

February 4, 2012

Verdugo Glen Chapter
Presents

*The Heart of
Business Expo
& Luncheon*

10:00 AM - 2:00 PM

Glendale Elks
1st Gated Driveway East of Brand Blvd.
120 E. Colorado Street
Glendale, CA 91205

\$25.00

**includes presentations, networking,
lunch and shopping**

Limited seating reserve your space now!
\$30 at the door

Keynote Speaker: Linda LoRe

"You Can Have It All - You Just Can't Have It At Once"



In Linda's 18-year-career as a CEO of world-renowned brands; Fredericks of Hollywood and Giorgio Beverly Hills, Linda is widely recognized as a leading brand advocate. Her extensive experience includes building consumer companies from the ground up, revitalizing storied brands and breathing new life into consumer favorites. She is now the CEO of C@TALYST9 and serves the community through her non-profit organization called Youth Mentoring Connections.

Lunch with the Experts: Pick Your Topic

TOPIC: HOW TO MARKET YOUR BUSINESS SUCCESSFULLY! "Remove Your Blocks So Your Business Rocks"

Jenn August has been called one of the world's leading experts in removing blocks to business success and has pioneered a patented system that has helped thousands of business owners substantially increase their income. Jenn is the author of "Remove Your Blocks So Your Business Rocks." She makes every minute of listening informative and interactive due to her standup and improvisational comedy background which inspires her audiences.

TOPIC: MAXIMIZING SOCIAL MEDIA FOR TODAY'S BUSINESS NEEDS "UNLOCKING THE SECRETS TO SUCCESS IN SOCIAL MEDIA!"

Katy Tafoya a former teacher by trade (though still teaches), is a writer, small business coach of social media strategies and solopreneur. She is the founder and editor of ConstantChatter, a premier community and blogsite for women. Katy holds a Masters Degree in Counseling with emphasis on marriage and family. With a passion for empowering women, Katy took her own experiences with the Great Online Unknown and created the Success for Solopreneurs blogsite. Here she shares tips, tools, resources and articles with other small business and solopreneurs.

TOPIC: TAKING NETWORKING TO THE NEXT LEVEL "IS YOUR NET WORKING FOR YOU?"

Robbie Motter, spent numerous years in Corporate America in top positions in New York, Washington DC, Houston, Texas and Hawaii before opening her own Marketing/Public Relations Consulting business. Robbie is founder of Contacts Unlimited, Author, Certified National Speaker and Coach, Senior VP and Partner for American Seminar Leaders Speakers Bureau. Robbie has written 3 E-books and co-authored a book with June Davidson, ASLA President on "The Millionaire Blueprint for Women," hosts a monthly radio show called Monthly Diva Tips from Queen Diva.



The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition. Visit www.ABWA-VerdugoGlen.org for more info.

The Heart of Business Expo

Schedule and Registration

<i>Time</i>	<i>Session</i>	<i>Schedule of Activity</i>
10:00 am – 11:00 am		Registration / Exhibitors Open - Shopping / Networking
11:00 am		Opening Remarks
11:05 am		Keynote Presentation: Linda LoRe President and CEO, Youth Mentoring Connections "You Can Have It All – You Just Can't Have It At Once"
Noon – 1:00 pm		LUNCH With The EXPERTS
Topic Choices:	1	Topic: How To Market Your Business Successfully" "Remove Your Blocks So Your Business Rocks" Jenn August, Operations Manager, Beyond Business, LLC
	2	Topic: Maximizing Social Media For Today's Business "Unlocking The Secrets To Success in Social Media" Katy Tafoya, CEO, Mendo Media, Inc.
	3	Topic: Taking Networking to The Next Level "Is Your NET Working For YOU?" Robbie Motter, Founder of Contacts Unlimited
1:15 pm		Announcements, Networking Raffles & More Shopping
2:00 pm		Adjournment – Closing Remarks

Registration For \$25 per person by January 31, 2012
after February 1st pay at the door \$30

Name: _____ Company/ABWA Chapter: _____

Address: _____

Best Contact Phone #: _____ Email: _____

How did you hear about the EXPO? _____

Amount Enclosed: _____

**Preferred Luncheon Session
Please Select**

1 2 3

Make check payable to: ABWA Verdugo Glen Chapter

Mail to: Lynn White-Shelby
3106 N. Lamer St. Burbank, CA 91504
818-512-4079 for more information
lynnws@msn.com

Additional Attendees Names:

1. _____

2. _____

3. _____

4. _____

Indicate preferred luncheon session after name.

Every effort will be made to accommodate your pre/erred

Speaker, pending space availability.

Your cancelled check is your confirmation.

Suggested attire: Business

We look forward to seeing you!