

Women Entrepreneurs' Speaker Series

SMALL BUSINESS CENTER

Marketing, sales, and operations must be agile and run parallel in order for micro and small businesses to thrive. Brainstorming sessions need not apply either—what's needed are specific actions and tactics that can be taken to increase leads, market share, market awareness, and revenue. This session will cover 13 things you can do over the next month to positively impact your bottom line including website inbound marketing techniques, on and off-page SEO, content and copy-writing prompts, and campaign promotional strategies.

Tactical Marketing When the Stakes are High

Wednesday, March 1, 2017

11:30 a.m. – 1:30 p.m.

Waukesha County Technical College
Richard T. Anderson Education Center
800 Main Street, Pewaukee WI 53072

Map: www.wctc.edu/maps

AGENDA

11:30 a.m. Registration Check-in, Networking, Luncheon Buffet

11:50 a.m. **Welcome/Connect the Dots**
Rhonda Noordyk
Founder, The Women's Financial Wellness Center

K.C. Thorson
Polka Dot Powerhouse

12:00 p.m. **Tactical Marketing When the Stakes are High**
Jessica Akin
Owner, Black Widow Marketing

1:00 p.m. Open Networking

1:30 p.m. Adjourn

FEE \$20 (Lunch included)

REGISTER Online only: www.wctcwess.eventbrite.com
Registration deadline: Monday, February 27, at noon

SPONSOR Sponsorship opportunities available
See information on page 2



Jessica Akin

Through pipeline marketing tactics and killer content creation, Jessica Akin

unleashes the power of her clients' stories so they can get—and convert—more. As a past marketing executive for a \$450 billion business line at U.S. Bank, she increased product awareness, advanced the division's brand, and crafted revenue-generating initiatives leveraging literary techniques, metaphors, and buying behaviors. Her passion for writing led her to leave the corporate sector in 2014 to pen a #1 Amazon best-seller and spend more time with her family. She's currently slaying complex federal proposals and boosting revenue for small to mid-sized businesses with her unique action-based, SEO-informed approach to marketing.



Rhonda Noordyk is the Founder of the Women's Financial Wellness Center.

She is an accomplished financial professional with over 10 years in the business. She specializes in financial education, speaking and coaching. Driven by her passion to alleviate the financial vulnerability of women, she and her team are committed to serving women in our community. When she is not working, she enjoys fitness, reading and spending time with her husband and three daughters.
www.rhondanoordyk.com

**THANK YOU TO OUR
2017 WESS SPONSOR:**



FUTURE EVENTS

June 7, 2017 6:00 p.m. – 9:00 p.m. Small Business Connections
September 6, 2017 11:30 a.m. – 1:30 p.m. Women Entrepreneurs' Speaker Series



**WAUKESHA
COUNTY TECHNICAL
COLLEGE**

Small Business Center

800 Main Street, Pewaukee, WI 53072
Russ Roberts, rroberts@wctc.edu, 262.695.3468
Courtney Davis, cdavis50@wctc.edu, 262.695.3420
www.wctc.edu/smallbusiness

Waukesha County Technical College does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability or age in employment, admissions or its programs or activities. The following position has been designated to handle inquiries regarding the College's non-discrimination policies: Compliance Officer, 800 Main Street, Pewaukee, WI 53072 or 262.695.3481.

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The Women Entrepreneurs' Speaker Series (WESS) is a special open networking group organized and hosted by the WCTC Small Business Center. The group meets twice per year over lunch and features a keynote speaker ready to address a variety of challenges women entrepreneurs face as they start and grow small businesses. Although focused on topics of interest to women entrepreneurs, the group is open to everyone. Come ready to learn and expand your network!

WESS Sponsorship Opportunities

Sponsorship opportunities are available on a first-come, first-serve basis. Sponsorship fees are used primarily to provide scholarships to start-up and emerging entrepreneurs. WESS sponsorships include the following:

- Only \$500 per year
- Two meetings per year (March/Sept)
- Sponsor table display in RTA Center*
- Individual meeting recognition
- Contact information provided to attendees
- Logo on meeting agenda
- One attendee registration*
- One luncheon buffet meal*

* Sponsorship includes one attendee registration and one luncheon buffet. If you would like to bring additional staff to help with the table display, they must register separately as an attendee and pay the attendee registration fee. Sponsor tables include a 2'x6' table with limited space. A tabletop sign identifying your company and tablecloth is included, but you are welcome to bring your own. No elaborate trade show displays please. A limited number of electrical outlets are available by e-mail request, but please bring your own extension cord. Wireless internet is available inside the RTA Education Center.

WESS Sponsor Registration Form

1. Legibly complete your sponsor information below.
2. Mail this form (along with a \$500 check payable to **WCTC Foundation**) to:
Russ Roberts
WCTC Small Business Center; room Q-315
800 Main Street
Pewaukee, WI 53072
3. You will receive an e-mail confirmation that also serves as your paid receipt.
4. Reply to the e-mail confirmation with your logo attached (high resolution jpeg).
5. Questions? Contact Russ Roberts at **rroberts@wctc.edu** or **262.695.3468**.

Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Daytime Phone: _____



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