

# Spring Into Business ... Strategies for Success

## Conference for Women in Business on the South Shore



The South Shore Women in Business Association and the Bridgewater and Area Chamber of Commerce present the 2nd annual *Women in Business Conference* April 4th, 2009, *Days Inn*, Bridgewater NS



*Our goal is a very simple one.  
To provide an open environment for display and discussion to women in business  
Visit our website at [www.springintobusiness.ca](http://www.springintobusiness.ca) for information and updates.*

### Event Schedule

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|---------------|--|
| 7:30 - 8:30   | Showcase set-up and registration   |
| 8:30 - 9:00   | General Registration   |
| 9:00 - 9:15   | Welcome and opening remarks  |
| 9:15 - 10:15  | Navigating Rough Waters Workshop: Brenda Fair<br><i>An engaging and energetic presenter, Brenda will speak on business trends and thriving in economic downturns.</i>  |
| 10:15 - 10:45 | Networking Break   |
| 10:45 - 11:45 | Innovation Workshop: Kathy Jourdain<br><i>Kathy will lead an interactive workshop exploring where innovation comes from, and how to use innovation to address your business challenges.</i>  |
| 11:45 - 12:00 | Networking Break   |
| 12:00 - 1:15  | Luncheon with Keynote Speaker: Lynn Casey<br><i>Three years ago Lynn left nursing, she and a colleague developed an online training centre for nurses, called MedSenses Inc. With infectious enthusiasm, Lynn will speak about entrepreneurship, and about growing MedSenses into an international business.</i> |
| 1:15 - 2:00   | Business to Business Showcase  |
| 2:00 - 3:00   | Panel Discussion<br><i>Three successful business women will share their successes, disappointments, and achievements working towards their goals. Learn from those who have excelled as "women in business".</i>   |
| 3:00 - 3:15   | Wrap up  |
| 3:15 - 4:00   | Business to Business Showcase  |
| 4:00 - 5:00   | Showcase tear down   |