



LOUISIANA WOMEN  
LEADERS CONFERENCE  
on  
**SMALL BUSINESS  
ENTREPRENEURSHIP**

**May 3 and 4, 2012**

Renaissance Hotel  
Baton Rouge, Louisiana

## CONFERENCE MISSION

To provide information that will enhance life-altering decisions affecting the economic well being of women. To this end, sessions will focus on legal, credit, financial and technology issues. Keynote speakers will add insight into organizational political competence, reinventing oneself and nontraditional business opportunities.

## HONORARY CO-CHAIRS

Mary Landrieu, U.S. Senator  
Wendy Vitter, wife of U.S. Senator David Vitter

## PARTNERS

- Louisiana Legislative Women's Caucus
- U.S. Chamber of Commerce, Center for Women in Business
- AT&T Louisiana
- Capital One Bank
- Lafourche Parish Commission on Women
- Louisiana Children and Family Services
- Louisiana Policy and Research Commission on Women

## KEYNOTE SPEAKERS

**JOAN LUNDEN** – Award-winning journalist, best-selling author and host of *Good Morning America* for nearly two decades.

**DR. SAMUEL BACHARACH** – Professor at Cornell University, co-founder and director of Bacharach Leadership Group, and best-selling author and editor of more than 20 books, including *Get Them on Your Side* and *Keep Them On Your Side*.

**MOIRA FORBES** – Publisher of *Forbes Woman* and host of the video series, “Success with Moira Forbes” and “Women to Watch.”

## CONFERENCE SCHEDULE

### THURSDAY, MAY 3

Registration..... 8:30 a.m.

General Session ..... 9:30 a.m.

Greetings/Remarks ..... Supriya Jindal  
First Lady of Louisiana (invited)

Remarks ..... Carol Hallett  
U.S. Chamber Representative

Breakout Session Introductions ..... Carol Short  
Conference Breakout Chair and New Orleans Leadership Council Chair

Breakout Sessions ..... 10-11:30 a.m.

### BUSINESS FINANCING AND LEGAL ISSUES

*Moderator:* **FRED DENT III**, CFA, Principal, Dent Asset Management

*Panel:* **LEE MELANCON III**, Director, Microbusiness Network of Louisiana;

**RICHARD HOUSE**, Senior Vice President and General Counsel, New Orleans Hornets Basketball Team; **MARGUERITE KNIGHT ERWIN**, Senior Vice President, Morgan Stanley Smith Barney and **RONNIE SLONE**, President, The Slone Group; Faculty, Goldman Sachs *10,000 Small Businesses* Program

### TO C OR NOT TO C: ORGANIZING A 501(C)(3) OR OTHER NON-PROFIT

*Moderator:* **ANN WILLIAMSON**, President and CEO, Louisiana Association of Non-Profit Organizations

*Panel:* **MELISSA FLOURNOY**, Director, Louisiana Progress and **RONNY DUNCAN**, Director of Governmental Affairs, Our Lady of the Lake Hospital

### HEALTH CARE FOR SMALL BUSINESS

*Moderator:* **CINDY CENAC**, Health Care Consultant

*Panel:* **ALLISON YOUNG**, Vice President of Benefits Administration, Blue Cross/Blue Shield and **YVONNE DUPONT**, Owner, Jazzercise Franchise

Luncheon.....	11:45 a.m.
Master of Ceremonies .....	Scott Rogers Host, <i>Around Town Show</i>
Remarks .....	Dr. Laura Badeaux Director, Louisiana Center for Women & Government
Awards Presentation .....	Paulette Bailey-Wilson Chair
Emerging Entrepreneur Award .....	Stephen Moret Secretary, Louisiana Economic Development
Dream Big Small Business Award .....	Karen Carter Peterson State Senator, District 5; Chair, Louisiana Legislative Women's Caucus

For awards criteria and eligibility information,  
visit: [nicholls.edu/lcwg/louisiana-womens-leaders-conference-on-small-business-entrepreneurship/](http://nicholls.edu/lcwg/louisiana-womens-leaders-conference-on-small-business-entrepreneurship/)  
Applications are due by noon on **Monday, April 16, 2012.**

Introduction of Keynote Speaker.....	Lydia Jackson Vice President; CRA Business Development Officer, Capital One Bank
Keynote.....	Moira Forbes Publisher, <i>Forbes Woman</i> ; host, “ <i>Success with Moira Forbes</i> ” and “ <i>Women to Watch</i> ”



Breakout Sessions ..... 1:30-3 p.m.

**NON-TRADITIONAL OPPORTUNITIES**

*Moderator:* **PHYLLIS MAYO**, Former Special Assistant to the Governor  
*Panel:* **SIMONE BRUNI**, Owner, The Demo Diva Demolition Company;  
**SANDRA THOMPSON HERMAN**, Innovator, Culture/Tourism and Trucking/  
Transportation and **AMANDA LEBLANC**, CEO, The Amandas

**LET’S GET TECH SAVVY**

*Moderator:* **MARY STEIN**, Assistant Director, East Baton Rouge Parish Library  
*Panel:* **STAFFORD KENDALL**, Co-Founder and Principal, Covalent Logic;  
**ASHLEY NELSON**, Professor of Practice, Tulane University and **EMILIE SMART**, Reference and Computer Services Coordinator, East Baton Rouge Parish Library

**DOMESTIC VIOLENCE: WHY SHOULD BUSINESS CARE?**

*Moderator:* **BETH MEEKS**, Executive Director, Louisiana Coalition Against Domestic Violence  
*Panel:* **BILLI LACOMBE**, Executive Director, Faith House of Acadiana and **BECKI KONDKAR**, Professor of the Practice and Deputy Director, Domestic Violence Clinic, Tulane University Law School

General Session ..... 3:15-4:15 p.m.

**FRANKENSTEIN FINANCING: HOW ENTREPRENEURSHIP CREATED A MONSTER**

**MICHAEL HECHT**, President and CEO, GNO Inc.

Reception ..... 5 p.m.  
Renaissance Hotel  
Hosted by the U.S. Chamber of Commerce,  
Center for Women in Business

**Optional Thursday night event:**

Join us for dinner and a viewing of the 90-minute documentary film, *Miss Representation*, written and directed by Jennifer Siebel Newsom. The event is co-sponsored by Louisiana Women for Progress and the Louisiana Center for Women & Government. Tickets are available for purchase separate from conference registration by emailing [Melissa@LouisianaProgress.org](mailto:Melissa@LouisianaProgress.org).

## CONFERENCE SCHEDULE

### FRIDAY, MAY 4

Registration and Continental Breakfast ..... 8 a.m.

Plenary Session..... 9-10 a.m.

*Moderator:* **HELENA MORENO**, State Representative, District 93

Panel: **REPRESENTATIVE**, U.S. Chamber of Commerce; **AMI SANCHEZ**, Small Business Committee Counsel for U.S. Senator Mary Landrieu; **RICHARD HOUSE**, Vice President and General Counsel, New Orleans Hornets Basketball Team; **KAREN ST. GERMAIN**, State Representative, District 60; **SIMONE BRUNI**, Owner, The Demo Diva Demolition Company and **CHERI MORIAL AUSBERRY**, Vice President, CRA Business Development Officer, Capital One Bank

General Session ..... 10:15 a.m.



**DR. SAMUEL BACHARACH**, Professor, Cornell University; co-founder and director, Bacharach Leadership Group; best-selling author and editor of more than 20 books, including *Get Them on Your Side* and *Keep Them On Your Side*

Closing Ceremonies ..... 11:15 a.m.

Mistress of Ceremonies ..... Sharon Weston Broome  
State Senator, District 15; President Pro Tempore

Introduction of Keynote Speaker.....Sonia Perez  
President, AT&T Louisiana



Keynote ..... Joan Lunden  
Award-winning journalist; best-selling author;  
host, *Good Morning America*

Presentation of Mentors and Mentorees.....Cindy Cenac  
Chair, Louisiana Center for Women &  
Government's State Leadership Council  
Diane Hollis  
Vice Chair, Louisiana Center for Women &  
Government's State Leadership Council

Reception.....1:30-3 p.m.

Governor's Mansion

Hosted by the Lafourche Parish Commission on Women

### LOUISIANA WOMEN LEADERS CONFERENCE ON SMALL BUSINESS ENTREPRENEURSHIP COMMITTEE

Committee Chairs.....Tanya Freeman and Stuart Stewart  
Capitol Area Region.... Paulette Bailey-Wilson, Kia Bickman, Adena Boris, Elizabeth

Dent, Rachel Farmer, Peggy Gehbauer,

Melinda Long and Sen. Sharon Weston Broome

New Orleans Region .....Nicole Ferrier, Diane Hollis, Leslie Marsh,

Kathleen Mix, Faith Peperone and Carol Short

Bayou Region.....Debbie Benoit, Major Renee Brinkley, Kate Daigle,

Carmen Gauchasin, Marguerite Knight-Erwin,

Rep. Karen St. Germain, Leslie Suazo and Donnell Zeringue

Acadiana/Lake Charles Region ..... Carrie Broussard and Mary Leach Werner

Dr. Laura M. Badeaux..... Director

Louisiana Center for Women & Government

Dr. Stephen T. Hulbert..... President

Nicholls State University

*The center is housed at Nicholls State University.*

Conference registration fee is \$75.

Please make checks payable to Friends of the Louisiana Center for Women & Government.

Mail to:

LCWG

Nicholls State University

P.O. Box 2062

Thibodaux, LA 70310

For credit card payments or additional information, call: (office) 985-448-4770 or  
(cell) 985-209-4221; email: [laura.badeaux@nicholls.edu](mailto:laura.badeaux@nicholls.edu); or visit [nicholls.edu/lcwg/](http://nicholls.edu/lcwg/).

For overnight accommodations, contact Renaissance Baton Rouge Hotel at 866-469-5448

Special rates are available for conference attendees (\$96 based on availability).

Mention Louisiana Center for Women & Government.

The LCWG is a 501(c)(3) organization – your contribution is tax-deductable. Tax ID Number: 45-2583491



LOUISIANA  
CENTER FOR  
WOMEN &  
GOVERNMENT  
AT NICHOLLS STATE UNIVERSITY

P.O. Box 2062  
Nicholls State University  
Thibodaux, LA 70310

**Louisiana Women Leaders Conference on Small Business Entrepreneurship  
with  
Louisiana Center for Women & Government  
at Nicholls State University**

The Louisiana Center for Women & Government promotes:

1. Leadership and public-policy training opportunities for high-potential females, ages 13 and above;
2. Nontraditional careers for women;
3. Opportunities for public service for women;
4. Recognition of women who have made significant contributions in nontraditional roles and/or public service;
5. Internships and opportunities for students at institutions of higher education (regardless of major) to have practical experience in public service and learn about the relationship and interaction among government, business and the economy; and
6. Louisiana's intellectual property and policy initiatives for women across the U.S.