



Boot Camp sessions are available only to those registered for the Celebration of Women in Business event. The admission fee includes the luncheon and your choice of workshops (up to 4 per person). **RSVP REQUIRED** for Boot Camp sessions. Space is limited and **WILL SELL OUT** in some sessions. Call the Chamber at 563-1000 for more info.

October 27th - West Side Ballroom - Plattsburgh, NY

8:30 - 9:00

1 **Kick Start Speed Networking - For Everyone!**

Kick Start your day with an energizing Speed Networking Session! You'll make valuable contacts AND have the opportunity to give your "pitch", so they all learn more about you. It's a great way to start your morning!

EVERYONE SHOULD ATTEND THE KICK START SPEED NETWORKING SESSION. Then.....Decisions....Decisions! There will be 2-3 sessions offered simultaneously. Select the one you would like to attend for each time frame below. **RSVP REQUIRED!! We will Sell Out of some sessions, so RSVP ASAP.**

9:15 - 10:00
Choose one

2 **Employee Engagement - Concepts & Best Practices**

Presented by: *Wendy Blackwell-Moore, TD Bank*

Employee engagement is the key to success. Develop strategies to retain valuable employees that will boost productivity & profit - AND morale! Perfect for Managers, Supervisors, Team Leaders, Professionals, Business Owners, and anyone who wants to learn how to get employees involved.

3 **Social Media Tips & Tricks**

Presented by: *Alina Walentowicz, Adk Coast Visitors Bureau*

Showcasing affordable ways to help your business's social media presence stay on brand. These FREE programs make social media easy and time-efficient - and can even be done from your smart phone. Brief overviews of Hootsuite, Canva, Photo Apps, and other useful tools that will save you time and money.

4 **Yoga Techniques to Bust Business Stress**

Presented by: *Lynda Garrand, Trinity Yoga*
Meetings, Presentations, and Conflict can all cause stress in the workplace. Learn a few quick, simple yoga techniques that can be done at work to change your world. Have no fear...you will be sitting in a chair during this session and will not be required to wear a leotard or put your foot over your head!

10:15 - 11:00
Choose one

5 **Taming the Elephant in the Room: Learn to Tackle Big Issues**

Presented by: *Jacqueline Kelleher - Stafford, Owens, Piller, Murnane, Kelleher & Trombley, PLLC*

What do you do when a problem is obvious to everyone, but is so big that people choose to ignore it rather than address the issue? Learn what it takes to tame the beast and get that elephant eating peanuts out of your hand. Do you have a particular challenge in mind? Bring it to the group and we'll develop a strategy together.

6 **What's your EQ? Harnessing Emotional Intelligence will Help You Succeed in the Workplace.**

Presented by: *Debbie Cleary - ETS*

EQ reflects a person's ability to empathize with others - a high EQ is a trait that separates the most successful people from the average. When you can identify, evaluate and control emotions - and use them to facilitate thinking - you will be more successful at work and home. Learn where you stand and how you can improve your Emotional Quotient.

11:15 - 12:00
Choose one

7 **Stop Boring Your Buyers - How to Drive Inbound Prospects to Your Business**

Presented by: *Christal Fleishman, SymQuest*

Understanding how buyers perceive your message can be difficult. Learn how to reach cold prospects and warm leads through a simple inbound methodology. Get aligned with your buyer's journey and learn how to engage your existing marketing team in helping you drive leads!

8 **Use Your Words to Get Your Needs Met**

Presented by: *Deena McCullough, Betsy Vicencio, & A Mystery Guest*

Words do matter. Speaking up and speaking out is the only way to become an effective leader. The words you choose will affect how others perceive what you're saying. This dynamic panel of community leaders will share insight, inspiration and methods to use your words to get your needs met and effect change!

12:30 - 1:30

Celebration of Women in Business Luncheon

The Luncheon is **open to everyone - men and women** - who want to celebrate the amazing women at work in the North Country. Featuring Keynote Speaker, Michelle Whitman. Michelle grew up in the Plattsburgh area and has worked her way up the ladder to a leading position in a Fortune 500 company. Her career includes more than 20 years of product and services marketing experience promoting brands in North America, Europe, Asia-Pacific and South America. She is the perfect example of "small town girl makes it big"!

Exercise Your Mind and Body - Everyone who attends will receive a pass for One Free Yoga Class at Trinity Yoga