

Kishor Business Strategy Conference

“Successfully Building Homes and Careers LeSheim Shamayim” — <http://jerusalemsupermoms.ning.com>

Morning Program

8:00am-8:45am Registration, Coffee, Networking		
9:00am-9:10am		
Welcome <i>Sarah Lipman</i>		
9:10am-9:15am		
Greetings <i>Jerusalem Development Authority</i>		
9:15am-10:00am		
Keynote I: Yes, You Can! A Woman’s Advantage in Business		
10:00am-10:30am Coffee Break		
<i>The program will split into sessions along three tracks:</i>		
<i>Business Startup 101</i> provides tools and resources to establish a new or growing company on a solid, stable foundation for long-term growth.	<i>Motivated to Succeed</i> provides inspiration and insight into successfully translating your vision and ideals into a personal and professional plan for success.	<i>Advanced Strategies</i> provides a roadmap of the skillset required to build a viable, profitable business based upon a formal, strategic business plan.
In parallel with the tracks, a very limited number of private one-on-one strategy sessions will be made available by appointment only (during early registration) with leading entrepreneurs and business experts in the following fields: Marketing, Business Strategy, Executive Problem-Solving, Budgeting/Fund Raising.		
<i>Startups 101</i>	<i>Motivation to Succeed</i>	<i>Advanced Strategies</i>
1A —10:30am-11:15am Top 10 Tips for Keeping Your Business on Focus Practical advice from the case files of a veteran business owner <i>Charlie Kalech</i>	1B —10:30am-11:15am Moving Beyond Guilt: Mothers, Careers and Happy Homes Understanding guilt, its immobilizing qualities, and exchanging it for an empowering sense of responsibility. <i>Elisheva Gordon</i>	1C —10:30am-11:15am The Problem is the Opportunity Understanding the market need and what you bring to it. Learning an industry, market research, knowing the competition, understanding your customers <i>Miriam Schwab</i>
2A —11:15am-12:00pm Coming Clean Everyone gains when you legalize your business. Here’s how. <i>Tamar Heller</i>	2B —11:15am-12:00pm First Things First Serious time-management tools for serious achievement <i>Hazel Brief</i>	2C —11:15am-12:00pm How to Turn Your Solution into Revenues Creating a business model that builds on your value proposition. <i>Debra Kodish</i>
12:00pm-1:00pm		
Lunch Break		

June 13, 2011

Kishor Business Strategy Conference

"Successfully Building Homes and Careers LeSheim Shamayim" — <http://jerusalemsupermoms.ning.com>

Afternoon Program

12:00pm-1:00pm Lunch Break		
3A —1:00pm-1:45pm Marketing for Small Businesses When every shekel counts, you need effective tools for measurable results <i>Issamar Ginzberg</i>	3B —1:00pm-1:45pm Visionary Thinking Breaking down internal barriers that keep us from achieving our potential <i>Leah Gniwesch</i>	3C —1:00pm-1:45pm Raising Capital Make the most of available resources — Who, What, Where, When, Why, How. <i>Shuey Fogel</i>
4A —1:45pm-2:30pm How to Sell on the Web What it takes to build a profitable online business affordably and safely. <i>Naomi Elbinger</i>	4B —1:45pm-2:30pm 5 Ways to Reach Profit How to administer your business and reach your financial goals. <i>Rifka Lebowitz</i>	4C —1:45pm-2:30pm Building Your Business or Just Being Busy? How smart entrepreneurs use simple strategies to grow without overwhelm. <i>Dov Gordon</i>
2:30pm-3:00pm Coffee Break		
3:00pm-3:45pm Keynote II: Truly Successful Living: Defining Real Success + Q&A <i>Rebbetzin Tziporah Heller</i>		
4:00pm-5:00pm Keynote III: When to Ask Shaalos About Business Dealings + Q&A <i>HaRav Yitzchak Berkovits</i>		
5:00pm Closing Remarks <i>Sarah Lipman</i>		
One-on-One Expert Mentoring Sessions: <i>Dov Gordon, Business Strategist</i> <i>Rifka Lebowitz, Financial Advisor</i> <i>Naomi Elbinger, Internet marketer</i> <i>Esther Ohayon, Business Consultant</i> <i>Issamar Gizburg, Marketing Expert</i> <i>Sarah Manning, Marketing Expert</i>		