

# Creating and Growing Small Businesses as Women

## Keynote & Workshops

### Utah Women's Leadership Speaker & Dialogue Series

January 24, 2017 (6:30-8:30 p.m.)

Ragan Theater, Sorensen Center, Utah Valley University

#### Keynote Speaker

**Dr. Julie de Azevedo Hanks**

*Entrepreneur, Psychotherapist, Author, & Songwriter*



RSVP at  
[www.uvu.edu/uwlp](http://www.uvu.edu/uwlp)

Julie de Azevedo Hanks, PhD, LCSW is a licensed clinical social worker and psychotherapist specializing in women's emotional health and family relationships. In 2002 Dr. Hanks founded Wasatch Family Therapy where she serves as executive director. She is the author of *The Burnout Cure* and *The Assertiveness Guide for Women*, a blogger, a local and national media contributor, a small business consultant, an online influencer, and an award-winning musician, singer, and songwriter. Dr. Hanks and her husband are the parents of four children. She is engaged in serving in the community and will also be a panelist in the "Aspiring Entrepreneur" workshop.

The event will begin with a 30-minute plenary session after which each attendee will move into one breakout session of her choice (*see next page for details*). Light refreshments will be served at the close of each workshop as attendees dialogue about what they have learned. All sessions will be live streamed as well. The event will also be rebroadcast on UEN-TV channel 9.1 and video recordings will be available within a month after the event. Come, listen, ask questions, and learn!

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## Workshops (Choose One)

### Aspiring Entrepreneurs



*Susan Peterson (CEO, Freshly Picked), Anne Avernig (Co-founder, Sodalicious), Julie Hanks (Executive Director, Wasatch Family Therapy) with Susan R. Madsen & Arielle Newman (Facilitators)*

This workshop is geared toward high school, college, and other women interested in starting a business someday. Come and hear inspiring stories from three very different entrepreneurs. See how these women, who are both businesswomen and mothers, have fit both roles into their lives. First, in 2009, as a mother of two children, Susan Peterson founded *Freshly Picked* right in her own home; it is now a multi-million dollar company that makes and sells baby moccasins. Second, in 2013 a mother of three children, Anne Avernig, co-founded *Sodalicious Inc.*, a popular chain serving flavored sodas, cookies, and other treats; she now serves as its Chief Product Officer. Finally, Julie Hanks, a mother of four, founded *Wasatch Family Therapy* where she serves as Executive Director; she is also an author, blogger, and speaker. Dr. Susan Madsen will moderate the panel, and then entrepreneurship educator Arielle Newman will facilitate some activities for participants to dream about their future businesses.



### Start From Scratch: First Steps to Launch Your Business

*Ann Marie Wallace (Executive Director, Women's Business Center) & Deb Bilbao (Business Consultant, WBC)*



Have you thought about starting your own business? Do you have an idea and just don't know where to start? If so, this session is for you! Ann Marie and Deb have helped women launch 237 new businesses just in the last three years. In this workshop you will learn how to identify if your business idea has potential for success, receive help to lay out your plan of attack, and even take the first step! Ann Marie grew up on a dairy farm in northern Utah. Her cow milking days ended when she began her schooling at Snow College and later transferred to USU where she graduated in marketing. After working in hotel management she became a Women's Business Center (WBC) client, launched her own small business, and was later hired to mentor other women. Now she oversees the center which helped her become an entrepreneur. Deb is the business consultant at the WBC. She has owned two fast pitch softball instruction and recruiting companies, and she currently works part-time in the financial services industry, specializing in properly protecting families, reducing and eliminating debt more quickly, and building wealth. With a bachelor's degree in math, and as a former college softball All American, Deb is the mathlete of the brood.



### Growing Your Business as Women

*Camille Pendleton (SBDC Director, Utah and Wasatch Counties), Donna Milakovic (Regional Outreach Director, USTAR) & Winthrop Jeanfreau (Director, Central Utah BRC)*



This workshop covers the essential knowledge, activities, and tools necessary to accelerate revenue, efficiently deliver your products or services through operational excellence, and effectively deal with the challenges that stand in the path of those two crucial activities. This workshop will be led by three highly qualified business consultants and professionals. First, Camille Pendleton is the Director of the Small Business Development Center (SBDC) for Utah and Wasatch Counties. She uses her years of experience to help people start and run businesses while connecting with resources that help business owners be successful. Second, Donna Milakovic is the Regional Outreach Director for USTAR (Utah Science Technology and Research Initiative), running the Robotics and Internet of Things program. Donna has a perspective and vision of technology that is unique and relevant to growing your business in a rapidly changing landscape. Finally, Winthrop Jeanfreau is the Director of the Central Utah Business Resource Center hosted by UVU. Mr. Jeanfreau is a serial entrepreneur and educator committed to teaching proven methods for accelerating business growth, achieving operational excellence, and gaining access to capital for expansion.

