

Shades of Opportunity

Thanks to everyone who was involved in this year's conference. The event was a success because of the support and involvement of the participants, sponsors and presenters.

2011 Event Sponsors

AAA Real Estate Services, Inc.
Ameritint Graphics and Design
Appalachian Wireless
Community Hospice
Family Bank
4 Star Catering
Med Express Pharmacy
Saint Joseph Health System
Sunrise Children's Services
Toyota Motor Manufacturing Co.
WalMart—Pikeville

2010 FBLA Student Sponsor

Community Trust Bank

2011 Entertainment Sponsors

Paintsville and Prestonsburg
Rotary Clubs

2011 Event Exhibitors

AAA Real Estate Services, INC.
Appalachian Artisan Center
Appalachian Wireless
Big Sandy Area Child Advocacy
Citizens National Bank
Community Hospice
Community Trust Bank
Floyd County Cancer Coalition
Floyd County Chamber
4 Star Catering
MACED
Mary Kay Cosmetics
Sam's Club
Small Business Administration
Southeast Telephone
Saint Joseph Health System
Sunrise Children's Services
Therapeutic Message



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact West Liberty SBDC, 151 University Drive, West Liberty, KY 41472 or call (606) 743-4005. This is an Equal Opportunity Program. Discrimination is prohibited by Federal Law. Complaints of discrimination should be sent to: USDA, Director, Office of Civil Rights; Washington, DC 20250-9410.

12th Annual Women's Business Symposium
February 15, 2011



Sponsored by Morehead State University's
Small Business Development Center

Shades of Opportunity

Women's economic well-being in modern society is linked to their involvement in business activities. Business ownership by women has increased rapidly in recent years, and their participation has grown in other economic activities, including management of business operations. Knowing this, the East Kentucky Small Business Development Center at Morehead State University presented its 12th annual Big Sandy Women's Business Symposium at the Wilkinson-Stumbo Convention Center in Prestonsburg, on February 15.



Keynote Denise Preece addresses the audience.

Denise Preece is a graduate of Eastern Kentucky University with a Bachelor in Business Administration degree. She has been a business owner with her husband for the past 11 years, with three local businesses in the reclamation, min-

ing and used parts business industry. She began the Women's Symposium with an inspiring keynote about her life, where she came from, and path to becoming the career woman that she is today. She also spoke of the obstacles and challenges that she and her husband have encountered during her career including her battle with breast cancer.

Two workshops were offered during this year's Women's Symposium: How to Give your Business a "Facebook Lift", (Using Social Media to Impact your Business), presented by Jared Arnett, Vice President, Chamber Operations, Pike County Chamber of Commerce and Marketing Opportunities for Small Businesses, presented by Terry Salyer, president and CEO of TVS Consulting

In Arnett's workshop, he discussed the social impact of Facebook and the vast number of users who visit the site daily. He also suggested criteria that businesses could use to create more interest in their site, shared information to help interested persons establish a site that would be accessible to many "fans" and draw interest or new business to their establishment.



Jared Arnett discusses how Facebook can impact your business.

Promotion was key in Arnett's presentation, suggesting that you could ask questions to solicit answers from your audience. This in turn, would provide you with more friends to broaden your interest base. Arnett also suggested that business owners should make regulatory posts to business pages, such as daily, or weekly posts of interest to keep clients/fans coming back to the site.

Arnett ended his workshop by covering information needed by all businesses on how to handle privacy issues and manage your Facebook account.

In the Marketing Opportunities for Small Businesses, CEO Terry Salyer, focused on the primary marketing needs of any entrepreneur.

Salyer stated three major needs that a business must have. A business



Terry Salyer gives attendees tips on marketing strategies for their business.

must have a competent administrative team; they must have a marketing goal and the potential to achieve that goal; and third, the business must have an opportunity for networking, distributing and manufacturing their products/services to their customers.

Salyer stressed that marketing for your business needs to be continuous and targeted, all businesses need to develop a marketing message and hook. By doing these marketing strategies, your company will be able to attract new customers and retain current customers.

Salyer concluded his presentation by encouraging businesses to have a one-piece marketing hook that attracts customers and sets their company apart from the competition.

Lunchtime entertainment was provided by the Johnson Central Stage Band. Students included juniors and seniors with multiple musical talents including vocals and instrumental. The Stage Band is lead by



Johnson Central Stage Band provides lunchtime entertainment.

Tommy Money, Johnson Central band director.



Keynote Speaker Monica Cornetti entertained Symposium participants with her presentation, Your Face Isn't Finished Until Your Lipstick Is On.

Afternoon keynote speaker Monica Cornetti, owner of EntrepreNow!, a business training and consulting firm. Cornetti is also an international speaker and world class instructor. This was evident during her presentation to nearly 100 participants in a presentation on "Your Face Isn't Finished Until Your Lipstick Is On."

During Cornetti's keynote, she kept the crowd involved by keeping them on their toes with engaging activates that made them "sizzle."

Cornetti used her own life experiences to relate to the crowd. Monica believes that "it is possible to live an empowered life of fulfillment and success...in your shade and on your terms."

One participant commented on Cornetti's presentation, "Moving speaker. I agreed with everything she said. I hope to take her advice and make the necessary changes in my life that will make me happier professionally and personally."

Other highlights included exhibitor displays, networking sessions and door prize drawings.



Symposium participants enjoyed exhibits from area small businesses



The 12th annual symposium was a great success as it showed participants how to empower themselves professionally and personally.