

**8:30**  
AM

**BREAKFAST | REGISTRATION**

**9:15**  
AM

**WELCOME**

**9:30**  
AM

**KEYNOTE**

**MELISSA BEN-ISHAY**  
CEO & Co-Founder of Baked by Melissa

**10:35**  
AM

PANEL

Dealing With Hard Times in Business

**WORKSHOP #1**

Sell Without Fear: Create a Foundation for Sales Success

ROUNDTABLES

AI / E-Commerce & Email Marketing / Real Estate / Israel Advocacy

VIP

VIP Power Hour with MELISSA BEN-ISHAY • Sponsored by Roth&Co

**11:35**  
AM

PANEL

Knowing the Trends of Business Growth

**WORKSHOP #1**

From Burnout to Breakthrough: The High Achiever's Blueprint for Sustainable Success

ROUNDTABLES

Investing & Financial Planning / Retail / Healthcare

**1:00**  
PM

**LUNCH | NETWORKING**

The Power of a Jewish Woman  
with **LORI PALATNIK**  
Founding Director of Momentum

**1:45**  
PM

PANEL

Hiring: What to Use AI for, What to Hire Remotely, What do You Need In-Person?

**WORKSHOP #1**

Operationalizing Your Business

ROUNDTABLES

Social Media & Marketing / Nonprofits / Succession Planning

**3:00**  
PM

PANEL

Scaling: Is All Growth Good Growth, What is a Responsible Loss, When to Take on Debt?

**WORKSHOP #1**

Power to Pitch

**WORKSHOP #2**

How to Price With Confidence & Stop Leaving Money on the Table

ROUNDTABLES

Manufacturing / Women in Finance / Private Practice & Therapy / Design

**4:00**  
PM

**BREAK**

**4:10**  
PM

PANEL

Delegation & Boundaries

**WORKSHOP #1**

Strategies to Accelerate Revenue Growth

**WORKSHOP #2**

How to Build a Winning Investor Deck

ROUNDTABLES

Ladies of LinkedIn / Beauty / Scaling / Product Launch

**5:15**  
PM

**CLOSING REMARKS**

How Women Give Back to Israel  
with **BRACHA HALPERIN**

**6:00**  
PM

**MEMBERS DINNER**

with **RIVKA MALKA PERLMAN**