



## Military Spouse Career Summit Schedule\* November 13-14, 2015

### November 13, 2015 – BUSINESS BOOT CAMP

8:00am	<b>SIGN IN AND CONTINENTAL BREAKFAST</b>	
	Start your day off right with some light breakfast, coffee and conversation.	
9:00am	<b>PROTECTING YOUR INTELLECTUAL PROPERTY THE RIGHT WAY</b>	<b>Rachel Brenke</b>
	Rachel Brenke, a master business coach, lawyer and expert author on the subject of business and intellectual property will present on protecting intellectual property the right way. There's many misconceptions and false information that can land business owners in hot legal water if they don't handle situations properly. You will walk away with tangible checklists and action plans to prevent and respond to intellectual property issues.	
10:05am	<b>BE AGGRESSIVE, ASK FORGIVENESS BUSINESS METHOD</b>	<b>Fred Wellman</b>
	Fred Wellman is a retired Army officer turned serial and social entrepreneur. He will share the lessons he learned in his non-traditional business career that started in his basement after losing his first post-Army job and has now grown to multiple successful businesses. Known for being direct, honest, and funny, Fred will impart his wisdom from what has worked and what hasn't in a business career that spans everything from services, to retail, non-profits, and government.	
11:10am	<b>LEARNING FROM OTHERS' MISTAKES</b>	<b>Bart Epstein</b>
	What mistakes are you most at risk of making? Who else has made them before? What can you learn from their mistakes to make your own path smoother?	
12:15pm	<b>NETWORKING LUNCH</b>	
	Enjoy a delicious lunch and take advantage of the time to forge new connections with our speakers and your fellow attendees.	
1:50pm	<b>CO-WORKING SPACES AND INCUBATORS</b>	<b>Emily McMahan</b>
	As entrepreneurs, it can be too easy to hide out in our home office or get stuck in a rut. Venturing out to a co-working space or incubator can spark innovation and give you access to: entrepreneurial training, investment capital, relationships with local higher-education institutions, production assistance and mentorship programs. Learn more about how these spaces work and how you can get connected.	
3:00pm	<b>MONETIZING YOUR BLOG</b>	<b>Michele McGraw</b>
	You've created your blog, been writing posts, but you haven't made any money. Find out what you need on your blog to have it ready to make money and resources to help you take your blog to the next level and make some money.	
4:00pm	<b>END OF SESSIONS</b>	
	<b>NOVEMBER 13, 2015 – NETWORKING EVENT (TIPS FOR A SUCCESSFUL TRANSITION)</b>	
5:45pm	<b>SIGN IN</b>	
6:00pm	<b>NOSH AND NETWORK</b>	
	Enjoy delicious refreshments while networking with speakers and fellow attendees.	
7:00pm	<b>TRANSITION PANEL</b>	
	Regardless of what stage of the military lifestyle you currently find yourself in, eventually we will all transition. Whether it's through separation or retirement, we will all cross back over to the civilian side. When it comes to transition, you can never be too prepared. That's why we have LinkedIn and work hard to keep up with our contacts as we PCS from place to place or move from job to job. But that's just half the equation.	

Now that you've got your network in place, it's time to increase your knowledge and learn from those who have been there, done that. There's no reason to re-invent the wheel and try to do everything ourselves, the hard way.

8:30pm **NETWORKING**

Didn't get a chance to speak to everyone before the panel started? No worries, continue the nosh and networking while you continue to forge those new connections.

9:30pm **END OF EVENT**

The formal portion of the networking event may be over, but the party doesn't have to end. Take advantage of the seating areas spread throughout the lobby area or move the party to Houlihan's right down the hall from our event.

## **November 14, 2015 - CAREER SUCCESS TOOLKIT**

8:00am **SIGN IN AND CONTINENTAL BREAKFAST**

Start your day off right with some light breakfast, coffee and conversation.

9:00am **THE SWEET LIFE: INSIGHTS FROM THE FOUNDERS OF GEORGETOWN CUPCAKE** **Katherine Berman & Sophie LaMontagne**

There aren't many people who can say they went from maxing out credit cards to opening a business to being featured in The New York Times to becoming reality TV stars and best-selling authors, but sisters Katherine Kallinis Berman and Sophie Kallinis LaMontagne can. Katherine, 34, and Sophie, 35, made a risky move—they gave up their stable jobs in fashion and finance at the height of the recession to pursue their childhood dream—opening a bakery. And in 2008, the sister duo opened Georgetown Cupcake. Hear the story of how they swapped the corporate world for cupcakes and gain insights into the lessons they learned while building their business. Then take advantage of the meet and greet opportunity while enjoying delicious Georgetown Cupcakes.

10:00am **CUPCAKE RECEPTION/MEET AND GREET WITH THE CO-FOUNDERS OF GEORGETOWN CUPCAKE**

Come meet the co-founders of Georgetown Cupcakes and enjoy some of their delicious cupcakes while networking with these inspirational ladies.

11:00am **CAREER CREDIBILITY AND LINKEDIN** **Sophia Marshall**

LinkedIn is the place to be if you are serious about enhancing your career. This presentation will provide practical tips that you can apply now to boot your credibility later.

12:15PM **NETWORKING LUNCH**

Brush off your 30 second elevator speech and take this opportunity to enjoy a delicious meal while networking with speakers and fellow attendees

1:30pm **MOMMY GUILT: LEARN TO WORRY LESS, FOCUS ON WHAT MATTERS MOST, AND RAISE HAPPIER KIDS** **Devra Gordon Renner**

Do we become parents to be tormented and miserable? Of course not! We anticipate that parenthood will enhance our lives and ultimately bring us a family from which we derive great joy. Why then all the Mommy Guilt? The easy answer is we love our kids and we worry about them. We want them to be happy and also to be productive members of society. For many a mom and dad, the weight of making parenting decisions can be a heavy, burdensome, stressful and even overwhelming responsibility. The co-author of "Mommy Guilt", Devra Gordon Renner will offer straightforward principles for handling common issues — as well as for dealing with everyday challenges that frequently add up to feelings of guilt. Devra will share how parents can fend off the guilt and focus on what really matters.

2:30pm **CRAFTING PORTABLE CAREERS**

They say you can't be what you can't see. Fortunately for military spouses, we can look to other military spouses who have successfully built portable careers within our transient military lifestyle. Come learn how they did it and take away some insights for crafting your own career.

4:00pm **END OF SESSIONS**