



AGENDA

- 8:30- 9:00 A.M.** **Registration & Red Carpet**
Enjoy a Continental Breakfast & Networking
- 9:00 - 9:10 A.M.** **Mia Mance - Welcome**
- 9:10 - 9:55 A.M.** **Rita Goodroe - Create Your Own Path: Making a REAL Impact™ in Leadership, Business, and Beyond.**
Success for women leaders and business owners comes from forging your own path. In this inspiring keynote, award-winning coach Rita Goodroe shares her REAL Impact™ framework, blending humor, heart, and hard-won lessons on leading authentically. Break free from limits, align decisions with your vision, and leave re-energized, equipped, and ready to build a future that truly reflects you.
- 9:55 - 10:10 A.M.** **Becky Brownlee - Stronger Together: Celebrating Our Partners & the Mission of UGA SBDC**
- 10:10 - 10:50 A.M.** **Panel - Community Connection: Why They Matter for Business Success**
Join community leaders as they explore the crucial role businesses play in fostering thriving communities. Learn how meaningful connections drive growth, strengthen partnerships, and benefit both businesses and the people they serve.
- 10:50 - 11:15 A.M.** **BREAK**
- 11:15 - 11:45 A.M.** **Nadia Osman - Marketing Magic Unleashed: Work Smarter with AI**
Ready to work smarter, not harder, when it comes to marketing? Join this session and learn how to use AI-powered tools to create a streamlined marketing plan, automate content creation and quickly analyze analytics. You will walk away with actionable steps to save time and grow your business' marketing efforts with confidence.
- 11:45 - 12:00 P.M.** **Video - Funding to Fuel Your Growing Business**
- 12:00 - 12:30 P.M.** **Amy Capello - Whole Life Balance: Prioritize What Matters Most**
In today's fast-paced world, finding balance can feel impossible, but it doesn't have to be. This interactive and inspiring talk empowers participants to reassess their priorities, embrace mindfulness, and set effective boundaries to overcome burnout with actionable strategies and create a life that's truly aligned with what matters most.
- 12:30 - 1:15 P.M.** **LUNCH & POST IT INSPIRATION**



Small Business
Development Center
UNIVERSITY OF GEORGIA

WOMEN'S BUSINESS SUMMIT: SOUTHERN COASTAL

Wednesday, April 30th, 2025
1500 Pine Meadow Drive
Savannah, GA 31322

AGENDA CONT'D...

1:15 - 1:45 P.M.

Victoria Baylor - **From Doubt to Dominance: The Power of Confidence for Women in Business**

Confidence is the currency to make things happen and an invaluable asset. However, issues like imposter syndrome and biases, etc. can often undermine it. In this interactive and empowering session, Victoria will inspire and equip women with three essential strategies to keep their "confidence accounts" full, overcome mindset challenges, and thrive in their careers and personal lives.

1:45 - 2:20 P.M.

Jennifer Abshire - **Branding with Integrity: The Power of Authenticity**

In today's world, authenticity is non-negotiable. This session explores how to build a transparent, honest, and relatable brand. Learn how to align your actions with your values, respond to feedback, and create a brand story that resonates with your audience.

2:20 - 2:50 P.M.

Emily McCarthy - **Boss Lady - Empowered and Thriving: How She Built Her Business Empire**

From a small stationary endeavor to a glistening new storefront on Victory Drive and thriving clothing business, Emily McCarthy continues to reinvent and inspire.

2:50 - 3:00 P.M.

Closing

3:15 - 4:30 P.M.

Stirring Connections: Mocktail Mixer

E-ticket will be sent upon completion of event survey.

Proudly Presented By:



EMILY MCCARTHY



JERRY MCNAIR, CPA



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