Merriam-Webster defines an entrepreneur as "one who organizes, manages, and assumes the risks of a business." Today's panel does all of that and more. These women have gone "From Dreaming to Doing," by taking their ideas and turning them into thriving businesses based right here in our community. Moderated by Jodi Schwan, hear their stories of risk, adversity, challenge, and inspiration to conclude your afternoon.

Featuring:

Jodi Schwan, *Align Content Studio (moderator)*

Lindsey Swenson, *Northwestern Mutual*

Ngoc Thach, *Mix Maker*

Sanaa Abourezk, *Sanaa's 8th Street Gourmet*

Alana Snyder, *605 Magazine*

Experience Rooms

To enhance your experience, SME Women in Business will feature three experience rooms throughout the afternoon. These rooms will offer a variety of opportunities that will run non-stop:

- Discovering Your Values exercise with Melissa Johnson
- Mail a Letter to your Future Self
- Dress for Success Service Project
- LinkedIn Best Practices with Chuck Shaver
- Professional Head Shots with Kelcey Schroder KS Photo

Trade Fair

Discover a new product or service to help make your life easier throughout today's Trade Fair. Booths feature resources for healthcare, personal & professional development, retail, travel needs and more. The Trade Fair will host 70 booths and run non-stop throughout the afternoon for your convenience.

06
00
PM

Evening Program

Women of Excellence Awards

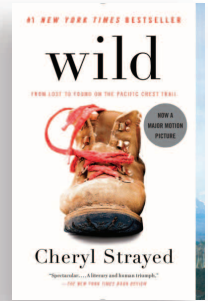
We all know amazing women in our community. The Women of Excellence Awards are an opportunity to lift them up and recognize their accomplishments. Join us to recognize the 2022 SME Women of Excellence Nominees and honor five winners in the categories of:

- Excellence in Sales
- Excellence in Marketing
- Entrepreneurial Excellence
- Supporting Excellence
- Excellence in Leadership

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HEALTH

Keynote Featuring Cheryl Strayed

In her memoir *Wild*, Cheryl Strayed describes the sometimes harrowing, other times hilarious stories behind her solo wilderness trek on the Pacific Crest Trail and the personal journey that led her there. In this talk, Strayed will discuss what she learned about how we bear the unbearable, how we move from grief and anger to acceptance, and how we keep walking even when it seems impossible to stand.



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