

# Build your Business



**Keynote by Jan Perry,**  
General Manager Economic &  
Workforce Development Dept.  
City of Los Angeles



## Workshops include:

- Understanding the most common employment pitfalls and how to avoid them
- Insurance as a critical financial asset: *Using insurance for business protection*
- Designing your business for scale: *How to manage your business to support growth and profitability*
- Marketing your brand & connecting to your customer
- Panel Q & A featuring WPO multi-million dollar women business owners
- One on one opportunities with presenters and WPO members

**Where:** Gensler - Downtown Los Angeles  
500 South Figueroa Street LA, CA 90071

**When:** Tuesday May 1, 2018 - 9:00AM - 3:30PM  
*Continental Breakfast/Box lunch included*

*Limited Spaces Available*

**TO REGISTER, GO TO: <https://goo.gl/nu21wi>**

*Presented by The FWPO: a charitable organization that was created to support the educational initiatives and interests of the Women President's Organization (WPO), the ultimate affiliation for successful women*

*...and the following sponsors*