

	Mainstage	Inspire Room Not ADA Avail	Elevate Room
8:30 AM - 8:40 AM	Pre-Welcome		
8:40 AM - 9:10 AM	Keynote: The Feminization of Wealth SPEAKER: Cameron Rogers		
9:10 AM - 9:20 AM	Welcome from the Mayor of Rochester, <u>Malik Evans</u>		
9:20 AM - 9:30 AM	KICKOFF: Elevate, Are You Ready? SPEAKER: Latia Vaughan		
9:30 AM - 9:45 AM	BREAK		
9:45 AM - 10:30 AM	Women at the Forefront of Media SPEAKERS: Jane Hanson & Latia Vaughan	Cash Flow Confidence: Navigating Finances with Ease SPEAKER: Erica Cummings	Cracking the PR Code: Unearthing a Compelling Hook SPEAKER: Lori Sussle Bonanni
10:30 AM - 10:45 AM	BREAK		
10:45 AM - 11:30 AM	Money Matters: Access to Capital in Upstate New York SPEAKERS: Crystal Wallace, Yahaira Zapata, Ashley Robinson, Gregory Lindberg MODERATOR: Selvia Hanna	Cultivating Community with Authenticity: Nurturing an Audience of Over a Million SPEAKERS: Ilana Griffo	Breaking Barriers: Authenticity and Confidence as an Entrepreneur SPEAKERS: Katelyn Englert, Sarah Tirimacco, Katie Bull MODERATOR: Miranda Wilcox
11:30 AM - 11:45 AM	BREAK		
11:45 AM - 12:30 PM	"Empire State of Mind" : Raising Capital in NY SPEAKERS: Theresa Mazzullo, Danielle Blount, Nedine Yagan Veltre, Colleen Heidinger MODERATOR: Ali Bukowski	Money, Power & Respect are the Key to Term Sheets SPEAKER: Lindsay Karas Stencel	Innovate & Elevate: 30+ Tech Tools for Entrepreneurs to Scale SPEAKER: Rylie Jennings
12:30 PM - 1:15 PM	LUNCH Mindful Moment with Olivia Bethmann		