

OAKLAND PRESS BUSINESS

Entrepreneur-YOU event for business women is March 20 in Troy

POSTED: 02/26/15, 5:00 PM EST | UPDATED: ON 02/26/2015

The 4th annual Entrepreneur-YOU featuring a day of workshops is March 20. Entrepreneur-YOU is a collaborative initiative between Inforum, Michigan Women's Foundation and Walsh College, with support from Fifth Third Bank, to help women become successful business owners.

Entrepreneur-YOU was founded by three women leaders: Stephanie Bergeron, Walsh College president and CEO, Carolyn Cassin, president and CEO of Inforum and Inforum Center for Leadership and Terry Barclay, president of Michigan Women's Foundation.

Among its varied business-building activities, Entrepreneur-YOU conducts all-day workshops taught by leading business professionals—to teach women entrepreneurs about the resources necessary and available to open, run and grow a business. Topics include marketing, finance, operations, HR, funding, community resources and professional services, tailored and taught by women.

This year, the day-long conference features keynote speaker Alison Vaughn of Jackets for Jobs. There will be 10 breakout sessions, opportunities for networking, continental breakfast and lunch.

Breakout sessions focus on marketing, finance, operations, HR, funding, community resources, professional services and more. The event MC will be JoAnne Purtan, Channel 7 news anchor.

Presenters include the following:

- Ellyn Davidson, managing partner, Brogan & Partners, PR firm
- Esther Marshall, assistant vice president in community and economic development, Fifth Third Bank
- Lara Galloway, author of *Moms Mean Business: A Guide to Creating a Successful Company and a Happy Life as a Mom Entrepreneur*
- Tifani Sadek, founding partner of Sadek Bonahoom law firm
- Kimberly Cross, chief operating officer, Michigan Women's Foundation

- Lynne Golodner, chief creative officer, Your People LLC PR firm
- Juliana Perry, vice president, Business Banking, Fifth Third Bank
- Nancy Philippart, general partner, Belle Michigan, an early stage venture fund focused on women-led/owned/managed startups
- Ursula Scroggs, managing director, DKSS CPAs + Advisors
- Kim Eberhardt, senior account manager, Tanner Friedman PR firm

The 2015 Southeast Michigan Entrepreneur-YOU event is March 20 at Walsh College Troy Campus, 3838 Livernois Road, Troy. Tickets are \$45 each and can be purchased online. Seating is limited and this event has sold out in previous years. Those interested in exhibiting their products and services to business and professional women are invited to participate. Exhibitor tables are \$200. Register at www.walshcollege.edu/eyouconference or email jhubbard@walshcollege.edu.

— Submitted by Lynne Golodner