

The Women's Alliance
An International Network of P.O.W.E.R Connections
Providing Opportunities for Work, Empowerment and Resources



Friday November 4th and Saturday November 5th
Courtyard by Marriott Oklahoma City Downtown/Bricktown
2 West Reno • Oklahoma City, OK 73102

CONFERENCE AGENDA

FRIDAY

- **8:00am – 9:00am: Buffet Breakfast**
- **9:00am – 9:45am General Session – Welcome and Introductions**
- **10:00am – 11:15am The Power of Story – How To Create Compelling Messages That Connect You With Sustainable Success:** *Lisa Marie Platske*, Board Member and CEO, Upside Thinking. We've all heard, "It's not what you say, it's how to say it." Learn how to be heard, be remembered and be funded using the most effective communication method of all time!
- **11:30am – 12:15pm The Power of Collective Wisdom - Best Practice/ Brag and Steal Session!** Connect with powerful ideas and resources as members share their successes in:
Program Development Fund Development Board Development
- **12:30pm – 1:45pm Luncheon with Smart & Sexy Fashion Show; Special Presentation:** Shari Hoenig, Marketing Director, Ariela-Alpha International
- **2:00pm – 3:00pm The Power of Growth Through Governance:** Debby Hampton, President and CEO, United Way, Central Oklahoma. Many hands make light work and many talented, skilled, connected, motivated hands make growth attainable and sustainable. Learn how to make it happen in this interactive, informative session.
- **3:15 – 4:15pm The Power of Collaborations;** Presenter: Blair Schoeb, VP Community Investment and Research; The Center For Non-Profits. Call them strategic alliances, partnerships or sponsors, we all need them. Get the inside scoop on how to build this essential support.
- **4:15 – 5:00 Break**
- **5:00pm Special Event: Evening Reception at Suited For Success and City Tour;** Meet in hotel lobby by 5pm to board bus

SATURDAY

- **8:00am – 9:00am: Buffet Breakfast**
- **9:00am – 9:45am: General Meeting / Board Elections (Members Only)**
- **10:00am – 11:00am: The Power of The Internet – Turning Your Agency Into A Marketing and Revenue Generating Powerhouse;** Presented by Aleks. If you're overwhelmed by Internet technology and unimpressed with your on-line results, don't miss this session! Learn simple strategies that will raise visibility and attract support no matter how minimal your skills or resources.
- **11:15am – 12:30pm: The Power of Sustainability: Logics, Metrics and Outcomes... oh my! (And why they aren't a bear!)** Presented by Sheri Cole, ED Career Wardrobe & Kendall Farrell, ED Bottomless Closet. If you want more funding, you need this session. Just ask these big-budget agencies.
- **12:30pm – 1:45pm: The Power of Chic for Cheap: How to Create Up-Scale Style For Your Boutique on a Shoestring.** Presented by Jeannette Kendall With a little creativity and a few good resources learn how you can transform your showroom into a showstopper clients will adore.
- **2:00pm – 3:00pm: The Power of Collective Wisdom - Best Practice/ Brag and Steal Session!** Connect with powerful ideas and resources as members share their successes in:
Organizational Development Community Engagement Sustainability Income
- **3:00pm Conference Close**

An optional group dinner is planned for people staying over on Saturday night. Please let us know if you'd like to join the fun.