

*A business + lifestyle event for and by women over 40.*

## SecondAct BizCon Presenter Itinerary

### Thursday, April 11, 2019

5:00p – 7:00p  
Fire Terrace

#### **PreParty Social Presented by Prudential**

Grab a cocktail and let's get down to connecting with one another, sharing our voices and having a little fun before the big day.

### Friday, April 12, 2019

7:00a – 2p  
Hotel Lobby

#### **BizCon Registration**

7:30a – 8:30a  
Fire Lounge (F&B)

#### **Continental Breakfast + Connecting**

8:30a – 9:30a  
Broadway Ballroom

#### **Welcome**

##### **Presented by [Citywide Banks](#)**

BloomCo Presents CEO and #SecondAct BizWomen founder, [Barbara Brooks](#), welcomes you to the inaugural event and shares her journey to launch her new media and lifestyle event company at age 52 - a vision on hold for more than five years.

#### **Panel: "Today's 40 and 50 Woman... Living Her Life Boldly, Without Excuses"**

Join our moderator Melissa, as she speaks with a panel of dynamically ageless 40 and 50 years young women as our carefully selected panelists. They'll share their real-life, real-world [authentic] experiences as entrepreneurs, company employees, freelancers. We want you involved too! They'll take questions about the struggles, risks, positive outcomes and what's possible when you own your power at any age - and jump head first, into your second act.

**Moderator: [Melissa Moore](#), KOSI 101 Radio Host | Panel: [Audrey Walters](#) (43) SAG Actor and CEO & Co-Founder, [Talk to the Camera](#); [Barbara Brooks](#) (59) Flamingo Strategies Principal; [Danielle Atcheson](#), NBC-HWC (41) One Degree Health Founder; [Reji Pollard](#) (50) Dropt Wellness Mentor; and [Guadalupe Hirt](#) (45) SecondAct BizCon Co-Founder**

#### **Connecting + Coaching**

9:40a – 10:25a

#### **Concurrent Breakout Sessions**

##### **Presented by [Microsoft](#)**

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Broadway Central

**Breakout #1: Starting Up**

**"Dominos to Ellen: 5 Lessons Learned Through Entrepreneurial and Personal Failure"**  
**Olivia Omega Wallace (40) Wallace Marketing**

After launching a successful business and being featured on a national talk show three times in a row, her son was diagnosed with autism, her husband left and her business crumbled. All in the same week. Her life was failing. But it laid the foundation for her come back. It was the mess in her message. It was a setup for her second act.

Broadway North

**Breakout #2: Branding**

**"Company Branding & Visual Design 3.0" Brielle Killip (41) [Blue Linen Creative](#)**

Branding is a fundamental piece of every business. Branding sets the standards for your identity and image, personality and soul, character and culture. Your brand defines who you are and what your customers expect. So often, entrepreneurs feel the need to put a lot of money upfront into branding, which often leads to them doing nothing at all. Branding becomes an afterthought or even a reluctant expense. This session will provide you with a set of DIY activities to begin to create the direction of your brand. You will leave this session, having defined your brand's voice and visuals. Then, when the time comes to implementing your brand to look legitimate to investors, customers or partners, you will have a visual & language library from which to draw inspiration and begin creating branded content or even a full online presence. A few simple exercises will show you that creating a brand can be fun, inspiring and informative to your experience as an entrepreneur.

If you're a company marketer looking to up your visual game, someone starting a YouTube channel and need to take your brand to the next level, or someone starting a Podcast and need an online presence, this workshop is for you!

Broadway South

**Breakout #3: "Oxygen Mask on First, Please"**

In this safe space, Dr. Sheryl Ziegler, author *Mommy Burnout*, will share today's state of women's mental health and what we can do to make a difference in our lives, relationships, careers and parenting. She'll provide practical information and open the floor for candid discussion as depression, anxiety and the others are no longer a dirty secret but rather something most live with today.

**Connecting + Coaching**

10:35a – 11:15a  
Broadway North

**Panel: "Today's Household 3.0"**

**Presented by [Citywide Banks](#)**

Home life has changed. Today, our households are made up of straight, lesbian, black, white, brown, one mom, two moms, one dad, and one mom, etc. With the "traditional"

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home life evolving, how do people make home and work life work? Join a panel of guests in real life situations discussing it all from failures to the light at the end of the tunnel situations.

**Moderator:** *Ann Ayers, Dean at Colorado's Women College at University of Denver |*

**Panel:** *Gina Schley (40) SheGrows Flowers & [Urban Conversion TV Show](#); Rachel Makenen (50) T-Mobile Senior Enterprise Rep; [Victoria Lindsay](#) (61) City & County of Denver; and Debbie Scheer, Speaker & Comedian*

## Connecting + Coaching

11:25a – 12:10p  
Broadway Ballroom

**Concurrent Breakout Sessions**  
Presented by [KOSI 101.1](#)

Broadway Central

**BREAKOUT #4: Business**  
**Career Alchemy: How to Transform the Skills You Already Have into the Business You Always Wanted with Liz Oertle (42) [Nanno](#)**

Whether you've spent your career in the same industry -- even the same company! -- or played several different roles in different industries, your 40s and 50s are your moment to take everything you've learned and use it to find the thing that truly actualizes you. You've built a valuable tool chest of knowledge, skills, experiences and networks. Now it's time to take all of that and use it to reach your full potential -- whether it's in business, in politics, in philanthropy or whatever else you see as the ultimate manifestation of you. Liz will outline her amazing journey from journalist to book editor to lawyer to entrepreneur, and then help you identify the skills you have (that you may not even think of as skills) and how you might deploy them into new adventures in your second act.

Broadway North

**Breakout #5: Business**  
**"Business Hacks. Grow Your Company or Big Idea for Little to No Money"**  
**Barbara Brooks (52) BloomCo Presents & Second Act Women**

Today's businesses whether corporate-owned or privately owned have access to a multitude of resources that are a mere keystroke or contractor away. Join Barbara to learn the latest apps, productivity platforms, communications tools and collaborative activities that will save you money and in some cases, time.

Broadway South

**Breakout #6: Self-Care**  
**"Personal Imaging and Tools 3.0"**  
**Rhoda Johnson (58) [Art of Beauty](#)**

YOU are your brand! 80% of what you say about yourself is non-verbal. Just because you're speaking does not mean you're being heard. Grooming, colors, makeup, and wardrobe significantly impact your self-esteem and perceived value and can directly affect your professional and social success. A successful personal brand must be an intentional

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alignment with its business messaging and recently, Rhoda provided her service to an author launching her book. The result was an immediate Amazon Best Seller because the title and her image were in complete alignment. ("Unstoppable" by Rocio Perez).

Let Rhoda introduce you to her personal image tools and information that will make you feel more confident and empowered as a woman over 40. Her tools create a credible look that, combined with lessons, maximizes your potential for more of what you're seeking.

So, during this interactive and educational session, you'll learn:

- How the details of your style impact business messaging
- The psychology of color and its role in our non-verbal message
- Makeup tips for business casual, presentations, and evening settings
- Wardrobe basics for a business that increase the personal and professional value

12:20p – 1:20p  
Broadway Ballroom

**Lunch and Keynote: "When is the Best time to Jump?"**

**Denise Soler Cox (48) Award-Winning Filmmaker & Producer of [Project Enye](#)**

When is the best time to jump? Denise was crystal clear what her life's purpose was but she was too afraid to act on it. She knew it had the power to change countless lives with her idea, but she could not break free of the feeling that she wasn't "enough" to see it through. Join Denise as she takes you on her inspirational journey of becoming an award-winning filmmaker, author and sought after speaker after making just one decision.

1:30p – 2:10p  
Broadway Central

**Concurrent Breakout Sessions**

**Breakout #7: Career**

**"Professional Growth is Always En Vogue"**

**Ann Ayers, JD/Dean, and Dr. Maggie Red, Associate Dean [Colorado's Women College at University of Denver](#)**

Investing in yourself is the shortest distance between you and a promotion. The question is "How bad do you want it?" Most of us look at our job as a time block in our day, but you have the opportunity to 10x your career if you take action to invest in yourself. Join us as we talk about opportunities, both inside and outside of the workplace, you can seize to amp up your professional worth.

Bear Den

**Breakout #8: Productivity**

**"The Modern Workplace. Upping Your Productivity Game." Ken Thibodeaux (40) and Ashley Moretti, [Microsoft](#)**

The world is changing in dramatic ways driven by higher levels of mobility and tech access. In your personal lives, you're exposed to the latest apps that make you more productive, and many of you want the same ease and productivity in your work life. Let Ken and Ashley show you how Office 365 can give you just that, enabling you and your compadres the ability to collaborate in real time, across your devices from anywhere and learn Designer in PowerPoint by helping you create beautiful presentations in minutes -

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saving you time and money. Bring your laptop and learn - hands-on with the experts from the Microsoft Store at Park Meadows Retail Resort.

### Connecting + Coaching

2:20p – 3:05p  
Broadway South

#### **Breakout #9: Digital Marketing**

##### **"Understanding and Analyzing Your Social and Website Data"**

[Janet Beaudry](#) (55) See-Janet-Work

Your customers are online and more than likely, on their phone searching for something right now. Entrepreneurs and small organizations may not have a full-time digital expert on staff to keep their brand, products or services in front of potential clients/customers and converting them to a lead or a sale. Janet will utilize her session to go over 4 smart things you can do right now to understand the analytics behind your social channels, email, and website to better understand your customer's behavior to boost your online presence. She'll go over... Facebook Analytics, Instagram Analytics, Email Analytics, and Google Analytics.

You'll leave this session with a better understanding on what to analyze with your social/digital data and instructions on how you can find, review, and optimize your online presence to gain more exposure and customers with your data. If you're a company marketer looking to drive business through social, email or your website, this workshop is for you! And bring your laptop to walk through it all in real-time.

Broadway Central

#### **Breakout #10: Career**

**"Getting Hire After 40"** [Kristen Knutson](#) (45) Executive Recruiter Office of Human Resources/Talent Acquisition at [City and County of Denver](#)

At our glorious age of 40 and up, ageism is an often unspoken concern for women. What can you do about it? Join the Executive Recruiter for the City and County of Denver as she shares her tips on networking, interviewing and getting hired at any age. Wondering how you can put your best foot forward both in person and on social media? Have questions on cover letters, communicating with hiring managers and preparing for an interview? Should you work with a headhunter? And how many years of experience do you put on (or leave off) your resume? Whether you are entering the workplace again after a hiatus, transitioning careers or looking for your next opportunity Kristen can assist you with your strategy.

### Connecting + Coaching

3:15p – 4:00p  
Broadway Ballroom

#### **Speaker: "Unleash the Masterpiece Within"**

**Katie Smith (42) MBA, Teacher, Coach & Entrepreneur, Light Defined**

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You're one-of-a-kind, an original; there's no one else like you. Let that mentally marinate for a moment. Sadly, many of us forget we are walking works of art due to life's everyday demands mucking up this truth. #Enough. Join Katie Smith, a life coach, and teacher, as she helps attendees reunite with their energy source and identify their true purpose. This journey will inspire attendees to boldly define and claim their corner of the world and make it uniquely theirs.

**4:05p – 4:45p**  
Broadway Ballroom

**Panel: Hot Seat Audience Participation**  
**Presented by [ColoradoBiz Magazine](#)**

Questions spark curiosity; curiosity creates ideas and ideas have the power to inspire innovation, personal growth, and dollar signs-ideally! We will have a panel of amazing women from all walks of life and professional disciplines ready to answer your questions. No topic is off the table, so come prepared to pick the brains of a powerful collective ready and willing to help you.

**Moderator: Kathie Jay, Radio & TV Host | Hot Seaters:** [Jeanette Sander](#), Dealer Account Mgt at [Westlake Financial](#) (automobiles); [Reyna Alishio](#), [Integer Group](#) (branding, marketing, and advertising); Kristen Knutson, Mia Voss, [Mia-On-The-Go](#) Luxury Brand Travel Influencer; City of Denver HR (employee recruitment); Dr. Sheryl G. Ziegler, Psy.D., Author of Mommy Burnout; Mary Latsis, former producer of FOX 31's [Colorado's Everyday show](#). and Denise Soler Cox, Project Enye (entrepreneur and filmmaker)

**4:45p**  
Broadway Ballroom  
Rooftop

Comedy with [Debbie Scheer](#) & Closing Remarks with Barbara  
After-BizCon Party: Stay until the end for our celebration of you, the #fierceover4050 woman with a group photo and social sips presented by our partners, the ART hotel.

*\* Agenda is subject to change.*