

	Mainstage	Inspire Room Not ADA Avail	Elevate Room	Activation Room
8:30 AM - 9:30 AM	Registration, Breakfast, and Networking			panache PRAISE THE SUN SHOP ASTRAL STUDIO
9:30 AM - 9:40 AM	Pre-Welcome			
9:40 AM - 10:10 AM	Keynote: Vitus Spehar			
10:10 AM - 10:15 AM	“Are you ready to ELEVATE? “ with Andrea Holland			
10:15 AM - 10:30 AM	BREAK			
10:30 AM - 11:15 AM	Show Her the Money: Funding Resources for Female Founders Speakers: Christine E.B. Howard Melissa Jordan	Tap Into ROC: Maximizing Regional Resources Speakers: SCORE, RIT, Upstate Venture Connect, SBDC, BOLD Ventures MODERATOR: Elizabeth Ruscitto	"Sales Without Sleaze": Authentic Closing Techniques Speakers: Diana Kleps, Catie Fitzgerald	
11:15 AM - 11:30 AM	BREAK			
11:30 AM - 12:15 PM	Scaling Smart: Build Your Strategic Roadmap to Overcome Operational Debt Speakers: Chloe Handelman Lenica Stephen	"Better Safe Than Sued": Your Legal Protection Plan Speakers: Lindsay Mastrogiovanni, Kristen Cavatassi	The Art of the Ask: Securing Strategic Partnerships & Sponsorships Speakers: Amy Gurske Christa B. Downey	
12:15 PM - 1:15 PM	LUNCH HEADSHOTS & MENTOR 1:1 IN ACTIVATION ROOM			
1:15 PM - 1:30 PM	BREAK			

	Mainstage	Inspire Room	Elevate Room	Activation Room
1:30 PM - 2:15 PM	"Network Like a BOSS": Marketing Expertise That Matters Speakers: Natalie Sinisgalli, Lori Sussle Bonanni, Nina Piccini, Marquita Rugless MODERATOR: Stacy K.	Personal Brand Power: Standing Out & Staying Top of Mind Online Speakers: Carolyn Spencer Leah Leverich	Wealthy & Well: The Entrepreneur's Health Guide Speakers: Raeanne Lacatena, Andrea Tait, Kimberly LaForte, Halie Schoff Cieslica MODERATOR: RJ Jackson	panache PRAISE THE SUN SHOP THE ASTRAL STUDIO
2:15 PM - 2:30 PM	BREAK			
2:30 PM - 3:15 PM	Money Made Simple: Your Path to Profit & Prosperity Speakers: Stephanie Skryzowski	"Headlines & Highlights": Your PR Gameplan Speakers: Jessica Lewis	Mastering Marketing Foundations: The 2025 Playbook Speakers: Kristi Mitchell Stephanie Armstrong	
3:15 PM - 3:30 PM	BREAK			
3:30 PM - 4:00 PM	Real Talk: Rochester's Rising Female Founders SPEAKERS: Shaina Zazzaro, Erica Paolicelli , Sarah Pavia, Amber Peraino, LaShunda Leslie-Smith MODERATOR: Leah Stacy			
4:00 PM - 4:15 PM	Closing Remarks + Thank you			
4:15 PM - 5:00 PM	Happy Hour + Vendor Showcase			