

# Women Entrepreneurs' Speaker Series

UNLEASH THE IDEAS

What does your image portray? No matter what your economic situation or professional position, the image you portray largely affects your success in many different areas of life. Our culture and world is visually oriented so first impressions are key to future relationships.

Women entrepreneurs know that the first few seconds are all that you have to make an impression. Sometimes that first seven seconds can help or hurt your career.

Wouldn't you like to have someone honestly tell you what you should or shouldn't be wearing? Things you should or shouldn't be saying? We all need to be aware of how our professional image is being perceived, in person or on-line. Let's dig a little deeper into some of the simple mistakes that we all have made when creating our image.

## YOUR IMAGE

### In Person and On-Line

**Monday, November 9th, 2009**

#### AGENDA

- 11:30 a.m. Registration Check-in, Networking, Luncheon Buffet
- 12:10 p.m. **Welcome**  
Beth Miokovich, *WCTC Small Business Center*
- 12:15 p.m. **Your Image / Fashion Show**  
Matchless Image, LLC / Kimberly Gomez & Kim Koch  
Fashion dos and don'ts of professional dress. Pieces you need to have in your closet. Pieces you need to get rid of and how you can improve your wardrobe.
- 12:45 p.m. **My Virtual Project / Susi Scheule**  
Let's talk about LinkedIn, Facebook, twitter and blogging. The importance of your on-line presence. Dos and don'ts you need to know about.
- 1:10 p.m. Closing
- 1:15 p.m. Networking
- 1:45 p.m. Adjourn

**Special Note:** If you register but later can't attend, you must email Russ Roberts at [rroberts@wctc.edu](mailto:rroberts@wctc.edu) no later than Thursday, November 5, to be removed from the meeting roster. Otherwise, you may be charged \$15.00 to offset the cost of your lunch.



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

**REGISTER ONLINE at**  
[www.wctc.edu/smallbizmeeting](http://www.wctc.edu/smallbizmeeting)  
Follow the meeting links.

**Cost is \$15**  
*(check or exact change)*  
payable at the door.  
Please make checks payable to  
WCTC Foundation.

**FUTURE DATES of**  
**Women Entrepreneurs'**  
**Speaker Series**

Saturday, February 27, 2010  
Wednesday, May 5, 2010  
November, 2010 TBA



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS  
Greater Milwaukee



**WCTC**   
Small Business Center

WAUKESHA COUNTY TECHNICAL COLLEGE  
Women Entrepreneurs' Speaker Series

**Beth Miokovich** recently joined the WCTC Small Business Center as an Administrative Assistant. She is responsible for assisting small business owners in accessing Center services. As the Small Business Center helped Beth launch her successful business, she has a passion for helping others and spreading the word of the many great resources WCTC has to offer. Beth is an ambassador for "Women's Economic Development Outreach" (WEDO) as well as the owner of OLEANDER Interiors, LLC located in Waukesha, WI. She has helped develop the Women Entrepreneurs' Speaker Series since November 2008.



**Susi Scheule** has a wide background in both administrative and technical consulting positions. She has worked for top executives in administrative capacities, owned her own legal software consulting business, and has held various positions in technology consulting and management.

After a long corporate career, Susi and her husband, Chuck, started My Virtual Project, a virtual assistance company specializing in Social Media Marketing, graphic design and administrative/technical support for small and start-up businesses. Susi attended classes and is a certified Social Media Marketing Specialist focusing in the areas of Social Media Strategy & Action Planning, Social Network Profile Set-up and Management, Twitter Marketing, Facebook Marketing, and Online Reputation Management. She also recently completed Blog Marketing training which focused on optimizing your blog site for marketing success.

**Kimberly Gomez** has a bachelor's degree in business Administration and recently earned her Masters of Business Administration (MBA). These degrees give her a unique perspective of the business acumen that goes behind image, style and fashion. She has been providing style and fashion advice to many people from various walks of life for many years.

Kimberly has been in the corporate world for over 15 years which included the involvement of writing policies and procedures in different areas including Human Resources. She analyzed best practices of many major companies for continuous improvement and was a project leader for different processes which were successfully implemented. Kimberly is a Certified Compensation Professional.

Kimberly volunteers for different organizations to give back to her community.



**Kim Koch** attended the University of Green Bay for two summer art courses two years consecutively. Kim also studied mechanical design and applied this later in her career as a professional and technical recruiter hiring for many companies in Southeastern Wisconsin.

Kim entered the workforce with a minimal budget available for her own wardrobe and has applied this to her business to help clients with wardrobe building techniques regardless of budget.

Kim is a member of the AICI, Association Image Consultants International, in the Chicago chapter. Kim has spoken in many diverse groups on the subjects of dress for success, drawing and painting, resume and interviewing workshops. These different venues included church and various associations' women's groups, universities and on cable television.