

	Mainstage	Inspire Room Not ADA Avail	Elevate Room	Activation Room
8:30 AM - 9:30 AM	Registration, Breakfast, and Networking			PENDING
9:30 AM - 9:40 AM	Pre-Welcome			
9:40 AM - 10:10 AM	Keynote: Vitus Spehar			
10:10 AM - 10:15 AM	Are you ready to ELEVATE?			
10:15 AM - 10:30 AM	BREAK			
10:30 AM - 11:15 AM	Show Her the Money: Funding Resources for Female Founders Speakers: Christine E.B. Howard Melissa Jordan	Tap Into ROC: Maximizing Regional Resources Speakers: SCORE, RIT, Small Business Association, Upstate Venture Connect MODERATOR: Elizabeth Ruscitto	"Sales Without Sleaze": Authentic Closing Techniques Speakers: Diana Kleps, Catie Fitzgerald	
11:15 AM - 11:30 AM	BREAK			
11:30 AM - 12:15 PM	Delegation Done Right: Operation Systems That Scale Speakers: Chloe Handelman Lenica Stephen	"Better Safe Than Sued": Your Legal Protection Plan Speakers: Lindsay Mastriogiovanni	The Art of the Ask: Securing Strategic Partnerships & Sponsorships Speakers: Amy Gurske Christa B. Downey	
12:15 PM - 1:15 PM	LUNCH Mindful Moment			
1:15 PM - 1:30 PM	BREAK			

	Mainstage	Inspire Room	Elevate Room	Activation Room
1:30 PM - 2:15 PM	<p>"Network Like a BOSS": Marketing Expertise That Matters</p> <p>Speakers: Natalie Sinisgalli, Lori Sussle-Bonani, Nina Piccini, Marquita Rugless</p> <p>MODERATOR: Stacy K.</p>	<p>Personal Brand Power: Standing Out & Staying Top of Mind Online</p> <p>Speakers: Carolyn Spencer Leah Leverich</p>	<p>Wealthy & Well: The Entrepreneur's Health Guide</p> <p>Speakers: Reanne Lacatena, Andrea Tait Kimberly LaForte, Halie Schoff Cieslica</p> <p>MODERATOR: RJ Jackson</p>	
2:15 PM - 2:30 PM	BREAK			
2:30 PM - 3:15 PM	<p>Beyond Break-Even: Profitable Business Models</p> <p>Speakers: Maisha Beard Stephanie Skryzowski</p>	<p>"Headlines & Highlights": Your PR Gameplan</p>	<p>Mastering Marketing Foundations: The 2025 Playbook</p> <p>Speakers: Kristi Mitchell Stephanie Armstrong</p>	
3:15 PM - 3:30 PM	BREAK			
3:30 PM - 4:00 PM	<p>Real Talk: Rochester's Rising Female Founders</p> <p>SPEAKERS: Shaina Zazzaro, Erica Paolicelli, Sarah Pavia, Amber Peraino</p> <p>MODERATOR: Leah Stacy (CITY Magazine)</p>			
4:00 PM - 4:15 PM	Closing Remarks + Thank you			
4:15 PM - 5:00 PM	Happy Hour + Vendor Showcase			