



**Entrepreneurship Seminar Series
Spring into Action 2017
Women in Technology (WIT) Women Business Owner (WBO)
Special Interest Group (SIG)**

Spring into Action: Program Schedule

Join us for our 2017 Spring into Action series. The series was developed in response to an overwhelming request for programming that speaks to individuals who have just launched or who are thinking about launching their own business. However, the series is relevant to business owners at ALL stages of growth. The series focuses on how to be innovative and disruptive, while maintaining productivity and growth. Each session will include a light meal, networking, featured speaker or panel discussion, and group mentoring. This year the sessions include a WIT.Connect where entrepreneurs will have an opportunity to share their action plan and receive advice from industry experts and insiders.

Each session is designed to be interactive and educational with take-away action items for next steps.

Here is the schedule for Spring 2017:

Seminar/ Topic	Seminar Series Dates
Session 1: Take the Reins to Success: How to Achieve Your Goals and Empower Your Impact! (Venue: Venable)	Thursday, May 18, 2017
Session 2: WIT.Connect – TechTank: Advice for Every Entrepreneur and Intrapreneur (Venue: Tower Club)	Thursday, June 15, 2017

Registration

Please visit www.womenintechology.org to register. The registration cost for Session 1 is:

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

Session #1: Take the Reins to Success: How to Achieve Your Goals and Empower Your Impact!

Date: May 18, 2017

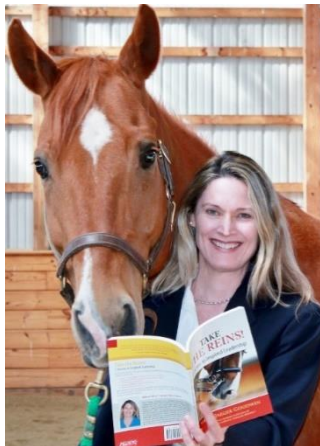
Time: 5:30 - 8:00 p.m.

Learn proven strategies for success to empower your impact and achieve your goals! Join Business Strategist, Leadership Consultant, and Author Shari J. Goodwin for this session on lessons from her Amazon best-seller, "Take the Reins! 7 Secrets to Inspired Leadership." Her innovative strategies have helped her clients achieve their best financial performance, secure and thrive in executive-level positions, and live by their own design (one is even living on a houseboat!). Shari will share her High Impact Leadership Model™ for goal achievement, we'll discuss the fundamentals of success, and you'll develop a plan to reach your goals. Join us, register today!

Session 1 follows the agenda outline below:

- 5:30-5:50 PM Registration & Networking
- 5:50-6:00 PM Welcome & Introductions
- 6:00-6:15 PM Participant Sharing & Learning
- 6:15-7:45 PM Featured Guest Speaker
- 7:45-8:00 PM Question & Answer/Networking

Your Session Guide Shari J. Goodwin



Shari J. Goodwin is a business strategist, leadership coach, author, speaker, and horsewoman with over 25 years of experience, including starting four companies and serving as Director of Program Strategy for a global engineering firm. One of her start-ups generated \$2.1 million in its first year. As a former environmental scientist, she led the development of winning proposals valued to \$65 million. She owns Jaeger2, and is author of the inspirational Amazon best-seller, Take the Reins! 7 Secrets to Inspired Leadership. Shari holds a Master's degree in biology, undergraduate degrees in Zoology and English, and is trained in executive coaching and equine-assisted

psychotherapy. Shari serves on the Board for George Mason University's Women in Business Initiative and is a member of Women in Technology, several Chambers of Commerce and the Equine Experiential Education Association. For more information, visit: www.jaeger2.com.



Your Sharing and Learning Guides
Ms. Robin McDougal, CEO, e-GLAM, Inc.
Vice Chair, Women Business Owners SIG

Robin McDougal is the 2014-15 Vice 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. Robin's business acumen has been honed over the years as a marketing executive for an international airline (TWA), Marriott Corporation, and high-end executive furniture manufactures. She was charged with developing and marketing new products for targeted audiences. She has specialized in data analysis, market intelligence, and impact strategy to bring products to market. Robin received her B.S degree in Education from Springfield College in Massachusetts, and attended George Mason University where she received a M.Ed. in Curriculum Design. In addition, she continued to study at George Mason University in the Executive MBA program in Global Business. When she is not growing her business, she indulges her passion for philanthropy. A few years ago, she founded a not-for-profit, The Pearl Project Institute for Innovation in STEM Literacy. The Pearl Project Institute is a STEM advocacy organization designed to remove barriers to STEM literacy for youth, especially girls. As an entrepreneur, educator, and STEM Advocate, she combines her business acumen, education certifications in curriculum design, experience in product design to increase STEM Literacy in the neediest communities. Initial funding for the Pearl Project has been provided by the National Girls Collaborative, the e-GLAM Corporation, Educators 2.0, Inc., Magic Johnson Foundation, ImmediaMobile, Suburban Entertainment, Inc. and the Women In Technology Education Foundation. Curricular support is provided by National Geographic's JASON Project.



Dr. Arti Patel Varanasi, President & CEO, Advancing Synergy, LLC
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. She is empowered to take inventions and discoveries out of the laboratory and into the hands of the people. Advancing Synergy is creating solutions that mobilize technology and human capital to coordinate care across the cancer continuum from prevention through survivorship. Dr. Varanasi is determined to ensure that all individuals faced with a family history or diagnoses of cancer receive the right information at the right time to optimize treatment and improve overall health outcomes. In collaboration with the Prevention and Research Center at Mercy Medical Center in Baltimore, Advancing Synergy is providing low-income women going through breast cancer treatment in Maryland with needed information and support through a web-based application and virtual outreach program. This collaboration represents Advancing Synergy's commitment to working closely with research institutions, health care providers, the community and relevant stakeholders to develop solutions that are timely, evidence-based and effective. 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. She has been an advocate and role model for improving the training of scientists-in-training since graduate school. Her wide and varied experience includes founding three different advocacy organizations that have grown into sustainable entities.



Session #2: TechTank: Advice for Every Entrepreneur and Intrapreneur

Date: June 15, 2017 (Session 2)

Time: 6:00 - 8:30 p.m.

Location: Tower Club, 8000 Towers Crescent Dr #1700, Vienna, VA 22182

Learning from the stories of entrepreneurs who have “been there, done that”. Four entrepreneurs will share their successes and challenges with the WIT community and a panel of experts. You will learn how to be a success and tackle professional and personal challenges from the interaction between the entrepreneurs and the panel of experts. Areas to be addressed include technology, finance, human resources, marketing, sales, and future growth. This session promises to offer valuable nuggets for every entrepreneur and intrapreneur to incorporate into their work plans and strategy for success. Be ready to be engaged and inspired! Who knows this may be the push you needed to launch your own venture!



Directions (Session 1)

Venable, LLP
8010 Towers Crescent Drive
Suite 300
Tysons Corner, 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 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.

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 600 attorneys in nine 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, well-versed in representing entrepreneurs through all stages of their operations—from structuring, to financing, to IP asset protection.

Thanks to our Program Supporters



e-GLAM®

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



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



Jaeger2 is an innovative business coaching and leadership consulting firm specializing in helping entrepreneurs and business leaders achieve the impact they desire. www.jaeger2.com



About 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:

Arti Patel Varanasi
avaranasi@advancingsynergy.com

Vice Chair:

Robin McDougal
rmcdougal@e-glam.biz

WIT Office:

staff@womenintechnology.org
703-766-1153