

WOMEN INSPIRING SUPPORTING EMPOWERING



**THE 2021 WISE CONFERENCE
WEDNESDAY SEPTEMBER 29, 2021**

LOCATION:

St. Simon & Jude Catholic Parish Event Center
26777 Glen Loch Drive, The Woodlands, TX 77381

TIME: 9:00 a.m. – 3:00 p.m.

Hosted by:



Charity of Choice:



 www.thewiseconference.com

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The Wise 2021
Virtual Conference
**Program
Agenda**



- 7:15 a.m.** 7:15 a.m. Vendor check-in and set up
- 8:00 a.m.** Check in, Vendor Time
- 9:00 a.m.** Welcome & Charity of Choice Introduction
- 9:15 a.m.** Speaker – Kristina Perez – Diversity and Inclusion
- 10:00 a.m.** Vendor Time
- 10:15 a.m.** Natalia Ornelas – Sustaining and maintaining your business through a pandemic or other major disruption
- 11:15 a.m.** Mary Jo Rapini, Self Care
- 12:00 p.m.** Lunch and Angel Reach Presentation
- 12:30 p.m.** Recognize previous years Scholarship Winners
- 12:45 p.m.** Vendor Time
- 1:15 p.m.** Dr. Ashley Prince – Covid Strong Health Strategies for Winning after a Pandemic
- 2:00 p.m.** Keynote Speaker – Melissa Wilson
- 2:45 p.m.** Vendor Time and Door Prizes
- 3:00 p.m.** Conference Concludes



9:15 a.m.
Kristina Perez
Diversity Equity and Inclusion – Strategies for the Work Place



10:15 a.m.
Natallia Ornelas
Sustaining and maintaining your business through a pandemic or other major disruption



11:15 a.m.
Mary Jo Rapini
The practice of self-care is not an option; it's a necessity



1:15 p.m.
Dr. Ashley Prince
Covid Strong Health Strategies for Winning after a Pandemic



2:00 p.m.
Melissa Wilson
Topic



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Thank you for joining us today. Thank you to our sponsors, vendors and volunteers for your continued support. **WISE** is committed to the empowerment of women through personal and professional development. We have a mission to give back to local grass roots charities in our community.

This year's charity of choice is Angel Reach, a faith-based, nonprofit organization that helps children and youth from the foster care system to achieve their full potential in spite of the obstacles placed on them by broken families and a broken system. Please visit their website www.angelreach.org

We appreciate our sponsors, vendors, attendees and volunteers for your continued support. Thanks to the support of local women's business associations, educators, mentors and community leaders, we are able to provide the necessary resources to Inspire, Support and Empower.

Carol Gooch, the founder of Montgomery County Association of Business Women and Kiki Koymarianos, owner of Women on a Mission to Earn Commission, are proud co-founders of the WISE Conference and want to welcome you today.



Master of Ceremonies Michelle Ratliff

Michelle Ratliff is a social media manager for several companies and personalities. She is a former FOX 26 Anchor and Traffic Reporter and prior to television was an on-air personality on the Newsradio 740 KTRH Morning Show for four years. An interest in broadcasting began during her college years spent at Texas State University, San Marcos while working at the university's radio station. She is a Houston native and graduated from Klein High School in Spring. Michelle and her husband, Danny enjoy time with their three children: Abigail (8), James (7) and Joseph (5). Danny works in the financial industry and they all reside in Spring with their two dogs and hamster. Michelle enjoys working out, running, and spending time with family.

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- Law Office of Jennifer Casey
- Leigh K. Freeman, Attorney at Law PLLC
- Mary Kay Independent Beauty Consultant
- Prince Health and Wellness
- One Hope
- One Olive Photography
- Renewal By Andersen of Houston
- Studio C by Charbonneau Interiors
- The Woodlands Grove
- Touchstone Crystals by Swarovski
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Non-Profit Vendor - Angel Reach

MCABW FOUNDATION 501 (c) 3 non-profit organization

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Meet Our Hosts



Women On A Mission To Earn Commission (WOAMTEC) is a premier networking group designed to appeal to the businesswoman who is already successful and simply wants to grow her business. It is not designed for commissioned sales people only, rather, any strong female who wants to increase her company's bottom line and overall revenue.

We want to attract women who have achieved success and do not need to be taught, but rather have the knowledge to teach each other on a social and interpersonal level.

Our philosophy is not to compete with any other networking organization, but instead to offer a pure social, stress-free networking atmosphere, where women can simply be women. WOAMTEC also offers a networking opportunity where women can focus on keeping their priorities in order of faith, family, career without feeling guilty about it! For more information visit:

www.woamtec.com



The Montgomery County Association of Business Women (MCABW) was founded by Carol Gooch in 2005. The mission of this non-profit association is to provide a forum for Montgomery County Business Women to develop and enhance professional and personal relationships with their peers.

The ladies of MCABW will help you learn and succeed. Discover more opportunities to connect with other women in our community by attending one of our monthly lunches, coffee meetings, or evening mixers. MCABW is proud to award scholarships annually to female graduating seniors from Montgomery County high schools. For more information visit us at www.mcabw.org



Montgomery County Association of Business Women

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Carol Gooch
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Creating an Award-Winning Marketing Campaign

By Dawn Candy, I Promote You



What appeals to a consumer when it comes to a marketing campaign?

Typically, the campaign will address a solution to a problem or challenge the customer is experiencing. It may also fill a want or desire and intrigue the customer to find out more information. The marketing campaign ultimately should invoke a feeling or emotion from the customer. The objective or goal of the campaign is to engage the customer to the point of contact with the business- from there it is the employee's opportunity to create a positive experience, nurture the relationship and close the sale.

There are fundamental steps you should take when creating your next marketing campaign. Use these steps and execute them with your goals in mind.

1. Know your Why- Why do you need to implement a marketing campaign? Do you need brand or product awareness? Do you need to increase sales revenue? What is your why?
2. Set a Budget and consider all aspects of

the campaign. Will you need printed materials, signage, promotional swag, ad placement, etc.?

3. Set a measurable goal and time frame for your campaign. Will you have customers redeem a coupon? If so, how many coupon redemptions will you consider a successful campaign? Do you want to increase traffic on your website? How many hits on your website do you want to accomplish? Do you want to increase sales? If so, by how much - what percentage or dollar amount?

4. Make sure your campaign is targeting the right audience such as gender, age, average salary, disposable income, etc. Do you know your customer or prospects shopping habits, where they spend their free time and what are their interests or hobbies? Is your campaign geared to target those areas?

5. What advertising mediums will you use to implement your campaign? Will you purchase advertising space in newspapers, magazines or direct mail? If so what options target your demographic? Will you use social media? If so, how often and where will you post? Will you pay for increased visibility?



6. Track your results. Know where every customer came from to evaluate if your campaign worked and if you received the return on your investment that you planned.

Many customers today are looking for experiential marketing. Experiential marketing, also called "engagement marketing," is a marketing strategy that invites an audience to interact with a business in a real-world situation. Using participatory, hands-on, and tangible branding material, your business can show its customers not just what your company offers, but what you stand for. The idea is to create a memorable impact on your consumers, so they will be inspired to share with their friends both online and off.

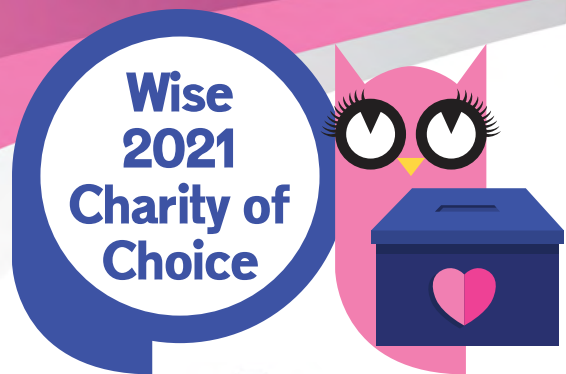
A perfect example of experiential marketing was executed by The Woodlands Area Chamber of Commerce with its Taste of the Town event for 2021. Posters were printed and placed in the windows of many of the participating restaurants, and the Chamber and its team of volunteers used social media to post photos of the items on the tasting menus from participating restaurants, promoting ticket sales and

asking ticket holders to post their experiences using the hashtag: #tasteofthetown2021. It created buzz and excitement for the event, drove ticket sales and increased the visibility of sponsors and restaurant participants.

Consider using experiential marketing as a co-branding opportunity.

1. Select a partner with an audience that would be interested in your brand, but might otherwise be difficult to reach.
2. Make sure your partner would benefit from your audience, too -- you want the experience to be a win-win-win: for you, your co-brand, and the consumer.
3. When you select a marketing partner, build an experience that requires an "exchange" of each brand's product or service. That way, the audience is more likely to interact with both of you.

In closing, when planning your next marketing campaign, refer to the fundamental steps above and consider ways to appeal to the consumers' 6 senses- sight, sound, smell, taste, touch and lastly the sense of ownership. These steps will enable you to create a memorable and profitable campaign.



Angel Reach Charity of Choice The 2021 WISE Conference

Angel Reach chosen for WISE 2021 Conference Charity of Choice Conroe, Texas August 1st 2021 – Angel Reach is excited to announce that they have been chosen as the Charity of Choice by the WISE Conference to promote and support Angel Reach programs, offered to youth 16-24 who have aged out of the foster system and/or are at risk of homelessness, and extended families who care for children removed from their homes by CPS called Kinship families.

The WISE Conference has teamed up with Angel Reach to support the operation of this nonprofit in Conroe, TX. Angel Reach helps these young people transition to better lives by providing assistance with housing, counseling, mentoring, employment and educational resources, tutoring, resources, transportation and life skills training. It is Angel Reach vision

to assist children and youth from the foster care system achieve their full potential in spite of the obstacles placed on them by broken families and a broken system.

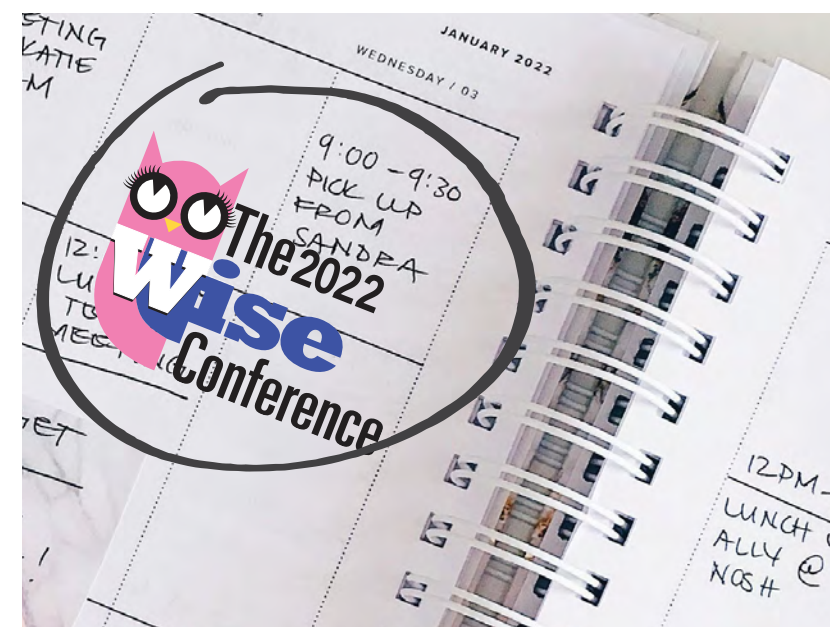
Each year, the WISE Conference planning committee chooses at least one local charity to acknowledge at the conference and give a portion of the proceeds. With the ongoing growth in the area, it is organizations like the WISE Conference that bring awareness and support to local nonprofits such as Angel Reach that continuously use the support to make a difference. The WISE Conference is more than a women's business conference – they believe in giving back to those who could use a helping hand, and who believe in continued support to the community.

When asked about the importance of the WISE Conference support, Executive Director at Angel Reach, Jean Radach, states "Community partners such as the WISE Conference are so important in helping Angel Reach achieve our mission to guide these young people to emotional stability and financial independence. Each success in guiding these young people is likely to send a significant ripple effect throughout our society for generations to come. The WISE Conference support is already changing the lives of so many of our young people."

<http://angelreach.org>



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The practice of self-care is not an option; it's a necessity

By Mary Jo Rapini

Speaker, Psychotherapist, Author

Everyone has experienced workplace stress, but almost every day you hear at least three stories of someone losing it due to the pressure. With increased demands, feeling more undervalued and unappreciated, you begin to ask yourself why I am doing this job.

Stress increases when workers feel they have little or no control over their work lives. Workplace stress, just as other types of stress, happen as when workers don't feel as though they can accomplish all they must do. The workload is higher and the pay doesn't keep up with the demand expected. On top of this overwhelming feeling is a sense that there is no control or light at the end of the tunnel.

Workplace stress can also have a dramatic effect on job satisfaction, morale, physical and mental health, self-care, and relationships, which ultimately leads to job "burnout." Although this term is not a clinical diagnosis, it does present with specific criteria and treatments. Workplace stress manifests itself



in a range of ways including nervousness, tension, strain, anxiety, depression and a decreased ability to cope with stressful situations.

The best way to prevent yourself from losing control with your stress is to understand and know the warning signs listed so you can manage your stress before it begins to manage you.

- Struggling to cope at work and not speaking up or seeking help to improve your situation.
- Not setting boundaries between your work and home life - taking work home with you, checking emails outside of work hours, or just thinking about work in non-work time.
- Having low morale. You don't feel supported, and can no longer find meaning in your work.
- Feeling undervalued most of your workday.
- A real or perceived lack of control over your job or how you do it.
- Feeling disconnected from your colleagues and other people in your life.
- Drinking, eating or engaging in any unhealthy vice to help you manage your stressed out feelings.

The best plan to deal with workplace stress is for the company to notice employees' stress level is high and make changes. However, that usually takes time, and your emotional and physical health needs immediate relief from stress. Here are suggestions you do have control over and should practice immediately.

- Create boundaries between work and personal time.
- Stay connected with family and friends out of work hours.
- Schedule regular breaks at work no matter how busy you are.
- Get regular exercise and shut your phone off during this time.
- Take time each day just for you engaging in what you want to do. No electronics allowed.
- Cognitive behavioral counseling helps you manage your negative thoughts.
- Learn to say NO.

Realizing you're stressed is a big part of managing it, but you must also deal with the causes. This can be done by talking to your boss or manager, especially if your stress is happening due to your increased work load. Unfortunately, in some cases the manager contributes to the problem due to poor communication, leadership style, lack of support or even bullying. In cases such as this, it is wise to approach human resources or a trusted colleague.

With the advancement of technology comes a challenge with keeping boundaries strong between work and home life. A healthy lifestyle is one in which you can have a balance between the two.

When you feel as though your life is work, and work is out of your control, you no longer find meaning in life or work. It's time to unplug at work and get to know your life again.



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Contractual Boilerplate: What you Don't Know Can Hurt You

By Leigh K. Freeman, Attorney
at Law



Virtually every business transaction involves a contract in one form or another. A contract is made when an offer is accepted and consideration is paid in exchange for performance. A simple example is when a seller offers to sell a product in exchange for payment, the buyer agrees to pay the price and becomes the owner of the product. However, there are usually additional terms which govern the parties' agreement -- whether by virtue of a written document, a verbal agreement, statute or common law. Unfortunately, many times parties ignore the other terms, writing them off as standard "boilerplate." Boilerplate terms are often grouped together at the end of the contract, but they are not "standard."

The first step to understanding the contract, is reading it. The whole thing. Even the fine print. The law in Texas is that a party that signs a contract is deemed to have read and understood it. Examples of common boilerplate

clauses that parties should understand and negotiate include: warranties, indemnification, limitation of damages, choice of law, forum selection, dispute resolution/arbitration, waiver, integration, severability, force majeure, and confidentiality.

As with most things, knowledge is power. In the instance of boilerplate terms, what you don't know can hurt you. If after reading the entire contract, including the boilerplate, you don't understand any of the terms, you should seek legal advice.

Ms. Freeman is a business law attorney located in The Woodlands, Texas. She counsels individuals, business, and non-profits in corporate and transactional matters. This article is for educational purposes and does not constitute legal advice. Please seek advice of a licensed attorney before making any legal decisions.



VIRTUAL SPEAKERS SERIES
September 2nd, 9th, 16th & 23rd

The 2021 Wise Conference hosted a **Virtual Speaker Series** leading up to the In-Person Conference.

Speakers for the Virtual Speakers' Series presented on September 2, 9, 16 and 23. Your Ticket to The 2021 Wise Conference includes access to both virtual and in-person speakers.

To access the speakers' presentations, visit:

www.whova.com



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