

# 2024 PROGRAM



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## THE 2024 WISE CONFERENCE

Hyatt Regency, 1001 Grand Central Parkway,  
Conroe, TX 77304

**TIME:** 9:00 a.m. – 3:00 p.m.



Host Organization




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Charity of Choice



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- 7:15 a.m. Vendor Check-in and Set Up
- 8:00 a.m. Check-in and Small Business Market
- 9:00 a.m. Welcome by Emcee, Missy Herndon & Charity of Choice Introduction
- 9:15 a.m. Breakout Speaker: Girija B Patel J.D. The Business of Law : How Legal Strategies Empower Entrepreneurial Success
- 9:45 a.m. Presenting Sponsor Talk - Dr. Ashley Prince, Health: The People’s Movement
- 10:15 a.m. Breakout Speaker: Teri Donelson : Xtreme Vision: Unleashing Your Personal Strength for Business Growth
- 10:45 a.m. Small Business Market
- 11:15 a.m. Lunch
- 11:45 a.m. Breathing Exercise - by Unity Exhale Screamwerk
- 12:00 p.m. Charity of Choice - Cassidy Joined for Hope
- 12:30 p.m. Wise Scholarship Announcement
- 12:45 p.m. Breakout Speaker: Rosanne Austin : From Sex Crime Prosecutor to Millionaire Fertility Queen: 3 Lessons that Empowered Me to Turn Pain into Purpose, Impact... and Profit
- 1:15 p.m. Keynote Speaker: Dima Ghawi : Unstoppable Courage: Shattering Limitations & Daring to Thrive
- 2:15 p.m. Book Signing and Small Business Market
- 2:45 p.m. Closing Ceremonies & Door Prizes on Main Stage
- 3:00 p.m. Conference Concludes
- 3:45 p.m. Small Business Market Closes



9:00 a.m.

**MISSY HERNDON**

Master of Ceremonies

9:15 a.m.

**GIRIJA PATEL**

Breakout Speaker

9:45 a.m.

**DR. ASHLEY PRINCE**

Presenting Sponsor Speaker

10:15 a.m.

**TERI DONELSON**

Breakout Speaker

12:45 p.m.

**ROSANNE AUSTIN**

Breakout Speaker

1:15 p.m.

**DIMA GHAWI**

Keynote Speaker

Hosts Organizations



# Welcome to the 12<sup>th</sup> Annual Wise Conference

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 Cassidy Joined for Hope Foundation, a nonprofit organization focused on teen suicide prevention in schools and the community. [www.CassidyJoinedforHope.com](http://www.CassidyJoinedforHope.com)

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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.



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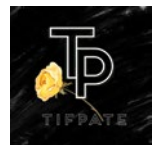
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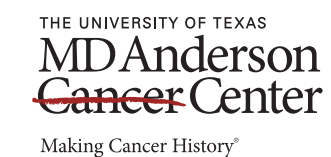
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Women On A Mission To Earn Commission (WOAMTEC) is a premier networking group designed to appeal to the businesswoman who is already successful and simply wants to grow her business. It is not designed for commissioned sales people only, rather, any strong female and a few good men who want to increase their 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 members can focus on keeping their priorities in order of faith, family, career without feeling guilty about it! For more information visit: [www.woamtec.com](http://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](http://www.mcabw.org)



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EMCEE

## Master of Ceremonies Missy Herndon

A graduate of Texas A&M University, Missy Herndon is a former PR consultant turned stay-at-home mom and social editor/writer for a local magazine while raising her young boys.

Her journey changed paths when her oldest son, Will, then 6 years old, was diagnosed with juvenile Batten disease and given a fatal prognosis. In 2009, Missy and her husband, Wayne, co-founded HOPE: The Will Herndon Research Fund. The mission is simple: The fund has raised nearly \$9 million to date in The Woodlands community and continues raising awareness and funds to find a treatment to save Will. The community effort has led the research to the FDA, where the treatment received clinical trial approval in the Fall of 2021! After 14 long years of research and drug development, the trial began in February of 2022, where Will is Patient #1 of 6 in a Phase I/II Clinical Trial!

In 2012, Missy went back to the workforce, landing a dream job at Interfaith of The Woodlands as the Director of Programs and Services. In 2016, Missy was promoted and now serves as President and CEO of Interfaith of The Woodlands and Interfaith Community Clinic. As CEO of Interfaith, Missy oversees over 300 employees and manages the \$28+ million non-profit organization that focuses on providing basic needs to our neighbors in crisis, senior programs, employment services, community publications, early childhood education

and resources for those facing challenges. The Interfaith Community Clinic is the only charity clinic serving the medical, dental and behavioral health needs of our uninsured neighbors residing in all of Montgomery County.

In her spare time, Missy loves spending time with her family and friends, serving her community and working on HOPE. The center of her world is her husband of 25 years, Wayne, and their three boys, Will, Steele and Magnus. Missy enjoys writing, the gym and cheering on her boys at the Football, Rugby or Challenger Baseball fields. The Herndons are members of The Woodlands United Methodist Church. Missy hopes to inspire others to make positive change in their communities and believe in the power of possibility no matter the circumstance.

**Raising money for Scholarships benefiting female high school seniors in Montgomery County.**

**Visit our website to donate today!**  
[www.mcabw.org](http://www.mcabw.org)

Women mentoring women in business creates a powerful ripple effect, fostering a culture of support, empowerment, and shared growth. Through mentorship, experienced women leaders guide the next generation, offering valuable insights, advice, and encouragement as they navigate the challenges of the corporate world or entrepreneurship. This exchange not only builds confidence and leadership skills in mentees but also strengthens professional networks and fosters collaboration. Women supporting each other in this way helps break down barriers, close gender gaps, and create a more inclusive and equitable business environment for all.



“Join our empowering network of women at MCABW, where members support one another through a mentoring program created for members, by members.”



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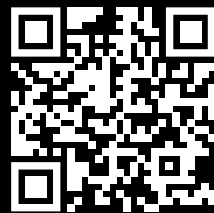
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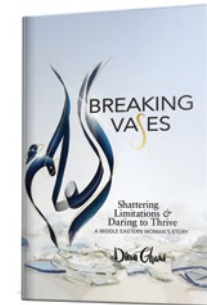
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## Unstoppable Courage: Shattering Limitations & Daring to Thrive

By **DIMA GHAWI**  
 Author: **Breaking Vases**

Dima Ghawi is an award-winning author and three-time TEDx Speaker, she is the founder of a global talent development company and draws from two decades of corporate experience leading global teams for several Fortune 100 companies. Through her personal and professional experiences, Dima inspires, educates, and empowers everyone who crosses her path.

Before Dima could empower others, however, she first had to empower herself. From the moment of her birth, Dima was taught to be a follower. Her culture, community, and family confined her, molding her to be absent of identity. All that mattered was preserving her family's reputation in her every choice.

Such expectations are familiar to women everywhere, no matter what country or culture they are from. Far too often are women taught that they must be perfect, that they aren't good enough. The weight of this pressure leaves women around the world struggling for confidence and identity. Dima knows this struggle. But she also knows the power of shattering limitations: her story is one of escaping confinements, crossing continents, and daring to discover herself.

At only 24 years old, she was isolated from her family and friends in a new country, left with the wisdom of her deceased grandmother to drive her: "Knowledge is light and ignorance is darkness."

Dima's presentation asks and answers: What does it take to shatter limitations? To see beauty in imperfection? To advance in a career? To believe in ourselves?

Everyone has the power to be an agent of change in every life they touch. Dima has dedicated her life to opening new doors of knowledge to women around the world, showing them how they can write their own stories. When we create our own destiny, we become role models for new generations to shatter oppressive expectations.

Remember: knowledge is light!

The book is available on Dima's website <https://www.breakingvases.com> and on Amazon



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The 2024 WISE  
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Cassidy Joined for Hope  
Foundation

Preventing Teen Suicide, One Community at a Time

After losing their beautiful 16-year-old daughter, Cassidy, to suicide in 2015, the Hess family created the Cassidy Joined for Hope Foundation to ensure that this tragedy does not befall any other family in their community. Cassidy Joined for Hope, Inc. is a national 501(c)(3) nonprofit foundation focused on teen suicide prevention in schools and the community. We acknowledge that teen suicides are not isolated instances but rather the second leading cause of death for ages 10-24. No community or family is immune.

Our Mission

The mission of the Cassidy Joined for Hope Foundation is to prevent teen suicide. We are dedicated to providing resources, support, and education to schools and communities, aiming to save our teens.

Our Vision

Suicide prevention requires a community-wide effort, starting with children and in schools. By

challenging stigma and breaking the silence, we initiate life-saving conversations. Our goal is to educate students, teachers, and parents about warning signs through mental health screening programs.

The Cassidy Joined for Hope Foundation raises awareness through student-led 'Joined for Hope' Clubs, promoting hope, kindness, and open discussions about mental health. We extend awareness through speaking engagements and award scholarships to seniors passionate about Breaking the Silence on teen suicide. Visit [www.CassidyjoinedforHope.com](http://www.CassidyjoinedforHope.com)



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**From Sex Crime Prosecutor to Millionaire Fertility Queen: 3 Lessons that Empowered Me to Turn Pain into Purpose, Impact... and Profit**  
By Rosanne Austin  
The Fearless Fertile Method

Rosanne Austin, JD, PCC, four time bestselling author and creator of the Fearlessly Fertile Method, is a former state prosecutor turned, as her clients call her, Fertility Fairy Godmother. She is the fertility mentor physicians trust and women around the world turn to when they are committed to mama-making success.

Rosanne overcame her own 7-year struggle with fertility and had her son naturally at almost 44, when medicine had given up on her. She is committed to helping women get and stay pregnant. With her books, podcast, online courses, and retreats, Rosanne helps her clients become the Mom they were meant to be. She resides in The Woodlands, Texas with her husband, son, two chihuahuas, one rottweiler, and two formerly feral cats.

When she's not writing, mentoring, or chasing her son around, she loves traveling, meaningful conversation, High Tea, Jane Austen movie marathons, and road trips to Destin, Florida.

In her presentation to the WISE Conference, titled, "From Sex Crime Prosecutor to Millionaire Fertility Queen: 3 Lessons That Empowered Me to Turn Pain into Purpose, Impact...and Profit," Rosanne will be

sharing three powerful lessons she learned as she transitioned from her career as a sexual assault prosecutor, to doing what she was truly called to do: help women become the moms they long to be, so they can truly have it all: motherhood, life, and love...on purpose.

Rosanne will be demonstrating to the WISE Conference that not only can you turn pain into purpose, but that by sharing your expertise, you can create wealth, time-freedom, and a life that you love. Attendees will hear hard evidence that it's not too late to trust yourself and pivot careers, why "failure" is the starting point to success, and why the "weirder" you are the more profitable your business will be.

Rosanne will also be giving away free copies of her beloved bestselling first book.

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**Xtreme Vision: Unleashing Your Personal Strength for Business Growth**

By Teri Donelson  
Purpose Chasing Academy

Life can often feel like an unrelenting storm, clouding your path and leaving you unsure of the way forward. I've been there. In 2010, I found myself sitting at my dining room table, tears streaming down my face, holding an eviction notice. I had spent years working toward homeownership, only to face the possibility of losing everything. My job, my confidence, and even my vision for the future seemed shattered.

But as uncertainty loomed, I remembered my purpose. We all have one. Despite the storms we face, it's possible to pivot back to that vision with the right mindset and tools. I eventually faced my obstacles head-on, gaining clarity through my 10 Pillars To Xtreme Vision. I'll share three key pillars to help you start reclaiming your vision:

**1. Recommit to Your Purpose**

Your purpose is the guiding light in life's darkest moments. It serves as your anchor, fueling resilience and providing the motivation to press forward, even when everything feels uncertain. When you reconnect with your purpose, it reignites your drive.

**2. Create Strategic Action Steps**

A vision without action steps is just a dream that will get you nowhere. To move forward, break your long-term goals into smaller, actionable steps.

Each step becomes a building block that propels you closer to your vision. Remember, it's not about perfection but consistent progress toward your goals.

**3. Build Accountability**

You can't do it all alone. Surround yourself with a support system—whether a coach, mentor, or friend—that holds you accountable. Accountability partners remind you of your commitments and push you to take action, even when challenges arise.

Life's storms may temporarily obscure your path, but with these key pillars—recommitting to your purpose, creating strategic steps, and building accountability—you can regain clarity and achieve your Xtreme Vision. It's never too late to pivot back and take action **TODAY!**

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## The Business of Law: How Legal Strategies Empower Entrepreneurial Success

By Girija B. Patel  
Attorney at Law, GBP Law

Navigating the world of business law can feel daunting, especially for entrepreneurs focused on growing their brands and pursuing their passion all at once. However, as a business owner, the following key fundamental legal concepts can save you future heartache and ensure a strong legal house. With the right legal strategies, you can focus on what you love and scale your business!

**1. Choose the Right Business Entity:** Starting a business means deciding on the best legal structure for you — whether it's an LLC, corporation, partnership, or the default sole proprietorship. Picking the right one can help protect your personal assets in case any legal issues come up. It's a simple but powerful way to separate your personal and business finances and responsibilities.

**2. Protect Your Intellectual Property:** Your ideas, branding, and content are what make your business unique. By securing your intellectual property, you make sure no one can steal or use your creations without permission. This includes registering trademarks, copyrights, or patents to keep your brand's identity intact and give you full ownership over your work.

**3. Have Solid Contracts:** Contracts are key to setting clear expectations between you and anyone you do business with. They protect both

parties and help avoid misunderstandings or conflicts. A good contract lays everything out, from responsibilities to payment terms, so there are no surprises later on.

**BONUS TIP:** In today's world, it's also important to think about how artificial intelligence (AI) fits into your business. Using AI tools can open up new opportunities, but it also comes with legal risks, especially around privacy, intellectual property, and bias. Be transparent with your clients about how you're using AI, and make sure your contracts with AI vendors cover any potential legal issues.

By choosing the right entity, protecting your IP, and locking in clear contracts, you're setting your business up for success and keeping it protected for the future.



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To Ask For Help**

As a business owner, you face challenges that can impact your well-being. Whether it's managing stress, dealing with anxiety, or coping with overwhelming obstacles, it's important to prioritize your mental health. Seeking individual counseling can provide tailored support to help you navigate these challenges. Remember that it's okay to ask for help and support. Building and maintaining a successful business also means taking care of yourself.



**We're Here For You**

**(832) 390-0109**

[www.naturalbalancecounseling.com](http://www.naturalbalancecounseling.com)

**Burnout Strategy**



We can help you identify the signs of burnout and develop coping strategies to manage stress. We start by exploring practical techniques, such as time management, setting boundaries, and self care to overcome burnout as a business professional.

**Parents & Business**



The demands of running a business with the responsibilities of being a parent can sometimes be incredibly challenging. We work with you to help navigate the balance of parenthood and business-ownership, helping you find a work-life balance.

**Employee Wellness**



Our workshops cover stress management, work-life balance, and self-care strategies. Our goal is to create a supportive and understanding environment where employees feel valued and empowered to take care of their mental well-being in the workplace.



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**Should I Use a Realtor if I'm Buying New Construction?**

By Kiki Koymarianos, M.B.A. - CDPE - GRI - ABR - SRES

I'm often asked, "Should I use a Realtor if I'm buying new construction from a builder". The short answer is yes and here are the main reasons why.

**Representation** - The real estate representative in the builder's sales office represents the builder's best interest not yours. An independent real estate agent represents your interests and advocates on your behalf and they will help you get the most value for the least amount of money and make the real estate transaction easy and frustration free.

**What you See is not What you Get** - You tour the model and it looks great. The problem is the model isn't the base price of \$400,000 being advertised, it's \$500,000 because of all the upgrades. A realtor representing your interests will help make sure you're aware of what's included in the base price and what's extra.

**Negotiations** - An agent will look at the transaction from a dollars and sense perspective without being swayed by emotions. A good Realtor will also know what is and what is not negotiable and as you can imagine it varies by builder. Builders are far more likely to negotiate on fees or upgrades than they are on price.

**Inspections** - A builder doesn't necessarily want to inspect itself and they did would you trust they have your best interest in mind? Often times, homeowners think a new home warranty will cover any issues that arise. In certain instances, it does not. A good real estate agent will have relationships with multiple independent inspectors who will look out for your best interest.

**Financing** - When you are buying new construction, the builder usually offers financing. But is it the best financing available? An experienced real estate agent will be able to connect you with reputable lenders so you can compare rates.

**Quality of Construction** - How familiar are you with the builder? What's their reputation? What is the quality of their construction? An experienced agent will be familiar with all the major builders and

their quality of work. They'll also be able to provide recommendations and references for custom home builders to ensure you are connecting with a reputable builder.

**REGISTER** - If you want to be sure you have someone looking out for your best interest, tell the builder on your very first visit that you are already working with an agent. If you do not communicate this information upfront when you are buying new construction, your agent won't be able to represent you and watch out for your best interest Are you thinking of buying new construction? Don't go alone, let me be your guide.

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Wise 2024  
Scholarship Winners

The Wise 2024 Scholarship applicants were asked to furnish three letters of reference and define how the scholarship would help them launch or grow their business. Thank you to all our applicants this year.

**Anna Vierling**

**Personal vision:** *I am in business to share confidence and grace to those who are seeking to cook for themselves, their families and their friends. Feeding people is where I find joy and I love to share the how-to with others.*

**How will the scholarship be used?** I would use the scholarship to equip myself with the tools that I need to take my social media presence to the next level. These would include a new photography lighting set up, a rolling cooking surface and an updated iPad.

**Geana Sebren**

**Personal vision:** *My personal vision is to continue to grow my husband and I's business, serving our customers to the best of our ability all for God's glory. My vision is to create a business model that others would want to*

*incorporate in their own business. Our 'Design with a Purpose' motto is to be able to provide excellent design services to our clients and giving back every year to a non profit or family in need by donating our time and window treatment products to one facility/family at the end of the year.*

**How will the scholarship be used?** I would love to use it towards marketing on Social Media and possibly other outlets.

**Rebecca Conley**

**Personal vision:** *As a dedicated and passionate individual, my vision is to empower myself and others to achieve their highest potential through fitness and community. I believe that physical strength fosters mental resilience, and through ISI Elite Training, I aim to cultivate a culture of support, challenge, and growth.*

**How will the scholarship be used?** I will use the scholarship to help fund the build-out of my gym, transforming it into a state-of-the-art facility that reflects my commitment to excellence.

*Jodie Lane*  
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*~ Tif Pate*

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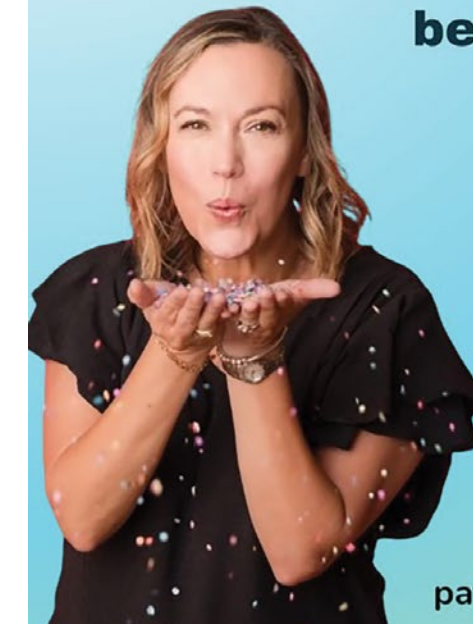
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- Flyers
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- Inserts
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- Booklets
- and More



**Retail Signage & Graphics**



- Trade Shows
- Vinyl Lettering
- Window Graphics
- Vehicle Wraps
- Walls, Murals
- and More



**Outdoor & Event Graphics**



- College Campuses
- Sporting Events
- Arenas, Hotels
- Banners
- Table Covers
- and More



**Promotional Products**



- Giveaways
- Gadgets
- Totes
- Apparel
- Journals
- and More



**Direct Mail Programs**



- Postcards
- Self Mailers
- Political
- Interactive Mailers
- Newsletters
- and More



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