



**Panel Presentation and Networking Event  
Women in Technology (WIT) Women Business Owner (WBO)  
Special Interest Group (SIG)**

**Launch and Grow Your Business:  
A Conversation with  
BizLaunch and Washington DC SCORE**

**Date:** Wednesday, May 29, 2019      **Time:** 6:00-8:00 PM  
**Location:** Venable LLP, 8010 Towers Crescent Drive, Suite 300, Tysons, VA

Join the WIT Women Business Owners Special Interest Group (WBO SIG) for an evening of learning, launching, and growing. The seminar will showcase two local organizations that assist small businesses with launching and growing their ideas and businesses. Tara Palacios from BizLaunch and Walter Abbott from Washington DC SCORE will discuss the services available to help local entrepreneurs plan, develop, and grow their businesses. From workshops and seminars to personal mentoring, there are a wide variety of services available to help you at any stage of your business venture. This is the seminar for you if you are an entrepreneur with a start-up idea and need help launching your business or if you are an entrepreneur in need of assistance to take your business to the next level. Join us for an interactive and dynamic session focused connecting you to valuable resources and opportunities.

This session will follow the agenda outline below:

- 6:00-6:20 PM      Registration & Networking
- 6:20-6:45 PM      Welcome/Participant Learning & Sharing
- 6:45-7:30 PM      Presentations
- 7:30-8:00 PM      Q & A

Please visit [www.womenintechology.org](http://www.womenintechology.org) to register (look for the upcoming events section). Registration cost:

- WIT Member: \$25
- Non-Member: \$35
- At the door: \$45

## **Our Business Experts:**

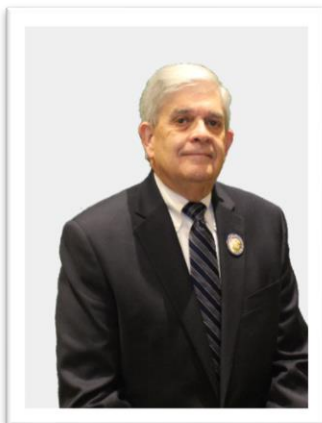
### **Tara Palacios Director, BizLaunch**



Tara R. Palacios is the *Director of BizLaunch*, Arlington's Small Business and Entrepreneurial Assistance Network in Arlington County, Virginia. Ms. Palacios initiated the BizLaunch program in 2002 to help entrepreneurs successfully grow and expand their businesses in the County. Since its inception the program has outreached to over 50,000 business owners through sponsored workshops, seminars, and one-on-one counseling sessions. Ms. Palacios has over 20 years of experience in Marketing and Business Development at a variety of firms: a health maintenance organization, an IT software developer, a financial institution, and a uranium enricher before joining Arlington County in 2001.

In 2004 she received Arlington's Best Business Award (ABBIES) for her steadfast contribution to the small business community. She also received the 2005 Small Business Advocate Award by the Arlington Small Business Development Center (SBDC). Ms. Palacios was awarded the 2010 District Director Award and the 2006 Minority Small Business Champion of the Year by the U.S. Small Business Administration. She was also honored as a Person of Vision by Arlington County's Commission on the Status of Women in 2009. Ms. Palacios was awarded the Northern Virginia Black Chamber of Commerce 2013 Outstanding Public Partner Award, and the 2013 Entrepreneurship Partner Award by the Business Development Assistance Group (BDAG). In 2017, Ms. Palacios was inducted as an honorary SCORE member, and in 2018 received the Commonwealth of Virginia's Partnership Award for her work with state and fostering entrepreneurship. In May Ms. Palacios will receive the 2019 Director's Partnership Award from the Washington Metropolitan Area District Office of the U.S. Small Business Administration.

### **Walter Abbott SCORE Outreach Chair, Washington DC SCORE**



Mr. Abbott helps entrepreneurs start and grow their businesses through his extensive local networking connections and four decades of experience in risk management and insurance. As the SCORE DC Outreach Chair, Mr. Abbott has spent 8 years attending numerous small business events, giving workshops and spreading the word about SCORE's fantastic, free mentoring opportunities. In conjunction with the SBA and AARP, Mr. Abbott has participated in numerous Encore Entrepreneur webinars. Being a Vietnam Vet and remembering the obstacles he had after leaving the military, he has focused on active duty military personnel, veterans and military spouses. Through the Boots to Business workshops and mentoring to all levels of the military, Mr. Abbott has increased his knowledge of what is needed to translate military skills into business successes. He has also presented frequent workshops and panel discussions at the US State Department's Foreign Service Institute. As a result of these outreach activities, He has developed an extensive network of businesses, non-profits, contacts and friends.



## Your WBO Sharing and Learning Partners

### **Robin McDougal, CEO e-GLAM, Inc., Chair, Women Business Owners SIG**



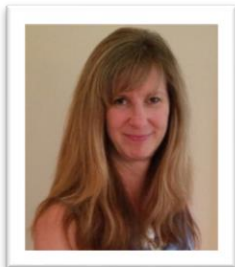
Robin McDougal is the 2017-2019 Chair of Women Business Owner SIG and CEO of a technology accessories company, e-GLAM, Inc. After starting a business with pocket change and a dream, she has learned first-hand that there is a difference between running a small business and steering a thriving enterprise. She has specialized in data analysis, market intelligence, and impact strategy to bring products to market. She attended George Mason University in the Executive MBA program in Global Business. When she is not growing her business, she indulges her passion for philanthropy. As STEM Advocate and founder of the Pearl Project Institute for Innovation in STEM Literacy she is committed to increasing STEM Literacy in the neediest communities.

### **Dr. Arti Patel Varanasi, President & CEO, Advancing Synergy, LLC, Vice Chair, Women Business Owners SIG**



As President and CEO of Advancing Synergy, LLC, Dr. Arti Patel Varanasi is passionate about developing innovations that empower all individuals to lead healthier and longer lives. She has over 25 years combined experience in cancer research, advocacy, capacity building, health care, public health and project management. Dr. Varanasi's ultimate goal is to work across sectors to "advance synergy" and develop tools and technologies that help to build sustainable health capacity in resource limited settings. Dr. Varanasi received her PhD from the University of North Carolina at Chapel Hill and MPH from the Johns Hopkins University. She is a graduate of the National Science Foundation funded ACTiVATE® program for women technology entrepreneurs. Dr. Varanasi has a long-standing track record of advocacy, mentoring and empowerment.

### **Kara Dickey, CEO, SmartCom Solutions, and Steering Committee Member, Women Business Owners SIG**



For over two decades Kara has helped SmartCom Solutions' clients gain a competitive advantage through technical innovations and reduce costs through efficiencies and modernization. Kara brings a breadth and depth of experience in employing automation to solve organizations' mission critical business needs. These efforts typically required full scale business process reengineering, as well as custom application development. Kara has extensive experience managing and participating in all phases of the system development lifecycle. Kara has diverse application and industry experience including Mortgage Origination, Mortgage Services, Mortgage Securitization, Mutual Fund Processing, Financial Management and Accounting, Supply Chain Management, and Claims Processing. In her capacity as Chief Executive Officer, Kara is also responsible for setting the direction of the company, business development, marketing, and obtaining/managing resources. Kara holds a B.S. in Decision Sciences (computer science concentration) from George University and an MBA (finance concentration) from Marymount University.



## Venue and Directions

**Venable LLP**  
**8010 Towers Crescent Drive**  
**Suite 300**  
**Tysons, VA 22182**  
**T: 703.760.1600**

### **From the Baltimore area:**

Take I-95 South to I-495 (Capitol Beltway) and follow sign 495 West towards Silver Spring. Continue on 495 past the Maryland exits into Northern Virginia to Exit 47A (Route 7 West - Leesburg Pike).

Merge onto Route 7 West (Leesburg Pike toward Tysons Corner).

Turn right onto Towers Crescent Drive. Our office building is on the left across from the Marriott. Go past our office building and take a left onto Shoptysons Blvd. Make the second left into the parking garage. Take a parking ticket and proceed through the gate, take a hard left, then a hard right and proceed straight to the second gate. Visitors will use the key pad located at the second gate to dial 02 for Venable; reception will open the gate.

**or**

Turn right onto Fashion Blvd.

Proceed straight through the three-way stop sign and then proceed straight through one traffic light. Make a right into the parking garage for Towers Crescent Parking. Take a parking ticket and follow the signs for 8010. Visitors will use the key pad located at the second gate to dial 02 for Venable; reception will open the gate.

The gates will automatically raise from 6:00 p.m. until 8:00 a.m. to allow visitors to park on the P1 level outside of reception hours.

Park on the P-1 level.

Enter the 8010 elevator lobby and proceed to the third-floor reception.

### **From the Washington, D.C. area:**

Take I-66 to Exit #66B (Route 7 W/ Leesburg Pike).

Merge onto Route 7 West (Leesburg Pike toward Tysons Corner).

Turn right onto Towers Crescent Drive. Our building is on the left across from the Marriott. Go past our office building and take a left onto Shop Tysons Blvd. Make the second left into the parking garage. Take a parking ticket and proceed through the gate, take a hard left, then a hard right and proceed straight to the second gate. Visitors will use the key pad located at the second gate to dial 02 for Venable; reception will open the gate.

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**Parking:**

Parking is available in various areas of the parking garage. Visitors are encouraged to park on the P1 level of the parking garage to gain direct access to our building. Parking is validated at reception.



You can enter the Towers Crescent parking garage through the entrances marked #1, #2 or #3. Take a ticket (validation tickets are provided at reception) at the gate and follow the signs for 8010. Visitors will use the key pad located at the second gate to dial 02 for Venable; reception will open the gate. The gates will automatically raise from 6:00 p.m. until 8:00 a.m. to allow visitors to park on the P1 level outside of reception hours. Park on the P-1 level. Enter the 8010 lobby and proceed to the third-floor reception.

**Metro:**

Take Metro's Silver Line to the Tysons Corner Station. From the metro station:  
 Head West  
 Turn left toward Tysons One Place  
 Turn left onto Tysons One Place  
 Turn right onto Towers Crescent Drive  
 Turn right onto Towers Crescent Plaza  
 8010 Towers Crescent Plaza  
 Total walking distance is 0.8 miles, taking approximately 17 minutes.





## Sponsor

Programs are made possible through the generosity of professional women who donate their time, energy and passion and corporate sponsorships, such as Venable LLP.

### **Thanks to our Program Host & Venue Sponsor:**



Venable is an *American Lawyer* 100 law firm with more than 700 attorneys in offices across the country. Their clients rely on Venable's proven capabilities in all areas of corporate and business law, complex litigation, intellectual property, and regulatory and government affairs. Venable attorneys understand that the road from idea to market requires more than money, management, and vision. Technology companies also need a solid team of lawyers who can build value, avoid hazards, and help entrepreneurs move quickly in implementing their business plans. Venable offers emerging companies just such a team, one that is well versed in representing entrepreneurs through all stages of their operations—including structuring, financing, and IP asset protection.

### **Thanks to our Program Supporters**



e-GLAM, Inc. is a mobile technology accessories company which designs and manufactures luxury computing carry cases for the world's tech-savvy professional pursuing their interests and passions for living life well. For more than 10 years, e-GLAM has provided premier customer service and the highest quality products to wholesale and retail customers. [www.e-glam.com](http://www.e-glam.com)



Advancing Synergy is a health technology and services company passionate about empowering individuals and impacting communities to achieve optimal health outcomes through innovative solutions. [www.advancingsynergy.com](http://www.advancingsynergy.com)



SCS is a boutique consulting practice that helps its customers leverage technology to gain a competitive advantage by providing insightful guidance from seasoned professionals. Our team has the breadth and depth of experience that allows us to solve our customer's complex business problems faster and cheaper than our competitors. [www.smartcom-solutions.com](http://www.smartcom-solutions.com)



## The Women Business Owners

The Women Business Owners Special Interest Group (WBO SIG) offers owners of technology-related companies (\*see list below) a confidential environment for networking, learning, and discussing business trends, ideas, and solutions, specifically related to growing their businesses. Our programs are designed to appeal to WBO's whose businesses are at different stages of development (thinking about it, launched it, flying high, reinventing it).

*\* Examples of technology-related companies include but are not limited to the following: information technology, peripherals, software, hardware, trainers, programmers, consultants, talent acquisition services, authors, engineers, intellectual property attorneys and experts, project managers, health technology, devices, diagnostics, manufacturing, Six Sigma, business advisors, recruiting, counseling and coaching.*

## About Women In Technology

Women in Technology (WIT) is a not-for-profit organization with the mission of advancing women in technology - from the classroom to the boardroom - by providing advocacy, leadership development, networking, mentoring and technology education. With nearly 1000 members in the Washington, D.C.-area, WIT strives to meet its vision of being the premier organization empowering women to be architects of change in the technology industry.

**Our Mission:** Advance women in technology from the classroom to the boardroom by providing advocacy, leadership development, networking, mentoring and technology education. Women in Technology (WIT) is the premier organization empowering women to be architects of change in the technology industry.

## Program Contacts

**To host or underwrite a WBO Program, please contact:**

**Chair:**

Robin McDougal  
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**Vice Chair:**

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**WIT Office:**

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703-349-1044

