



Innovation Women Newsletter #194
April 12, 2019

Hi, just a reminder that you're receiving this email because you are a member of the InnovationWomen.com community. Don't forget to add bobbie@innovationwomen.com to your address book so we'll be sure to land in your inbox! No longer want to learn more about the exploits of our awesome speakers and get our sweet list of opportunities? Unsubscribe at the bottom of the page.



ENCOURAGE EACH OTHER

Dear Innovation Women,

Everyone has those days. Days when you are feeling less than perfect. Down in the dumps. Or maybe it's that old impostor syndrome sneaking around again.



Am I headed in the right direction? Am I doing the right thing? Is this going to work out OK? (If you are an entrepreneur, or just starting a business, it may seem that these doubts and these days come more often.)

You turn to your friends for bucking up. Your true friends might have their own self-doubts but they are there for you. Today, we're that friend.

"You can do it." "Your only limit is your imagination - dream big." "You got this." "We know you can do it." "We believe in you."

Every day it seems we talk to someone who say, "I've thought about doing more (or some) speaking." You can do it or anything else you've dreamed of. Start today.

Bobbie and the [Innovation Women](#) team

INNOVATION WOMEN POP-UP: NEW HAMPSHIRE EDITION



Diversify Thinking
Great minds don't think alike.

PANVIVA

Want to **spea**k on stage?

We need to diversify public speaking!
Join us to Learn, Network and Record
your own speaker reel!

Thursday April 18, 2019 6:00 - 8:00 pm
Panviva
61 Spit Brook Road Suite 302
Nashua, NH

[Get your tickets here.](#)

Join us on April 18, 2019 for an evening of learning and networking In this Pop Up, you will learn:

- How public speaking can be a career game changer
- How to optimize your Innovation Women profile
- Tips & tricks on where to find speaking opportunities

Meet the Innovation Women team and other Innovation Women members. Network and get to know other leading women in the local business community. Innovation Women members can also record a video for their Innovation Women profiles.



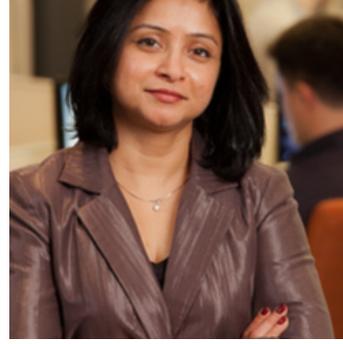
Have you [joined our "gaggle"](#) yet? GaggleAMP helps us manage our social media amplification program. We send members content to share about our speakers, events and resources. You choose what to share through your social networks. **Join us!** It's a great way to support our mission of giving women equal visibility opportunities. Let's work together for gender-balanced and inclusive conferences and events!

SEE OUR SPEAKERS IN ACTION

Check out what our speakers are up to! You can find more upcoming Innovation Women talks [listed on our blog!](#)



Innovation Woman **Ilhiana Rojas Saldana** will be conducting a workshop at the [Rhode Island Hispanic Chamber of Commerce Latina Women in Business event](#) on **April 26** in Providence RI.



Innovation Woman **Jagathi Gururajan** will be speaking at the [2019 NEAFP Annual Conference](#) on Artificial Intelligence and next-gen Process Automation on **April 25th** in Boston.



Innovation Woman **Melissa Jurkoic** will be speaking at [ACT-W Chicago](#) on **May 6**.



Innovation Woman **Sarah Boisvert** will be speaking on The New Collar Workforce and serving as a panelist at the [NACCE MakeShift Conference](#) in Irvine, CA **April 23 - 25**.



Innovation Woman **Lisa Sasso** presents ["Goal Setting for Success"](#) on **May 7th** at FEI in Waltham MA



Innovation Women **Melissa Jurkoic** and **Candice Benson** present the next ["Rise & Diversify Breakfast"](#) with Stephen Pappas on **May 14** in Nashua NH.

INNOVATION WOMEN SPEAK! WEBINAR SERIES

Communication is Just as Important as Code

*Join us for a Fireside Chat featuring Andrea Goulet
CEO, Corgibytes*

**April 17, 2019
12:00-1:00 p.m. ET**



FREE!

Bobbie sits down with Andrea Goulet to learn more about what good communication has to do with building software. Come to find out, it has a lot more to do with than you might think. The idea of a lone developer coding in her basement without social interaction is a thing of the past. These days, technical solutions are often developed by cross-functional teams whose participants have a range of technical experience.

Now, more than ever, good communication skills are essential to shipping great software. There is a great need for business-minded professionals to be able to acquire more technical skills and for engineers to be able to articulate their ideas to people who may not code. While it often feels like these two worlds speak completely different languages, when an effort is made to break down stereotypes and silos, magic can happen.

After this webinar, you'll understand how to:

- Expand your skillset to become a better collaborator
- Use empathy to help you understand your co-workers
- Explain the causal link between good communication and quality code
- Implement specific practices to get business folks and engineers working together

[Learn more and register here.](#)

How I got the CTO to pay for Open APIs

Featuring Melissa Field Jurkoic

May 1, 2019
12:00-1:00 p.m. ET
FREE!



Companies have been integrating their systems internally and externally via APIs for many years. APIs are not new, but the idea of them being openly accessible and available to be discovered by someone without your permission is indeed new for companies. Our company had dealt with integrating with partners for over 20 years, but this was necessary due to customer demand, and not seen as an opportunity to increase our reach or revenue. In order to convince C-level executives that there is an opportunity worth investing in, it is sometimes necessary to charge forward and create the outcome you need them to see.

Using the experiences through this journey from integration to opportunity, this talk will explain how we achieved justification for an entire development team to be dedicated to delivering our future API strategy. Tips you'll learn:

- Not everyone will share your vision, but that doesn't mean it's not worth pursuing.
- You can gain executive buy-in by creating the outcome you want them to see.
- There is power in your personal network that will enable you to achieve your greatest goals.

[Learn more and register here.](#)

WEBINAR SPONSORSHIPS AVAILABLE
For more information, contact [Karolina](#).

SUBSCRIPTION SHOW 2019



Focusing On The Business of Subscriptions

Nov. 4-6, 2019, Seaport World Trade Center, Boston, MA

Subscription Show 2019

Focusing on the Business of Subscriptions

November 4-6, 2019

Seaport World Trade Center, Boston, MA

FINALLY. The subscription industry conference you have been waiting for. Three Days. 1000+ of your subscription peers. Leading experts. Inspiring keynotes. 70+ learning workshops. 100+ technology and services companies in the Exhibition Hall. Subscription technology demonstrations. Amazing networking. All subscriptions. In this one industry conference, attendees will be able to connect with peers, learn the latest best subscription-focused best practices, and talk to technology and service vendors from across the entire subscription ecosystem to move their subscription businesses forward.

The show will feature these "Grand Keynote Speakers" (more to be announced):

- **David Meerman Scott**, accomplished marketing strategist and entrepreneur and known for his pivotal (and best-selling) business books, including: "New Rules of Marketing & PR", "News Jacking", and many others.
- **Robbie Kellman Baxter**, leading subscription and membership business model expert and Author of "The Membership Economy".
- **Lesley Fair**, Senior Attorney, Bureau of Consumer Protection, Federal Trade Commission.

[More information here.](#)

Innovation Women members, don't forget to use promotional code **SS19INNO** when you register, so you can save 10% on your tickets!

WOMEN'S IP WORLD



Northon's Media, PR & Marketing Ltd is making an exclusive offer to all members of Innovation Women. A new publication, **Women's IP World**, will be launched at the **2019 AIPPI World Congress** in London, in September. It is designed as a platform to show that women play a very important role in the field of IP and innovation. Submit a two-page article on your chosen

topic and complement it with a full-page advertisement detailing your firm or business's service. Includes a full-page profile detailing your accolades, experience and achievements.

[Click here to see the special offer for Innovation Women Members.](#)

GENDERSCAN SURVEY

Did you know that both women AND men benefit from gender balance at work? It actually boosts performance and well-being in the workplace for everybody! Data from Gender Scan's 2017 report has proven it! Taking a few minutes to

GENDERSCAN

12 min to make a difference and improve gender balance at work!

Participate to : www.genderscan.org

answer the questionnaire is taking time to improve gender balance at work and to enable more women and men to benefit from it. **Please be sure to check the "Innovation Women" tracking box on the survey (all of your answers will remain anonymous).** The survey is accessible online through **May 31 2019** on genderscan.org

SAY 'HELLO' TO SOME OF OUR NEW MEMBERS



Sylvia Doss
 Founder and Consultant at Open Circles, Inc.
 Information Technology and Services
 San Francisco, California

[in](#) [t](#) [s](#) [e](#)

[Invite](#)



Neelam Tewar
 Founder/CEO at Tewar Inc
 Global

[in](#) [t](#) [s](#) [e](#)

[Invite](#)



Carissa N. Connelly Nichols
 Committee Chairman at ISSA - Information Systems Security Association
 Computer & Network Security
 Denver & Colorado Springs, Colorado

[in](#)

[Invite](#)



Judy Lester
 Motivational Speaker and Business Coach at Judy Lester
 Professional Training and Coaching
 Austin, Tx

[in](#) [t](#)

[Invite](#)



Arushi Srivastava
 Senior Director at NTT DATA
 Information Technology and Services
 Baltimore, MD

[Invite](#)



Katie Hilborn - Millennial Changemaker of the Year
 Founder/CEO at Global Orphan Prevention
 International Affairs
 Denver, CO

[in](#) [t](#)

[Invite](#)



Kristi Dosh
 President & Publicist at Guide MyBrand
 Fernandina Beach, FL

[in](#) [t](#) [s](#) [e](#)

[Invite](#)



Karyn Grant
 CEO at BreakAway Consulting
 Phoenix,

[Invite](#)



Brittne Kakulla
 Senior Research Advisor at AARP
 Market Research
 Tampa, FL

[in](#) [t](#)

[Invite](#)



Maxine Erskine Erskine

Senior Manager, Real Estate and Facilities *at* BCAA

Legal Services

Vancouver, BC



Invite



Monique Helstrom

Solutions.Expert *at* On Point

Management Consulting

Denver, CO



Invite

Here are more women who keep talking:



Mary Lou Wakimura

Principal, Intellectual Property Law *at* Hamilton Brook Smith Reynolds

Law Practice

Concord, Massachusetts



Invite



Deirdre Sanders

Principal, Intellectual Property Law *at* Hamilton Brook Smith Reynolds

Law Practice

Concord and Boston, Massachusetts



Invite



Mary Cheyne

Public Speaking Coach, Trainer & Speaker *at* Magnetic Podium, LLC

Professional Training and Coaching

Boston, MA



Invite



Sophia Yen MD

CEO, Co-Founder *at* Pandia Health, Inc

Health, Wellness and Fitness

Sunnyvale, CA



Invite



Margot Bloomstein

Brand & content strategist *at* Appropriate, Inc.

Internet

Boston, MA



Invite



Amy Vernon

VP, Community *at* Rivetz

Internet

New York, NY



Invite

Every week we welcome our new members in the event manager newsletter. (Well, at least the ones who add their picture and fill out the profile right away.) Event managers can invite these speakers, and others, to speak at their events. Just sign up for a free account on the Innovation Women website.

The Women Who Keep Speaking section? These are the Women Who Persist. They are committed to the speaker role and will not be denied their voice.

ENTREPRENEURIAL OPPORTUNITIES!

Mass
Innovation
Nights



Boston-area entrepreneurs - want to launch with our sister company, **Mass Innovation Nights**? They're looking for manufactured products (such as apparel, food, chemicals etc.), as well as tech products from African and African-American Founders for upcoming Mass Innovation Nights events. [More information here.](#)



For the first time ever, Visa is pleased to present the first-ever **Visa Everywhere Initiative: Women's Global Edition**. Visa Everywhere Initiative is a global innovation program that tasks start-ups to solve payment challenges of tomorrow, further enhance their own product propositions and provide visionary solutions for Visa's vast network of partners - **deadline is April 14.** [More information here.](#)



Are you a #FemaleFounder? Apply to **AMPLIFY** for a chance to win \$10,000+ in seed funding and services, exposure on a global stage, and be introduced to a community of investors committed to supporting women entrepreneurs - **deadline is May 10.** [More information here.](#)



Chloe Capital is a seed-stage VC firm that invests in women-led innovation companies. In collaboration with amazing City Champions, Chloe Capital will be holding investing workshops and pitch events across the U.S. during the Chloe Capital National Tour. [More information here.](#)

UPCOMING EVENTS

Here are the latest events and networking opportunities - [more events are listed on our blog!](#)



OCTOBER 1 - 4, 2019
THE VENETIAN® | LAS VEGAS
— FEATURING —
Women in
HR TECHNOLOGY®

HR Technology Conference - October 1-4 2019, Las Vegas NV

HR Tech is THE place to get the whole picture of the HR technology market. Whether you're looking to increase your knowledge to

buy and effectively implement new HR systems OR simply to stay on top of this rapidly changing industry — your organization's success starts here. As the industry's leading independent event for 20+ years, HR Tech has been a key catalyst for tens of thousands of HR and IT executives in their quest to leverage technology and secure HR's role as a pivotal component in their company's overall success. [More information here.](#)



AMPlify - Employee Advocacy & Engagement Conference - June 11-12, 2019, Boston MA

Attention Marketers! Learn how to activate your employees to become brand ambassadors at AMPlify.

The AMPlify Conference brings together the top marketers to share their insights on how you can boost your results through employee advocacy. Learn more! (<https://www.attendamplify.com/>)



Pennsylvania Conference for Women - October 2 2019, Philadelphia PA

The Pennsylvania Conference for Women is a non-profit, non-partisan, one-day professional and personal development event for women that features more than 100 renowned speakers sharing inspirational stories and leading seminars on the issues that matter most to women,

including health, personal finance, executive leadership, small business and entrepreneurship, work/life balance, branding and social media marketing, and more. The Conference offers incredible opportunities for business networking, professional development, and personal growth. [More information here.](#)

MENTOR OPPORTUNITIES



Ambitious Ladies In Tech

ALT (Ambitious Ladies in Tech) is a mentor network that endeavors to help women in technology startups achieve their career goals through coaching, skills development and networking. ALT works to give extra structure and guidance to ambitious ladies who want and deserve to be promoted up. [More information here.](#)



Woman To Woman Mentoring

Woman to Woman Mentoring, Inc. cultivates mentoring relationships that provide women with guidance, support, and community connections. They offer programs that are uniquely geared toward women who are seeking support during a time of growth and change. [More information here.](#)

WEEKLY READ: Girls and Philanthropy

- Kresge Commits to Investing With [Women-Owned Asset Managers](#)
- 9 Tips From [Top Women in IT](#) You Can't Afford to Miss
- Why [Women Entrepreneurs](#) Do More With Less
- Three ways to make innovation [more inclusive for women](#)
- Success Strategies for [Female Entrepreneurs](#)
- [Events for women in tech](#)



SIGN UP AS A SPEAKER TODAY: GET MORE VISIBLE

Innovation Women is completely self-service for both the event managers and speakers. Just sign up for an account (everyone starts as a free event manager). Then you can take the next steps and become a speaker if you wish.

- Go to [Innovation Women](#) - sign up today.
- Verify your email (just click on the link in the email we send you). Once we approve you, you can search for speakers.
- Are you a speaker? Click on the "become a speaker" button on the top right.
- Have a partner code or special offer code to use? Enter the code and press "apply". Look for the right price to make sure your coupon is accepted. Our regular membership fee is just \$100.
- Enter your credit card info (our subscriptions are securely managed by Stripe).
- Build your profile.

Still wondering whether to become an IW speaker? This week's **SPEAKER** newsletter has 100 calls for speakers **JUST LIKE THESE**:

1. [ODSC Women in Data Science Ignite Session](#) May 3 2019 Boston MA [Speaker application here](#) - **STILL A FEW OPPORTUNITIES AVAILABLE.**
2. [Raise 2019](#) September 16-17 2019 Chicago IL **Deadline May 1 2019**
3. [Wonder Women Tech National Conference](#) November 7-9 2019 Long Beach CA **Deadline September 15th, 2019**
4. [Money20/20](#) October 27-30, 2019 Las Vegas NV **Deadline May 10, 2019**
5. [CompTIA ChannelCon](#) 2019 August 5-7 2019 Las Vegas NV **Deadline May 1 2019**

[Become a Speaker](#)

AMBASSADORS AND PARTNERS

Our local ambassadors help us spread the word about Innovation Women's mission. If you're in any of these locations, feel free to reach out to them to learn more!

[Kathryn Rose](#) MA, [Michelle Tillis Lederman](#) NJ, [Nancy Shenker](#) AZ, [Laraine McKinnon](#) CA, [Emerald GreenForest](#) MA, [Catalina Valenzuela](#) FL, [Adrienne Garland](#) NY, [Lori Richardson](#) MA, [Tina Adolfsson](#) MA, [Miracle Olatunji](#) MA, [Sarah LaLiberte](#) NH, [Phylecia Jones](#) CO, [Pearlie Oni](#) - DC, [Amanda Nielsen](#) - VT

We work with a wide variety of membership and professional organizations. We offer group pricing and discounts, and special programming. We promote your events too. [Talk to us.](#)



Empower other women to find their voice and speak! Become a leader of a Speaker Sisterhood club and join a growing, nationwide network of public speaking clubs for women. [More information here.](#)

SPEAKING SCHOOL FOR WOMEN



Do you want to be a CEO, entrepreneur or world leader, but think it's not possible? Do you believe that these roles are reserved for others who are more confident, more creative, and more motivated?

Wherever you are in your journey, **Speaking School for Women** from Innovation Woman **Angela Lussier** gives you the step-by-step plan to building a public speaking business the right way. That speaking business can lead to a bigger vision and a whole new career path for you.

Do you want to learn how to:

- become an in-demand speaker?
- book paid speaking gigs?
- position yourself as an expert?
- understand what your work is worth?
- deliver memorable talks every time?
- create another revenue stream for your business?
-

Speaking School for Women maps out everything you need to know about:

- Building a brand that gets you noticed
- Creating a speaking plan that puts you in front of the right audiences
- Marketing yourself correctly and with impact
- Building a signature talk that connects and inspires
- Pricing yourself so you win the gig without undervaluing or overpricing yourself
- Pitching yourself so you stand out and win more engagements

[Get more information and register here.](#)



The Women in Retail Leadership Circle (WIRLC) is a unique, members-only association that offers enterprise-level women in the retail industry a place to learn, connect and grow. Focused on both personal and business development, WIRLC offers members the opportunity to share best practices, discuss industry issues and find inspiration on how to conquer challenges in their professional lives. [More information here.](#)



[The Founding Moms](#) is a collective of events and resources for mom entrepreneurs across the US and worldwide.



The Women In Tech Summit

WITS uses Innovation Women to find speakers for their upcoming conferences. [Learn more about them here.](#) Get **10% off their events with code IW10!**



Get the most out of every conference and tradeshow with [Convention Nation.](#)



We're working with the BWME and you get into their events at membership prices using code IWDAS. [See their upcoming events here.](#)



[MassTLC members](#) get free profiles on Innovation Women. Ask for your code today!



[Women Sales Pros](#) represent women sales experts, women in sales leadership, and women individual contributors in B2B companies.

CONTACT US

Innovation Women
781-281-8387

Visibility = Opportunity

A visibility bureau for innovative, entrepreneurial and technical women



CONNECT WITH US

