



Learn Connect Grow

SCORE Seacoast 2nd Annual Women's Conference

About SCORE:

Welcome to the 2nd Annual Women's Conference presented by SCORE Seacoast. As part of a national nonprofit network, SCORE is committed to supporting small business owners and entrepreneurs.

Our mission at SCORE Seacoast is to empower local business leaders through free mentoring, workshops, and a wealth of resources.

Our Impact:

- **Mentoring:** Personalized guidance tailored to your unique business needs.
- **Workshops:** Practical training in essential business skills like marketing, finance, and legal fundamentals.
- **Resources:** Access to comprehensive tools, including business plan templates.
- **Professional Network:** Connection to a registry of local professionals and service providers.

At this conference, SCORE Seacoast celebrates and supports women's entrepreneurial spirit, helping them launch and grow their businesses successfully. Join us in making a lasting impact in our community.



AGENDA

7:30 to 8:45 am

Registration

8:00 – 8:45 am

Mindfulness with Kaitlin Muller-Cusack of Taking Root

Tune out the world and go within to deepen your connection with your internal and external landscape. Start your conference experience with Kaitlin Muller-Cusack, M.Ed., RYT (Registered Yoga Teacher), and Somatic Breathwork Facilitator. Kaitlin is the founder of Taking Root, a Nature-Based Education and Mindfulness company here on the Seacoast. Through breathwork and a guided visualization meditation, Kaitlin will help you align with the current season of your personal and professional journey. Refresh and rejuvenate yourself with this inspiring session.

9:00 – 9:45 am

Keynote with Jessica Brown, Journalist & Anchor, WCVB TV 5

A Journey of Resilience

10:00 – 10:45 am

Breakout Sessions: Choose One

OPTION 1 – BYOB: Build Your Own Brand with Lisa Carter of Drinkwater Productions

Join us for an engaging and interactive workshop designed to help female business owners identify and grow their personal brand. This workshop will guide attendees through a comprehensive self-assessment based on the E.A.T. Principle (Expertise, Authority, and Trust). You will identify and highlight your unique expertise and authority in your industry, learn actionable strategies to build and enhance trust with your customer base, and engage in hands-on activities and discussions to create a personalized brand growth plan.

OPTION 2 – Authentically You: Storytelling in Social Media with Victoria Chavez Carrington of Lilac & Aspen

Step up your social media with this interactive workshop designed for content creators, marketers, and business owners ready to score with their online presence. Discover the transformative power of storytelling and learn how to craft compelling narratives that enhance brand awareness, boost sales, and establish your authority in the market. This workshop emphasizes the strategic use of authentic narratives to deeply engage and connect with audiences across social media platforms.

OPTION 3 – Managing Seasonal Cash Flow with Janie Wang of the NH Small Business Development Center

Discover how to keep your business financially healthy throughout the year in this hands-on workshop on cashflow management for seasonal businesses. Learn best practices to optimize your income during peak times and manage expenses during off-seasons, ensuring stability and growth no matter the season. Join us to learn the skills to sustain and thrive in your seasonal business.

11:00 – 11:15 am

Five Secrets about SCORE with Kiska Alexandropoulos

Mentoring from SCORE is much more than you think. In this session you will learn 5 things you may not have known about signing up for mentoring with SCORE Seacoast.

11:15 – 12:00 pm

Seacoast Success Stories

From dreams to reality. Learn how these ladies did it with SCORE Seacoast Mentors! You will hear how 5 women in both service and product utilized SCORE to grow to success. Featuring Dr. Rebecca Owen, owner of Winding Brook Direct Primary Care in Wolfeboro, NH, Rachel Starr Davis owner of Wild Roots in Portsmouth, NH, Erica Sarcione, owner of the Iron Cactus in Kingston, NH, Diane Glidden, owner of the River Wood Inn in Jackson, NH, and Kendall Spewock, owner of Admiral Property Management and Sales in Rochester, NH.

12:00 – 12:55 pm

Buffet Lunch

1:00 – 1:45 pm

Breakout Sessions: Choose One

OPTION 1 – Identify Your Target Customer: Use AI for Tailored Content Creation with Gail Zona of Learn AI for Biz

Learn how AI can streamline your efforts. Discover practical techniques to create and repurpose content that resonates with your audience across various channels. Gain deep insights into your customers' needs and desires using AI-powered tools, and learn how to turn prospects into loyal customers and customers into enthusiastic referral sources. Elevate your strategy and forge meaningful connections that drive growth and success.

OPTION 2 – Power Networking: Become a Connector! With Lisa Keslar of Keslar Insurance & UNH

Unlock the potential of your network with our interactive and engaging session. Join us to explore key networking strategies, share best practices, and tackle common challenges. Participate in The Connector's Game to make meaningful connections and learn how to introduce others effectively. Walk away with new contacts, valuable insights, and a guide to mastering the art of networking. Don't miss out on this chance to elevate your professional relationships and enhance your business success!

OPTION 3 – Empowering Growth: Key Mindsets for an Impactful and Profitable Business with Jennifer Desrosiers, Visionary of Epic Brands and Experiences

In this session, Jennifer will reveal the principles that have driven her success in scaling multiple profitable businesses in the last decade. Jenniefer will share real-life examples and actionable insights into how visionary thinking, resilience, and compassionate leadership can revolutionize your entrepreneurial journey.

2:00 – 2:45 pm

Finance Resource Panel

This one is all about money. If you don't ask, you won't know. Bring all of your finance questions to this panel of experts. Meet Theresa Pinto from the SBA, Amy Sterndale from the NH Small Business Development Center (SBDC), Liz Salas from NH Regional Economic Development Center (REDC), Latonya Wallace from NH Community Loan Fund and Business Alliance for People of Color), bankprov and CWE. These ladies will explain what you need to know to finance and grow your business!

3:00 – 3:45 pm

Closing Keynote – Embracing Work-Life Integration: A New Approach to Thriving with Jennifer Desrosiers

4:00 – 5:00 pm

Networking & Cocktail Hour & Bonus Raffle



Meet our **SPEAKERS**



JESSICA BROWN

Jessica Brown co-anchors News Center 5 on WCVB Boston. With a decade in broadcast journalism, she's covered major stories like the George Floyd protests. Outside work, she enjoys mentoring and traveling with her dog, Rocco.



VICTORIA CARRINGTON-CHAVEZ

Victoria, founder of Lilac & Aspen and La Mezcla Creative Co., is known for her storytelling and design expertise. She's collaborated with authors, influencers, and gave a TEDx talk on multiculturalism and diversity.



JENNIFER DESROSIERS

Jennifer Desrosiers, visionary founder of LANEY & LU, PALETTE, and GINGER FOX, is a trailblazing entrepreneur and coach. She builds wellness-driven ventures and empowers women to boldly pursue their ambitions.



GAIL ZONA

Gail Zona, tech visionary and founder of gJoolz Gifts and Learn AI for Biz, leverages decades of expertise to empower small businesses. Her AI courses drive innovation, helping entrepreneurs achieve lasting success.



LISA KESLAR

Lisa Keslar, Principal of Keslar Insurance Agency, has 20+ years of experience in industries like fashion, medical, and tech. She offers home, auto, and life insurance across NH, ME, and MA. Formerly VP at Wentworth Tech.



LISA CARTER

Lisa, founder of Drinkwater Marketing, specializes in brand development, digital strategies, and event marketing. With 20+ years at Fortune 500 companies, she helps businesses grow and supports nonprofits like Black Heritage Trail NH.



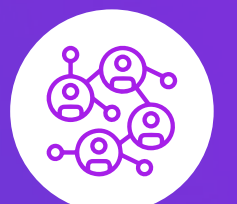
JANIE WANG

Janie Wang, Business Advisor at NH SBDC, built a thriving e-commerce business and holds degrees from Harvard and NYU. She won the SBA Small Business Person of the Year award for Maine in 2019.



KAITLIN MULLER-CUSACK

Kaitlin, founder of Taking Root, offers Nature and Mindfulness Wellness Sessions. With an M.Ed, Environmental Science degree, and yoga certifications, she guides meditation, yoga, and nature walks to reduce stress.



LEARN CONNECT AND GROW



SUCCESS STORIES PANEL



REBECCA OWEN, MD

Dr. Rebecca Owen, a board-certified geriatrician at Huggins Hospital, offers a unique healthcare approach. She holds a DO from NY College of Osteopathic Medicine, a Geriatrics Fellowship from Yale-New Haven, and a Bachelor's in Finance and Marketing from SUNY Albany.



KENDALL SPEWOCK

Kendall is a visionary real estate leader who expanded Admiral from 4 to 600 units worth over \$40M. Known for transforming vacant spaces, she became the youngest U.S. broker at 21 and earned the Forty Under 40 Award for her impact on Rochester.



ERICA SARCIONE

Erica Sarcione, founder of The Iron Cactus and QUEST JOY, specializes in holistic wellness and youth empowerment. With leadership and product management expertise, she was VP at Kensington Investment and Senior Product Manager at Timberland.



DIANE GLIDDEN

Diane, a professional chef and avid hiker, fulfilled her dream by moving to Jackson, NH, where she and her husband restored a 130-year-old inn. She crafts gourmet meals and guides guests on personalized hiking adventures.



RACHEL STARR- DAVIS

"What began as a solo dream has grown into a team of five and a business doing six times more than we were a year ago," says Rachel, who now manages hundreds of clients, offering organic facials, and more as the Senior Stylist and owner of Wild Roots.



FINANCE RESOURCE PANEL



LISA STONESIFER

With over two decades of expertise in banking, leadership, and business development, Lisa is a driving force in her community, chairing the Hampton Area Chamber of Commerce and serving on the Board for Experience Hampton.



LISA GAINTY

With nearly three decades of leadership in financial institutions like TD Bank and Citizens Bank, Lisa excels at connecting customers with BankProv's retail services. She also serves as a board member for the Chamber Collaborative of Greater Portsmouth.



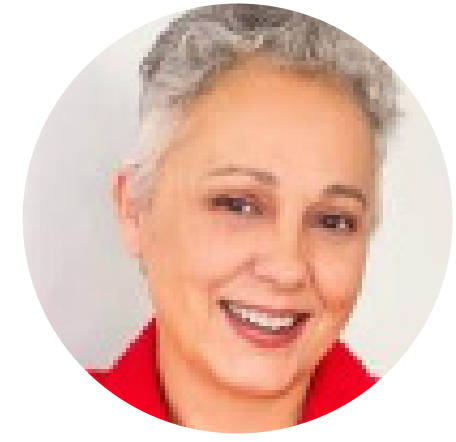
TRICIA UTLEY

With over 20 years in the beauty industry, Tricia empowers women and challenges societal norms. As a former CWE client and entrepreneur, she understands small business ownership. CWE has supported 46,000+ women.



AMY STERNDALE

Amy Sterndale, founder of Sterndale Strategic, empowers small businesses in NH by strengthening their brand and storytelling. A marketing expert, she's led B2B efforts at top companies like Random House.



THERESA PINTO

Theresa, a seasoned leader with 30+ years in Chamber of Commerce roles, is dedicated to fostering economic growth. At the SBA, she empowers disadvantaged small business owners through federal programs like 8(a).



MEET OUR VOLUNTEERS



LIZ SALAS

Backed by two decades of experience in financial services, Liz Salas expertly guides small and medium business owners. She also serves as President and CCO of Cayena Capital Management LLC and is the Founder of Cayena Economic Lab.



LATONYA WALLACE

With a strong background in community outreach and program management, LaTonya builds local relationships to drive economic development and equity. She is also Vice Chair of BIPOC, advocating for businesses owned by people of color.



VALERIE PLANTE

Valerie Plante, Certified Mentor at SCORE Seacoast and Women's Conference Chair, leverages her sales and training expertise to support small businesses. She also leads a monthly Women's Forum and has 30 years of experience as a Certified Personal Trainer.



KISKA ALEXANDROPOULOS

Kiska, Office Administrator for SCORE Seacoast, drives success by managing marketing, finance, and scheduling. As a Certified Health Coach, she collaborates with experts to empower entrepreneurs and support holistic well-being.



KAREN AHERN

Karen Ahern, a SCORE mentor with nearly three years of experience, specializes in fitness, healthcare, and personal coaching. With 40 years in consumer goods, biotech, and pharma, she excels in brand strategy, marketing, and business analysis, making her a trusted advisor for entrepreneurs.



KEMETIA FOLEY

Kemetia Foley is a storyteller, stand-up comedian, and trainer, having delivered over 200 sessions since 2007. As Assistant Office Administrator at SCORE Seacoast and instructor at WorkReady NH, she inspires with her energy and expertise.



ADRIANA TORRES

Adriana Torres, a neurodivergent Cuban entrepreneur, connects communities with resources. As a Process Coach at The Process Reinvention, she helps organizations optimize and enjoy their work. She also serves as a Medical Spanish Interpreter and DEI Champion for SCORE.



LORI MARTIN

Lori Martin is a senior leader in Global Credit, Collections, and Order to Cash Operations. Known for driving financial performance, restructuring teams, and implementing ERP systems, she excels in operational excellence and business transformations.



DAWN HAMDİ

Dawn Hamdi, Director of WorkReadyNH at Great Bay Community College since 2018, helps people build workforce skills. As former SCORE Chapter Coordinator, she boosted its ranking to the national top five and contributed to growth at Phillips Exeter Academy and Electronic Data Systems.



LAUREN SILVERMAN

Lauren, Ph.D., a retired Managing Director from Novartis Venture Fund, led investments in science companies. She has worked in business development at OSI Pharmaceuticals, Pfizer, and co-founded Cadus Pharmaceuticals.



MAUREEN BILODEAU

Maureen, Senior Partner at Braveboat Harbor Group, has 30+ years in business consulting and software development. She has led at IBM and American Management Systems and was an Assistant Professor at Merrimack College.

Learn, Connect and Grow

SCORE SEACOAST 2ND ANNUAL WOMEN'S CONFERENCE

We hope you gained **valuable knowledge**, and made **meaningful connections**.





Thank you to our sponsors!

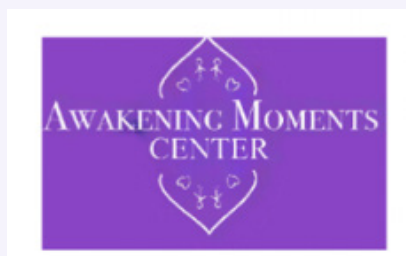


Newburyport Bank

JOURNEY WELL

RAISING Wholeness

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CAFÉ & WINE BAR



MELISSA KOREN
photography

