



WOMEN'S ENTREPRENEUR EXPO

"Integrity and Honesty at every level"

2010 Expo Highlights

The event was held at 10905 Livingston Road in Fort Washington Maryland. The expo started off with a Ribbon Cutting Ceremony, hosted by Pat Lawson-Muse of NBC4-TV. It was well attended by over 300 attendees, including community leaders, Delegate Joseph F. Vallario, Delegate Herman Taylor, Council Member Tony Knotts, and Edward Burroughs, Student Board Member. We had nine dynamic speakers, who all expressed their interest in speaking at the 2011 expo.

SPEAKERS



Dawn Converse from BNI - Her topic was "The Essence of Networking". BNI is a business and professional networking organization that offers members the opportunity to share ideas, contacts, and most importantly, qualified referrals. With over 5,000 chapters worldwide (over 100 in Maryland & D.C), BNI is the world's largest networking organization.



Tanya Morrison from 360 Degree Woman - Her topic was "Unleashing True Business Success", Tanya is an author, renowned speaker, and life and executive coach. Tanya impacts the lives of countless women around the world. In 2007, she laid down her attorney and Realtor hats to become Founder & Visionary Leader of *360 Degree Woman, Inc.*, a 501(c) (3) personal- and professional-development services company.



Odessa Hopkins from DMV Business - Her topic was "How to Start and Grow Your Business in Today's Economy". Odessa Hopkins brings almost 20 years of government contracting experience to her role as President and CEO of *"Another Approach Enterprises"*. Ms. Hopkins is well known in the Washington Metropolitan area as a passionate and outspoken small business advocate; helping small companies; including those owned by minorities and women, to flourish and develop to their fullest potential. She may be best known as founder of a Business Dinner and Awards Gala, which brings small, women and minority business owners to a venue where they can be celebrated by CEOs of larger companies, directors of Government agencies, State and local politicians, and community leaders. Through the Gala, business owners are exposed to procurement professionals and other gatekeepers of potential funding or contracting opportunities, and encouraged to build relationships which will greatly enhance their company's future viability and long term sustainability.



Delayna Keller-Watkins from *Healthy Soul, LLC* – Her topic was “The many faces of Stress”. Delayna is President and CEO of Healthy Soul, LLC. She conducts workshops and seminars that have been presented throughout the United States and abroad. The workshops and seminars conducted consist of topics such as: Women in Management, Women as Leaders, The Superwoman Syndrome, A Woman’s Health Journey, Emotional Wellness for Women and The Assertive Woman. Mrs. Watkins has been certified by The Professional Woman Network as a Wellness Coach and Diversity Consultant.



Irie Harris from *Irie Incorporated* - Her topic was “Maximizing your Potential through a Winning Attitude. With her origins in business and sales, Irie has spent the last decade focusing on women’s health and wellbeing. She shares her knowledge and expertise of the health and beauty industry during trainings and motivational seminars. As a public speaker, she has wowed audiences with Head Start, Job Corps, several federal, state, not for profit organizations and academic institutions, as well as groups working on an issue close to her heart – victims’ rights. Through self-imaging, business etiquette, and interviewing skills, Irie has prepared college students and others entering the workforce, as well as those in career transition. Demonstrating the importance of a winning attitude and stellar appearance, Irie guides her clients to maximize their professional potential. For Irie Harris, personal growth has been a major component.

VENDORS

Twenty one vendors/entrepreneurs participated in the expo, including Avon, Mary Kay Cosmetics, It Works, Michaels Title and Escrow, Maryland State Insurance, and Ardyss International. All the vendors had a successful day introducing business opportunities to the attendees. Several recruiting took place, including Avon that recruited 12 people. For these 12 individuals it was a life changing event. They became part of a \$10 Billion corporation which not only provides compensation and benefits, but self-empowerment and financial independence, all of which are desired outcomes of the expo.

VENUE

Freedom Manor was a great choice for the expo. Freedom Manor is an intimate event and professional training facility located in the Broad Creek Historic District of beautiful Fort Washington, Maryland. Freedom Manor also serves as the offices of Childcare Management Solutions, one of the leading adult education training organizations in the Washington Metropolitan Area. You may visit them on the web at: www.freedommanor.com

EVALUATION

Approximately 300 evaluation forms were handed out at the expo. 250 expo evaluation forms were completed. The following table summarizes the results on the expo itself.

How would you rate the setup/organization of the expo	Excellent	119	55%
	Very Good	71	27%
	Good	35	11%
	Fair	25	7%
	Poor	0	0%
How would you rate the helpfulness/friendliness of staff	Excellent	130	63%
	Very Good	79	29%
	Good	41	8%
	Fair	0	0%
	Poor	0	0%
How would you rate the venue	Excellent	72	27%
	Very Good	83	49%
	Good	74	12%
	Fair	19	8%
	Poor	8	4%
How would you rate the overall quality of the expo	Excellent	147	54%
	Very Good	81	29%
	Good	22	17%
	Fair	0	0%
	Poor	0	0%
How would you rate the overall quality of the workshop	Excellent	151	56%
	Very Good	86	41%
	Good	13	3%
	Fair	0	0%
	Poor	0	0%
How would you rate the overall quality of the speaker	Excellent	149	55%
	Very Good	88	42%
	Good	13	3%
	Fair	0	0%
	Poor	0	0%
The information presented was appropriate to my needs	Yes	250	100%
	No	0	0%
What is your age range	18-28		12%
	28-38		33%
	38-48		35%
	48-58		14%
	50 and over		6%

MAIN COMMENTS

Comments made by those who attended included:

- Great Expo. **Peg Duchane.** [BNI Chapter Ambassador.](#)
- The expo should be an annual event. **Sandra Foster.** [Registered Nurse](#)
- Need to make the expo a 2-day event. **Hyacinth Mitchell.** [Licensed Childcare Provider](#)
- The administration of the expo was awesomely professional. **Norma Abrahams.** [Social Worker](#)
- Though thoroughly exhausted, it was a great day. **Vanessa Gilbert** [Vendor/entrepreneur](#)
- The mixture of speakers was awesome. **Maame Amoyaw.** [Expo staff](#)
- A very successful event. **Pat Lawson-Muse.** [News Anchor, NBC4-TV](#)
- Need more corporate sponsors. **Doreen Mitchell-Baker.** [Vendor/Entrepreneur](#)
- Great networking opportunity. **Delegate Herman Taylor**
- Need to secure funding earlier. **Jenesse Thompson.** [Bank Manager](#)
- Need a bigger venue. **Gloria King.** [Lawyer](#)
- I like the variety of workshops. **Peter Walardazic.** [Financial Advisor](#)
- The event was successful. **Delayna Keller-Watkins.** [Expo Speaker](#)
- Please keep me in mind as a speaker next year. **Erika Robinson.** [Expo Speaker](#)

MARKETING

The event was advertised through the following sources: 96.3 WHUR (Howard University's Radio), The expo's website (www.womenexpo.info) Talk Shoe Radio (Internet Radio—advertisement sponsor), Eventbrite.com (EventBrite is geared toward promoting events that the organizer will either charge for or take donations for), Topix.com, Princegeorges.com (Internet Marketing), Headzup.com, Online Gazette, BNI Maryland.com (advertisement sponsor), Event366.com, Face book, Post cards, and several other sources. With more funds, it would be easier to get more media coverage and banners for the event. The distribution of flyers and posters around the city was very effective. Through sponsorship, we would be able to do a lot more advertising which will benefit the expo and the sponsors.