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Women to Receive Entrepreneurial Guidance at LTD Expo



Preparing for the LTD Expo are (front, from left) Marley Majcher, Nada Jones, Lisa Stevens and Heidi Johnson. Back: Kaitlin Terpstra-Sweeney, Tricia Ferrante, Karie Reynolds and Celeste Liversidge.

Entrepreneur and author Nada Jones has created the first annual LTD Expo to provide entrepreneurial women — those in business for themselves and those who dream of launching their own businesses — an exclusive gathering of speakers, business resources and information to inspire them and provide the necessary tools to make it happen.

Drawing on more than a decade of experience working with women entrepreneurs and launching a few businesses of her own, Jones has assembled the best of the best under one roof to provide women a one-stop source to the best entrepreneur-

ial life. Sponsored by Wells Fargo Bank, IKEA, HP, Tangram Studios, Lifetime Television, Crave LA, Vroman's and Town & Country, the one-day conference will be held Jan. 13 at the Pasadena Convention Center.

A complete list of Expo speakers and All Day Access passes are available at the LTD Expo Web site: LTDExpo.com.

Conference passes are \$130 each, and an early bird discount, which offers a second ticket for only \$50, is available through Dec.

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LTD EXPO

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25. A percentage of each LTD Expo ticket cost benefits the Tory Burch Foundation, a nonprofit organization providing economic opportunity to women and their families in the United States.

For many women, the idea of launching a business might be an overwhelming prospect. "I think women tend to be risk-averse," Jones said, "and they don't want to lose money. Statistically that is backed up: They want to be more responsible for any financial pain or loss. Just the word 'entrepreneurial' conjures up somebody in the tech industry looking to raise millions of dollars."

But succeeding with a business, she added, might be as simple as "monetizing a hobby, pursuing a passion or just trying to identify something that brings in a second income and allows them flexibility."

LTD Expo attendees will have the opportunity to learn from dozens of women who have successfully launched and built their own businesses and have access to a variety of resources and connections to help them be successful in a business of their own. The Expo's impressive roster of participants includes main stage speakers Lisa Stevens, a 20-year veteran of Wells Fargo with responsibility for more than 1,000 banking stores, 3,200 ATMs and 21,000 team members who serve consumers and small businesses in California; and Jen Boulden, a passionate environmentalist, entrepreneur and pioneer of the green business revolution.

Forty engaging women entrepreneurs will participate as panelists in breakout sessions on topics ranging from branding and marketing to venture funding to thriving in work and life. Jones will deliver the day's closing remarks. "All of the people on the panel have a story of starting with nothing and pushing through, sometimes out of desperation, to make it work," Jones said. "They've all had that experience in some way."

She continued: "One of the intentions is to really expand the idea of what it means to be an entrepreneur. As a woman, it might be starting a charity or writing a book. Women by nature are more mission-oriented than bottom line-oriented. That's what keeps them in the game when things get tough."

In the LTD Expo Resource Lounge sponsored by HP, attendees will have access to a variety of business resources, including Wells Fargo Bank, IKEA, Cigna Health, the Small Business Administration of Los Angeles and their partners such as SCORE and Women's Business Centers within Los Angeles. They'll also have the opportunity to meet members from several organizations for women in business.

Attendees will have the opportunity to shop and connect in the Crave LA-sponsored LTD Marketplace, featuring more than 20 women-owned lifestyle businesses. There will also be author signings and books by women entrepreneurs in the conference bookstore sponsored by Vroman's.

"I've designed the Expo to inspire and to make the process of entrepreneurship accessible and achievable," Jones said. "LTD attendees will leave the day with the tools, connections and actionable information they need to help make their dreams a reality."



In the spirit of giving



Pasadena Mayor Bill Bogaard (far right), California State Assemblymember Anthony Portantino (fourth from right), and Pasadena Tournament of Roses Foundation Board Member Nancy Neal Davis (center) join the local Wells Fargo leadership team and Lightning, the commemorative pony, at the Wells Fargo Greater San Gabriel Community Support Breakfast, held at the Tournament House.

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As your bankers and local Wells Fargo store managers, we're passionate about making a difference in the San Gabriel Valley. That's why so many of us volunteer in the community and serve on nonprofit boards.

Wells Fargo recently hosted its annual Greater San Gabriel Community Support Breakfast, empowering each local store manager to give \$1,000 to the school or nonprofit of his or her choice. Congratulations to the 34 deserving organizations who received this grant — we thank you for helping to support our local communities.

"In today's challenging economy, we remain even more focused on providing resources to nonprofits to help ensure jobs remain intact, services are being provided, educational opportunities are present, and our local communities continue to thrive," said David DiCristofaro, Pasadena resident and Wells Fargo's Greater San Gabriel Community Bank regional president.

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