

Past Speaking Engagements

<u>Topic</u>	<u>Role</u>	<u>Event</u>	<u>Organizer</u>
U.S. Recovery Act, Stimulus Dollars in San Diego	Moderator	Paths To Partnerships Regional Forum	San Diego County Water Authority
North American Free Trade Agreement (Mexican and Canadian Consular participating)	Moderator	Monthly Dinner	Organization of Women in International Trade
Small Business Resources	Panelist	Latina Success Conference	San Diego County Hispanic Chamber of Commerce
Small Business Resources	Panelist	Small Business Conference	Latina Style Magazine
Leadership	Panelist	101 Powerful Women in San Diego	Private Event
Women in Business	Speaker	U.S. State Department International Visitors Program	Citizen Diplomacy Council
Getting your Business on the FastTrac®	Speaker	Monthly Luncheon	Rancho San Diego - Jamul Chamber of Commerce
Doing Business in Cuba	Speaker	Monthly Dinner	Organization of Women in International Trade
Import/Export	Speaker	Class	Fashion Institute, San Diego
U.S. Cuba – Trade	Speaker	Forum	Marshall School of Business, USC
U.S. Cuba – Trade	Speaker	Class	UCSD Graduate School of International Relations & Pacific Studies
Balance	Speaker	Empowering & Emerging Women	Private Event
Various	Various	Seminars, Workshops, Keynote	Women's Business Center of California

The 4 P's of Entrepreneurial Success :

***Passion – Planning – Preparation – Perseverance*©**

So, you've heard it before: "*All you have to do to succeed in business is follow your passion,*" right?

WRONG!

I've seen a lot of people "*follow their passion,*" follow it right into the poor house that is. You also need equal parts of planning, preparation, and perseverance.

Entrepreneurs are enthusiastic, excited, and have big dreams and big goals. They always have passion, and they tend to be very perseverant. That excitement, however, often causes entrepreneurs to overlook the importance of proper planning and preparation.

Passion: So do you need passion? Absolutely! Is it enough? Absolutely not!

Planning: Entrepreneurs are doers, and are often times ready to execute their idea before developing a plan on if and how to execute. There is a difference, however, between an idea for a business, and a true business concept.

Preparation: An entrepreneur is an optimist, and since they really believe they have a winning idea, they assume they are going to make money, and make it quickly. So the very thing that makes an entrepreneur entrepreneurial also makes them see no reason to really prepare. However, it's no secret that most new businesses fail within the first year of operation. Not only did many of them not plan, they also did not prepare.

Perseverance: Even with a ton of passion, the best laid plans, and taking the time to fully prepare, starting your own business and making it through that first year is still an uphill battle. The ability to persevere, overcome obstacles, and maintain that passion through the tough times is crucial to long-term success.

So remember ALL four P's of Entrepreneurial Success before embarking upon your next venture.

FOR IMMEDIATE RELEASE

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CONTACT:

EMAIL:

WEB:

Thought you weren't the "safari type?" Think again.

████████████████████ (June 18, 2010) – Nothing gets the adrenaline pumping like the anticipation of the unknown and the thrill of the wild; until excitement turns to anxiety, when the idea of taking on nature in its rawest form on an African Safari conjures up thoughts of facing dangerous animals, braving mosquitoes, and forgoing the basic comforts of home. Many would-be adventurers settle for a day trip to the zoo and a traditional vacation to a resort. But an African safari doesn't have to mean sacrifice.

████████████████████ has transformed the meaning of an African safari, offering comfort, safety, and personalized attention from professionals with over 34 years of experience in Africa.

████████████████████ is not simply a booking agent, but rather a hands-on tour operator that takes the fear out of journeying through Africa. Tour guides are members of the Association of Professional Safari Guides and are trained in first aid, vehicle maintenance, culture, wildlife, foreign languages and conservation, just to name a few. Guides are carefully matched with tours based on special interests, areas of specific knowledge, and personality and function as game trackers, problem solvers and personal drivers. █████████████████████ has been named a top African tour company by the world's most prestigious travel publications.

Whether its an Indiana Jones style adventure, or a more traditional vacation, █████████████████████ has a program to fit every taste and budget with a range of themes unmatched by any other African tour operator including: tours in over 30 African countries; budget trips or luxurious excursions; wildlife, walking, and air safaris; cultural, historic, and religious tours; diverse accommodations such as such as campsites, lodges, bed and breakfasts, private homes, and ranches; and activities from hot air ballooning, whitewater rafting, canoeing, golfing, hiking, horse-camel-elephant safaris, weddings, honeymoons, and more. █████████████████████ service the young and old, able-bodied and disabled, the wild and the tame by working together to create the ultimate African safari experience. Tailor-make your trip today at www.xxxxxx.com

Why Women are the Entrepreneurs of the 21st Century ... ©

After years of unequal pay for equal work, women are taking matters into their own hands, and demanding equal pay for equal work by opening their own businesses.

The end of the twentieth century saw a surge in women business ownership. U.S. Census statistics and the U.S. Small Business Administration's Office of Women Business Ownership show that women have opened small businesses at a greater rate than men for approximately the past two decades.

Women are typically the caregivers for family members, not only in the case of children, but the responsibility more commonly falls on women to take care of elderly and sick relatives as well. As such, women have less work history on average than male counterparts, a primary factor contributing to unequal pay despite education, skills, and acquired knowledge.

Of course, in some cases, outdated stereotypes and male dominance in the business world also contribute to women facing a ceiling in terms of career opportunities, advancement, and pay increases, and many employers worry that their investment will be lost due to future pregnancies.

While we can't change the mindset for those who have not yet evolved, implemented programs such as flex time for women (and men for childcare purposes), women can be empowered by realizing that opportunity exists through small business ownership.

File Edit View Insert Format Tools Actions Help
Reply Reply to All Forward
From: Michelle Suzanne Butler Consulting [msb@msb123.biz] Sent: Thu 10/14/2010 9:12 AM
To: Michelle S. Butler
Subject: Paths to Partnerships Registration Update

E-Newsletter October 14, 2010

Michelle Suzanne Butler

Speaking · Writing · Consulting · Marketing
Inspiration · Information · Motivation · Education

12th Annual Paths to Partnerships Regional Forum

Thursday, October 21, 2010 - 8:30 a.m. to 4:30 p.m.

Registration closes Thursday, October 14, 12 noon - attendee tickets will be sold at the door - for the limited number of exhibitor opportunities remaining, please use the contact information below to inquire.



**San Diego County
Water Authority**

SCOOP Program:

[Small Contractor Outreach
and Opportunities Program](#)

San Diego
Convention Center

Who should attend Paths to Partnerships and why?

Any small business that has ever considered the potential of doing business with public agencies, local and state government, and prime contractors, and all small businesses actively pursuing new contracts.

- This event is a **must-attend** for small businesses in the construction and construction-related industries
- Other industries commonly sought after for contracting opportunities include professional and consulting services, and everything from printing to video production, janitorial services to promotional products, and more ...

Top 5 List of reasons why this is one of my favorite small business events of the year:

1. Average annual attendance of 800 - fantastic networking
2. About 100 exhibitors with top staff manning the booths
3. All day event allowing you as much time as you need to take advantage of all the event has to offer
4. Comprehensive small business workshops with tangible information
5. Quality luncheon program, motivating speakers, great food, networking cocktail reception



Women's Business Center of California

Supporting the Successful Growth of Entrepreneurs

[View Online Calendar](#)

THE ENTREPRENEUR'S ROUNDTABLE

OTHER SEPTEMBER EVENTS

[Mixer Grande](#)

[Informational Seminar:
"Market Research Made Easy"](#)

[Interactive Workshop:
"Marketing Your Message"](#)

[Mini Mix](#)

SPEAK UP!

*2 Surveys, 8 Easy Questions that
will take you 2 minutes or less:*

[Click here for programs survey](#)

[Click here for expo survey](#)

Roundtable Discussion: "Challenges of Entrepreneurialism"

Tuesday, September 01, 2009, 6:00 p.m. - 8:00 p.m.

Maximum Participants: **10**

Location: **WBCC Office**; Price: **\$15**

Have you ever tried to share your concerns, frustrations, & even excitement with others who just do not understand why you would want to be an entrepreneur?

This is peer mentoring & support for entrepreneurs. Share current challenges, past successes/failures & solutions for overcoming obstacles; create new relationships & develop a support system.

Nobody understands the entrepreneurial mindset, except another entrepreneur. Yet many entrepreneurs turn to family & friends (that may not share this passion) for advice & support. If you've ever experienced this, then this event is for you.

This is about sharing experiences, good & bad, & creating a supportive environment for which to discuss both the challenges and ways to overcome common obstacles.

Sample Media

[The New York Times - More Women Are Enjoying Being Their Own Bosses - April 13 2006 \(PDF\)](#) **Michelle S. Butler**, program director of the **Women's Business Center of California** in San Diego, said: "Women are going out and taking matters into their own hands. That's why they've become ...

[Women's Business Center of California Launches New, Independent Effort](#)

San Diego, Calif., February 27, 2007– **The Women's Business Center of California** (WBCC) launches today as a new, independent non-profit organization ...

[SBA Partners With WBCC to Promote Small Business, San Diego Business Journal - February 18, 2008](#) Ruben Garcia, San Diego district director for the U.S. Small Business Administration, said he has signed a partnership memorandum the **Women's Business Center of California** board of directors ...

[San Diego Metropolitan Magazine -Daily Business Report - August 28 2006](#)

Diane Powers of Bazaar Del Mundo will receive the San Diego Business Woman of Achievement Award during the **Women's Business Center of California's** Expo...

[San Diego Source - The Daily Transcript - Women-owned businesses honored at expo - August 29 2006 \(PDF\)](#) Women-owned businesses and supporters gathered Tuesday for the **Women's Business Center of California's** annual awards and expo. The event also recognized that one out of every 18 women in the United States....

[Why Women are the NEW Entrepreneurs ..., Michelle Butler | Women's ...](#) Why Women are the NEW Entrepreneurs ..., *Michelle Butler* Jobing blog from **Michelle Butler at Women's Business Center of California**, posted on Friday, ...

[Michelle Butler | East County Magazine](#) Oct 6, 2009 ... **Michelle S. Butler**, president and CEO of the **Women's Business Center of California**, will teach you how to utilize the same tools Fortune 500 ...

[S.D. port official not asked to resign | The San Diego Union-Tribune](#) **Michelle Butler**, chief executive officer of the **Navarretta Group**, ... The Navarretta Group specializes in helping U.S. companies establish trade with Cuba , ...

[Despite federal chill, states keen to trade with Cuba](#) At least 10 states will be represented at this week's trade fair, **Michelle Butler**, CEO of the **Navarretta Group**, a San Diego firm that analyzes the Cuban ...

[USA Engage - Restore "cash in advance" payments to Cuba](#)

Navarretta Group – California, North Dakota Agriculture Commissioner, Rog Roger Johnson North Dakota Farm Bureau, North East Food Distribution Co. Massachusetts

[House panel votes to defund enforcement of OFAC ruling. - Free ...](#) **Navarretta Group** (CA) North Dakota Farm Bureau North East Food Distribution Co. ... Sunlight Foods Inc. (FL) The Rice Company (CA) The Scheye Group Ltd. (IL ...

[Page 10 TOP TEN REASONS FOR CHANGING US POLICY TOWARD CUBA In ...](#) **Navarretta Group** – California. North Dakota Agriculture Commissioner, Roger. Johnson ... Sunlight Foods, Inc. - Florida. The Rice Company - California ...

[Orfila Vineyard's wines are now available in Cuba](#) **Navarretta Group** opens Cuban market for San Diego based Orfila Wines

[Contest](#) The committee includes: Bill Holman, Vice President, *San Diego* Regional Chamber of Commerce; *Michelle Butler*, President/CEO, Women's Business Center of ...

[granma.cu - FIHAV 2005 demostró desarrollo comercial de la Isla](#) Antes del cierre de FIHAV, Cuba firmó un acuerdo para la compra de alimentos por 20 ... En igual sentido se manifestó **Michelle Butler**, de la californiana

The Federal Stimulus Package in San Diego

Room 202A

Session: 2:00 p.m. - 3:16 p.m.

This workshop is designed for businesses that have an interest in learning about the more than \$700 billion federal American Recovery & Reinvestment Act (ARRA), intended to jump start the economy and create jobs. Also known in business circles as the Federal Stimulus Package, ARRA opportunities includes many benefits to small businesses not commonly known. Panelists will discuss how the funding has been disbursed in the San Diego region, perceptions of what ARRA is and is not, and where to obtain credible information on business opportunities and assistance programs.

Moderator:



MICHELLE S. BUTLER, Founder, President/CEO, Women's Business Center of California. Michelle is an entrepreneur at heart inspired by transforming challenges into opportunities. She holds a Master's of International Relations from the Graduate School of International Relations and Pacific Studies at the University of California San Diego. She also graduated magna cum laude and Phi Beta Kappa with a B.A. in Communication and Spanish from the University of Massachusetts, Amherst.



ANGEL CARRERA is the Department of General Services (State of California) Business Development Program Manager having been appointed by the Governor on November 28, 2007. As the Business Development Program Manager, he is the Department's key advisor and small business liaison to underrepresented, emerging and other small business communities regarding certification, reciprocity programs, contracting opportunities and infrastructure bonds (AB 751). Before his current position, Angel was the Disadvantaged Business Enterprise Manager at the Department of Transportation. He served as the statewide manager of a multi-organizational Civil Rights Program consisting of Disadvantaged Business Enterprise Program, Small Business Unit, Disabled Veteran Business Enterprise Program, Contract Evaluation Unit and Supportive Services Unit. Prior to that, he served as the Contract and Procurement Services Section Manager for the California State Lottery. Angel received his Bachelor of Arts in Political Science from California State University, Northridge and completed the Masters Program in Public Administration at California State University, Los Angeles. Angel enjoys spending time with his wife and watching his boys play sports. He also likes to hunt and read.



RICHARD CHAVEZ is a Principal Transportation Engineer with the San Diego Association of Governments (SANDAG). His current responsibilities include overseeing the development of major highway and transit congestion relief projects funded by the region's \$14 billion TransNet half-cent sales tax program. The projects include high-occupancy vehicle (HOV) lanes, managed lanes, general purpose lanes, light-rail (LRT), and bus rapid transit (BRT) improvements to the region's major transportation corridors. He oversees \$200 million of consultant contracts and facilitates work efforts between SANDAG and the California Department of Transportation (Caltrans). He has developed a number of project control measures including a Cost Management System, Electronic Schedules Update system, and the TransNet Dashboard.



CHUCK FLACK & Chuck Flack, Director of Research and Policy, began work at the San Diego Workforce Partnership on June 4, 2007. He oversees the work of a team of eight who specialize in bringing labor market information and workforce development policy to employers, job seekers, community organizations, career counselors and decision makers. In addition he oversees performance measurement of the Workforce Partnership programs. He also supervises the management of the San Diego Funders Collaborative, a philanthropic approach



Guest Expert, San Diego's
SBA District Director Ruben
Garcia & WBCC's Michelle
Butler with Business Tips



Organization of Women in International Trade



National Association of Women Business Owners



African American Business Women of Vision



Small Business Expo and Luncheon 2006



Small Business Expo and Mixer 2009



U.S. Small Business Administration



Michelle Recognized by Metropolitan Magazine



Michelle Hosts 2007 Business Expo and Luncheon



Michelle Presents Awards at 2006 Business Expo