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A Conference for  
Women in Business



CHATHAM UNIVERSITY  
**CENTER FOR WOMEN'S  
ENTREPRENEURSHIP**

CHATHAM UNIVERSITY  
**WOMEN'S BUSINESS CENTER**  
AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

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A Conference for  
Women in Business

Saturday, November 3, 2018  
Eden Hall Campus

## AGENDA

8:30 a.m.

**Registration & Continental Breakfast**

9:00 a.m.

**Welcome**

9:15 a.m.

**Morning Session 1** (Parallel Sessions)

**Session A: Client Relationship Manager (CRM), Enterprise Resource Planning (ERP), and Point of Sale (POS) Software.** *This session will cover the differences between these systems and why they are important, how to select the right system and software for your business, and how to prepare for implementation.*

**Session B: Exit Strategies.** *This session will cover different types of exits, when and how to start planning for an exit, due diligence items to start now, business valuation, and finding a buyer.*

10:15 a.m.

**Coffee Break**

10:30 a.m.

**Morning Session 2** (Parallel Sessions)

**Session C: Cybersecurity.** *This session will cover why cybersecurity is a concern, areas of vulnerability for small businesses and how they can protect themselves, and the small business responsibilities when handling customer data.*

**Session D: Benefits and Compensation Packages, Human Resources.** *This session will cover how to acquire benefits for your employees and why, how to create compensation packages, and general HR must-haves.*

11:45 a.m.

**Lunch**

12:15-1:00 p.m.

**General Session:** Growing Your Market  
Identifying & Evaluating New Markets for Growth

# SPEAKERS

## 9:15-10:15 a.m. Session A

Client Relationship Manager (CRM), Enterprise Resource Planning (ERP), and Point of Sale (POS) Software

### **Jim Rosenberg, managing partner & president, NEO3**



Jim began his career working with a Regional IT Consulting Firm in 1992, during the Personal Computer boom. At the time, the company had their own DOS-Based accounting software package that they sold to businesses of all sizes in northeastern Ohio and Western Pennsylvania. Jim was responsible for acquiring new customers for their accounting software. In 2001, after the company was sold and acquired by new investors, it became NEO3. Jim was promoted to VP of Sales in 2003, and in 2005 was promoted to managing partner and President of the company. At that time, Jim made the decision to sell the IT Division of NEO3 and focus more on ERP and CRM software and the company has been doing that ever since. Jim has been involved with over 300 ERP and CRM implementations in his career, and has worked at every level of the implementation process- from initial selection all the way through go-live. He is certified with Oracle NetSuite ERP & CRM, Sage 100 ERP, Sage 300, Sage 50(formerly Peachtree), Sage CRM, Sage BusinessWorks and Sage Fixed Assets. He has working knowledge of Dynamics GP, Quickbooks, Acumatica, ACT CRM, Infor CRM(formerly Sales Logix), Salesforce CRM, Sugar CRM and many others. Jim lives in Poland, OH with his lovely wife Donna and daughters Alexis and Olivia. He fancies himself a guitar player and believes he is good at it. Although anyone that has ever heard him play would disagree.

### **Andrew O'Connor, co-founder, Team Merchant and Paycove**



Andrew O'Connor has ten years of experience working to design and implement payment processing, security, technology and systems integrations for organizations of all sizes, across dozens of industries. Andrew is a co-founder of both Team Merchant and Paycove. Team Merchant is a payment processing and technology company with offices in Pittsburgh and Chicago. Team Merchant helps companies evaluate and deploy the best solution for their unique needs. Paycove is a software startup that saves time and money by connecting and automating payments, accounting and CRM systems. Both companies share the same value of "What Would Fred Rogers Do?" Andrew is passionate about bringing transparency and better solutions to the payments industry. Andrew lives in Chicago Illinois with his wife Hilary and dog Nola. In his spare time he volunteers with a local art and music non-profit called Echoes of Chicago.

# Think big



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# SPEAKERS

## 9:15-10:15 a.m. Session B

### Exit Strategies

#### **Erin C. Farabaugh, partner, Dinsmore**



Erin is an experienced transactional attorney and focuses on providing legal counsel to privately held businesses at all stages of the business life cycle. Her focused approach to growth and exit planning includes providing business owners with assistance to grow and protect their business while engineering an optimal exit. She is pleased to engage with her clients as both a lawyer and a trusted business adviser. She also serves as outside general counsel to entrepreneurs, private businesses, and private equity-backed portfolio companies, and is committed to partnering with her clients through an integrated understanding of each client's industry, business operations, and strategic goals. She assists clients in various industries, including manufacturing, distribution, health care, technology solutions and staffing, software development, professional services, emerging technologies, real estate development and retail, on matters spanning from corporate governance, to commercial contracts, growth initiatives, and business succession planning. Her proactive approach to helping clients protect, grow and engineer an optimal exit includes strategizing and documenting business continuity plans for business owners. Erin's vast experience in successfully completing a variety of transitional changes in ownership through mergers and acquisitions, divestitures, private equity, reorganizations, and generational transfers affords her the ability to best serve her clients. She is vice chair of the firm's Business, Acquisitions and Securities practice group, and sits on the Opinion and Audit Letter Review Committee.

## 10:30-11:45 a.m. Session C

### Cybersecurity

#### **David Kane, founder & managing partner, Ethical Intruder**



David Kane is the founder and Managing Partner of Ethical Intruder, a local Pittsburgh based Cyber Security Company founded in 2010. In 2015 David developed a methodology to assist organizations to create cyber security and compliance roadmaps called the Cyber Liability Maturity Model (CLMM), which has been utilized extensively in the Pittsburgh region, and led to a 2018 Tech 50 nomination for Innovative Technology. The CLMM has been used by small to enterprise sized companies to help organizations map out security or compliance requirements that fit their own cost structure, agenda and individual program maturity while staying technology and vendor agnostic.



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# SPEAKERS

## 10:30-11:45 a.m. Session D

Benefits and Compensation Packages, Human Resources

### Jessica Eberley, CEO, HRT Solutions



Jessica Eberley, SPHR, SHRM-SCP is the CEO of HRT Solutions. Founded in 2016, HRT Solutions supports both small and large organizations with their Human Resource and Talent Acquisition needs. Jessica's passion for Human Resources was sparked as a student at Penn State and has been the focus of her career for almost 15 years. She attributes part of her successful business launch to the Center for Women's Entrepreneurship through their Start-up to Launch program which she participated in 2015 prior to opening her business.

## 12:15-1:00 p.m. General Session

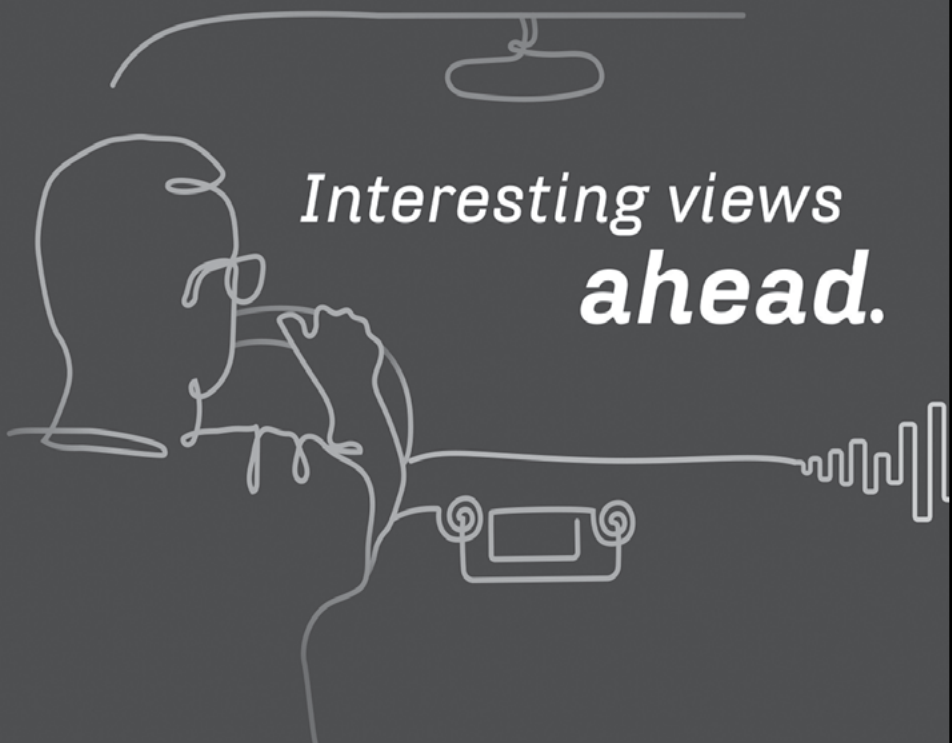
Growing Your Market

### Melissa Murphy, owner, Melissa Murphy Marketing



Innovative, forward thinking and solution-focused, Melissa Murphy is a nationally-recognized and award-winning leader committed to building and transforming brands and organizations. She currently manages her own company, Melissa Murphy Marketing, where she works with a variety of clients, including Ainsworth Pet Nutrition (makers' of Rachael Ray pet products), NOVA Chemical, and the International Seafood Sustainability Foundation. For these and other clients, she works on a variety of assignments, including communications strategy and planning, crisis management, executive communication, social and traditional media strategy, special events, M&A and change management. She is also an active speaker and facilitator. In addition, Melissa is an adjunct professor of marketing at the Tepper School of Business at Carnegie Mellon University, teaching both graduate and undergraduate courses in Integrated Marketing Communications. She is a devoted mom to her daughter, Amanda (23). They have two beloved dogs—Sadie, a Bernese mountain dog (5); and, Ziva, a German shepherd (5).





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 What you do makes a difference,  
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 kind of difference you want to make."  
 ~Jane Goodall



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CHATHAM UNIVERSITY

**WOMEN'S BUSINESS CENTER**

AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

# INCUBATEHER

## **IncubateHER program accepting applications for the 2019 program!**

IncubateHER is a free, competitive, year-long business incubation program for early-stage women entrepreneurs with product or service-based businesses. IncubateHER participants will receive \$1,500 at the successful completion of the program to grow their businesses, industry-specific mentors, entrepreneurial education and training through Chatham's Women's Business Center, a tailored growth curriculum, peer-to-peer mentoring through cohort meetups, and a year-long membership to the Center for immersive networking opportunities.

**Appy today at [chatham.edu/cwe](http://chatham.edu/cwe)**



# NOTES

CHATHAM UNIVERSITY  
**WOMEN'S BUSINESS CENTER**  
AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

## Holiday Open House

December 7, 2018 from 8:30-10:30 a.m.

"Sleeping Octopus" historic mansion in Wilkinsburg  
1300 Wood St., Pittsburgh, PA 15221

Come meet CWBC staff, business counselors, local business owners and development agencies that support small business. CWBC will share information about our programs for women business owners, including free business counseling, technical assistance and business workshops. Enjoy holiday refreshments and tour the beautiful historic mansion "Sleeping Octopus."

Free, registration required at [chatham.edu/cwe](http://chatham.edu/cwe)

## NOTES

CHATHAM UNIVERSITY

## CENTER FOR WOMEN'S ENTREPRENEURSHIP

The Center for Women's Entrepreneurship at Chatham University creates economic opportunities for women through entrepreneurial education and training, mentoring, and networking.

Building on Chatham University's tradition of educating women for 145 years, the Center has provided quality education and training for women entrepreneurs for over ten years.

*Current funding for The Center for Women's Entrepreneurship at Chatham University has been provided by the Claude Worthington Benedum Foundation, Google.org, the PNC Foundation, and the BNY Mellon Foundation of Southwestern Pennsylvania. Initial funding was provided by the Claude Worthington Benedum Foundation and the Lois Tack Thompson Fund of the Pittsburgh Foundation.*

CHATHAM UNIVERSITY


## WOMEN'S BUSINESS CENTER

AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

The Center is also the host of Chatham's Women's Business Center (CWBC), established on April 1, 2016, and funded in part by a cooperative agreement with the U.S. Small Business Administration to provide services geared specifically to women and underserved populations, minority entrepreneurs, and veterans throughout Western PA. CWBC offers aspiring and existing business owners free business counseling, training programs, technical support, and mentoring focused on business planning and financing, access to capital, federal contracting, and business expansion through international markets and exporting. The Center's entrepreneurial training programs and counseling are offered through CWBC.



*The CWBC is funded in part through a cooperative agreement with the U.S. Small Business Administration.*



**MEMBERSHIP:** The Center offers a membership program that provides access to exclusive events, discounts and live-streaming for the Center's signature networking events, the opportunity to get featured in our newsletter and on our website, and an online member directory.

**PROTOTYPING & DESIGN LAB:** The Center's Lab has available hours by appointment for Chatham University students, faculty and staff and women entrepreneurs interested in designing and prototyping products. Workshops and webinars are facilitated by subject matter experts to assist entrepreneurs in navigating the design process using lean entrepreneurship, design thinking principles and digital fabrication tools.

**NETWORKING:** The Center offers a variety of networking events, including our Women Business Leaders Breakfast Series and our Annual Business Forum to promote regional women business leaders and successful women entrepreneurs in an engaging environment.

**INCUBATEHER:** IncubateHER is a free, competitive year-long business incubation program for early-stage women entrepreneurs with product-focused businesses.

**STUDENT INTERNSHIPS:** Internships with outside businesses allow Chatham students to gain valuable work experience and networking opportunities, and in turn, provide businesses with crucial skillsets and project assistance.

**ENTREPRENEURIAL TRAINING:** Chatham's Women's Business Center offers a variety of workshops, webinars, and multi-session training programs designed for women starting, managing, or growing a business.

**BUSINESS COUNSELING & TECHNICAL ASSISTANCE:** Chatham's Women's Business Center offers face-to-face, online, and phone business counseling sessions for aspiring and existing business owners by appointment. Technical assistance is also available for returning clients in the areas of management, digital marketing, accounting, exporting, legal, HR, and diversity certifications.

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