

	Mainstage	Inspire Room	Elevate Room
1:15 PM - 2:00 PM	<p>The New Rules of Leadership</p> <p>SPEAKERS: Eboni Henderson, Dr. Mary Bisbee-Burrows, Alyssa Whitfield, Natalie Grigg MODERATOR: Jessica Lewis</p>	<p>Brand Your Way to the Bank: Discover Your Brand Story and Strategize How to Best Communicate it in Your Digital Marketing</p> <p>SPEAKERS: Nina Piccini and Natalie Sinisgalli-Kettavong</p>	<p>Cultivating Culture: Your First Hire and Beyond</p> <p>SPEAKER: Megan Kelly</p>
2:00 PM - 2:15 PM	BREAK		
2:15 PM - 3:00 PM	<p>A Walk in the Park: Legal Issues From Business Formation to Exit</p> <p>SPEAKERS: Danielle Ridgely, Katarina Polozie</p>	<p>Socially Savvy: Mastering Marketing for Small Business Growth</p> <p>SPEAKERS: Shannon Ealy & Sheila Dunne</p>	<p>Building Your Network to Increase Your Net Worth</p> <p>SPEAKER: Andrea Holland</p>
3:00 PM - 3:15 PM	BREAK		
3:15 PM - 4:00 PM	<p>Resources in WNY-Who Does What and How to Leverage for Success</p> <p>SPEAKERS: Lindsay Ward (SBDC), Virginia Smith (SBA), Carolyn Spencer (Startup Grind), Sara Vescio (Womens Business Center), Rhonda Destino (Rochester Commissary), Ebony Miller Wesley (RIT) MODERATOR: Elizabeth Ruscitto</p>	<p>Mastering the Pitch Deck: Why Business Plans are Dead</p> <p>SPEAKERS: Flossie Hall</p>	<p>*Session Cancelled SPEAKERS: This room is closed off at this time</p>
4:00 PM - 4:10 PM	BREAK		
4:10 PM - 4:40 PM	<p>Roc'n Your Business: Scaling Strategies for Rochester Small Business Owners</p> <p>SPEAKERS: Agathi Georgiou, Stacy K Ercan, Aubre Fox, Marquita Rugless MODERATOR: Rumella Cameron</p>		
4:40 PM - 4:45 PM	<p>Happy Hour O'Clock! Latia Vaughan</p>		
4:45 PM - 4:50 PM	<p>Closing Remarks and Thank you Planning Committee</p>		
4:50 PM - 6:00 PM	<p>Happy Hour Vendor Showcase Female Founder Spotlight</p>		