



## WOMEN'S ENTREPRENEUR EXPO

*"Integrity and Honesty at every level"*

### 2011 Expo Highlights

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The 2nd Annual Women's Entrepreneur Expo was held on Saturday September 17, 2011 at the Freedom Manor in Fort Washington, MD. The day started off with opening remarks, prayer, and a skit by **Sheritha Bownan**, a playwright. We had dynamic speakers, authors and entrepreneurs who made a powerful impact on those who attended. Some of them have expressed their interest in speaking at the 2012 expo.

#### OPENING ACT



**Sheritha Bownan, Playwright, Author, Entrepreneur** - Ms. Bowman is the founder of Soul Inspiration Theatre Company through which she has written and directed the Gospel plays, *"The Me Nobody Knows"* and *"Girl Talk"*. Ms. Bowman is the author of five books including *Soul Inspiration: The Triumphant Testimony of a Praying Wife* and *Life After Sunday*. She has shared her testimony in ESSENCE magazine, conferences and radio stations across the country.

#### MEET & GREET



**Pat Lawson Muse of NBC4-TV** - Mrs. Lawson Muse attended the event. She was very engaged in meeting and greeting the attendees, vendors, and speakers. This was not her first time, as she hosted the ribbon cutting ceremony of the Women's Entrepreneur Expo in 2010. There were several give-a-ways including gift cards, business tools, and much more.

#### SPEAKERS



**Sylvia Henderson, Springboard Trainer** - Her topic was *"Hear Me Roar: First Impressions Make Presentations Last. Your first Few Minutes to Present Your Messages and Yourself More Powerfully"*. Sylvia Henderson works at Springboard Training. She helps SHOW people they're as great as they SAY they are. She works with individuals and organizations (businesses, associations, non-profits, educational, and government). Sylvia also hosts a Montgomery County cable TV program focusing on business & professional development called Think About It, on MMC-TV channel 16.



**Mike Reid, Relationship Manager** - His topic was “*Payment Processing for Small Businesses: The Do’s and Don’ts*”. Mr. Reid is a consultant with Heartland Payment Systems. He is an entrepreneur and payment processing expert. Mr. Reid’s passion is helping business owners maximize revenue and increase operational efficiencies in the processing non-cash payments. This includes teaching a monthly workshop at the Economic Development Training Institute, a small business incubator in Camp Springs, Maryland. He is also a contributor to several websites and highly sought after speaker as a payments authority.



**Ajshay James, CPA, MBA, MSBA, CEO** - Her topic was “*Get Pearl-Pelled: Financial Pearls of Wisdom*”. Ms. James has established herself as an accountant, entrepreneur, speaker and philanthropist. She is the president, She-EO and Chief PearlTivator™ of The Pearl Group Consulting, [TPGC] a parent company that includes My Tax Chick and FINsight accounting and consulting firms. Ms. James is founder and She-EO of Daily Peal\$, a women’s finance web site that delivers money pearl\$ of wisdom to inboxes daily and is also Co-Founder and CEO of The Lady Legacy Foundation, a not-for profit dedicated to promoting financial literacy, personal and professional development for young women in the Greater Washington, D.C. metropolitan area.



**Mirinda Jackson, MBE Compliance Manager** - Her topic was “*Insider’s Secrets for “Doing Business in the Washington, DC Metropolitan Area”*”. Ms. Jackson is the Minority Business Enterprise Compliance Manager of Prince Georges County. She is responsible for the oversight of the National Harbor Project located at the National Harbor. As a Compliance Manager, Ms. Jackson is responsible for reaching out to small business community, working with trade associations and developing MBE policies and regulations.



**Stacy Lattisaw Jackson, Author** - Mrs. Lattisaw Jackson was not yet even a teenager when she recorded her first album. She was born and raised in Washington D.C. At the age of eleven, she sang before an estimated crowd of 30,000 people at Fort Dupont Park in South East D.C where she was the opening act for Ramsey Lewis. She now ministers in word and song. Along with her husband Kevin, they own and operate two businesses in Maryland. Mrs. Lattisaw Jackson is also a published author: *Renewed: I Am Not the Same Girl*. God has given her a ministry for women; *Women Walking with Authority*. She also leads a Youth Empowerment program where she goes to schools encouraging youth (the next generation) in the importance of integrity and becoming leaders, not followers.



**Delayna Keller-Watkins, RN, BSN, CWS, Owner** – Her topic was *“Self-care: I Forgot About Me”*. Mrs. Keller-Watkins, owner of Healthy Soul is a Registered Nurse and Wellness Coach known for her enthusiasm and contagious energy. She is on a mission to educate, empower and encourage women and young girls to lead healthier lifestyles. With the release of her most recent book, *“Becoming Your Own Best Friend,”* she created the **Total Woman Lifestyle™** program which provides the tools and strategies for creating a healthier Mind, Body, and Spirit. She conducts seminars, facilitates workshops and speaks to various organizations.



**Chereace Richards, Double Platinum Senior Vice President** – Her topic was *“The Woman Entrepreneur: How to be successful in business, at home, and still have time for YOU!”* Mrs. Richards, a leader in her community and role model to many, lives by a simple, yet complex creed: ***embrace your passion, whatever it may be, and fulfill it no matter the cost.*** In 2006, she was introduced to 5LINX, a rapidly growing, global telecommunications company. Her success with 5LINX has been constant and rather extraordinary. In just 4 years, she and her husband achieved the top position in the company of Double Platinum Senior Vice President (DPSVP). They have built a flourishing business. Mrs. Richards often explains how great it is to be able to “live full-time and work part-time”.



**Irie Harris, Skin, Body, & Image Specialist** - Her topic was *“Maximizing your Potential through a Winning Attitude”*. Ms. Harris works with clients to help them achieve physical, mental, emotional, and spiritual balance in their lives. 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.

## VENDORS

There were twelve participating vendors: Traci Lynn Fashion Jewelry, Mary Kay Cosmetics, Slumber Parties by Dorothy K, Herlaine Couture LLC, Spring Board Training, 5Linx, IMR, Soul Purpose, Avon, Stella & Dot, and Equity Financial Services. All the vendors had a great time networking and selling their products.

## 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](http://www.freedommanor.com)

## MAIN COMMENTS

Comments made by those who attended included:

- WEE did it again. **Delayna Keller-Watkins**. [\*Expo Speaker\*](#)
- Looking forward to next event. **Mary Keke**. [\*Vendor\*](#)
- Need to make the expo a 2-day event. [\*Attendee\*](#)
- Well organized. **Seth Brown**. [\*Banking institute\*](#)
- Simply awesome! **Maame Amoyaw**. [\*Expo staff\*](#)
- A very successful event, again. **Pat Lawson-Muse**. [\*News Anchor, NBC4-TV\*](#)
- Great networking opportunity. **Adrian Fraizer**. [\*Grafixizm\*](#)

## MARKETING

The event was advertised through the following sources: The expo's website ([www.womenexpo.info](http://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, Radio One, WOLB 1010am, 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. The 2011 Expo was Co-sponsored by Mrs. Amina Jones Law, the CEO/Owner of Freedom Manor. It was also partly sponsored by Logon Technology Services (Web designer) and Grafixizm (printing sponsor).

## OUR COMMITMENT TO YOU....

The organizers of the women's Entrepreneur are very pleased with the overall success of the event. Due to the overwhelming growth of the event, the location will be changed to a bigger facility next year. The organizers of WEE are committed to offer a unique experience for women from different professional sectors to educate, share information, and inspire women of all ages to become successful business owners. We are also committed to assist women entrepreneurs in becoming successful in their respective businesses, by interactive and hands-on workshops, where they learn from other successful business women in their respective fields. **See you in 2012!**