



**Keynote Robin Suomi**  
 Startup to Growth  
 StartupToGrowth.com  
 Robin@startuptogrowth.com

Robin Suomi, Founder, Startup to Growth, believes success is rarely accidental. Helping her small business clients move from concept through sustainable sales growth, unleashing their vitality, innovation and creativity as they launch or grow their successful companies according to their vision, is her passion. She blends her coaching skills and technical business training to help clients discover their keys to success and create their action plan, with logical, concrete steps and delivery dates. Results require action! GOMO!

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**Wendy Caverly**  
 Caerusnet Connections  
 WendyCaverly.com  
 wendy@caerusnetconnections.com

Wendy is the Chief Referral Officer and Owner of the highly awarded Caerusnet Connections Professionally Facilitated Referral Teams. As a Professional Connector, She's excited to teach others how to create relationships where win/win scenarios are the expected results. She loves 'feathering her nest' by gardening and home improvements. Schedule a Meeting: <https://calendly.com/teamwendy/strategy-session-for-team-wendy-members>

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**Karyl Eckerle**  
 The Image Impact Group LLC  
 TheImageImpactGroup.com  
 karyl@theimageimpactgroup.com

Karyl's love for sharing positive insights about first impressions, professional image, and personal branding has led her to become a sought-after corporate speaker and consultant. She is a pro at stoking a fire within her audiences and private clients. An "advocate for confidence", Karyl guides individuals through an exploration of what makes them unique while empowering, educating, and encouraging them through her Image Impact Branding programs: a powerhouse combination of professional image and personal brand.

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**Alana Nicol**  
 Gerry Weinberg & Associates  
 Sandler Training  
 GerryWeinberg.Sandler.com  
 Anicol@sandler.com

Alana helps clients increase productivity and profit by developing high performance behaviors, winning attitudes and superior sales and management techniques. Alana is a dynamic speaker and trainer who is never satisfied with status quo for herself or her clients. Alana and Gerry Weinberg & Associates specialize in helping companies recruit top sales talent, develop sales processes, align sales strategies, and build highly effective sales teams. A diehard sports enthusiast, Alana enjoys fitness and spending time with friends and family.

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# Segment 1 - Foundations



Kim Boudreau Smith  
Her Bold Voice Speaks  
KimbSmith.com  
kim@kimboudreausmith.com

Kim provides support and encouragement, coupled with strategy and tools, to help other women develop their own bold voice and show up in the world all through their voice.

Not only a former radio station owner and host of a weekly show to a global audience, Kim is a frequent guest on radio and podcasts all over the world. Kim has compiled and co-authored several books that have made their mark in the Amazon Best-seller arena. Kim is real, raw and undoubtedly honest about the challenges of stepping into your bold voice.

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Janelle Reichman  
Ellanyze  
Ellanyze.com  
janelle@ellanyze.com

Janelle Reichman is the founder and owner of Ellanyze, a boutique Web Design and Branding studio based in Ann Arbor, MI where Janelle creates unique and aligning brands and websites for heart-centered entrepreneurs in SE Michigan and beyond. She has been a guest on Michigan Entrepreneur TV and was featured in a cover story for Ann Arbor's own The Brick Magazine. Learn more about Janelle and Ellanyze at [ellanyze.com](http://ellanyze.com).

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Heather Laginess Moll  
Laginess Insurance  
Laginess.com  
heather@laginess.com

Heather Laginess has 18 years of experience in the insurance industry. Heather is a licensed Property & Casualty and Life Insurance Agent, and has also earned the designation of Certified Insurance Counselor (CIC). She enjoys working with both new and experienced business owners, and designing an insurance protection plan that is tailored to their specific business and personal insurance needs. Heather strongly believes in continuing education, and excellence in client service.

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Heather Doering  
ACE Strategies  
KickAceStrategies.com  
heather@kickacestratgies.com

Heather is people passionate and chooses to embrace each day as a new adventure.. In addition to being a self-proclaimed LinkedIn guru, she is a coach and NeuroZone® certified. Heather is an active member of the Plymouth Chamber of Commerce, chairs the FemPreneur Summit, and loves living in metro Detroit. She owns IN3 Network, which provides education and support to women entrepreneurs and is a mom of 2 amazing young men and an awesome but sometimes pesky dog.

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## Segment 2- Plan!



Princess Castleberry  
Castle Risk Management  
Consulting  
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princess@castleriskhr.com

Princess Castleberry (formerly Galloway) launched Castle Risk Management Consulting in 2019 to design Enterprise Risk Management programs, provide insurance program support, and customize risk training for organizations seeking to supplement their risk management expertise. She built her leadership career over 18 years as a global risk manager and instructional designer for Fortune 500 firms and as a non-profit HR executive. She is also a Pro Makeup Artist and owner of Cibeles Beauty which allows Princess to live out her passions for strategic business consulting, instructional design, and creative artistry while being a wife and mother and serving in her community.

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Nicol Pasuit  
TechStak  
TechStak.com  
npasuit@techstak.com

Nicol Pasuit, the founder, and CEO of TechStak and TechStak Marketing, is a 'corporate intrapreneur' turned entrepreneur. Her company matches small businesses to IT and cybersecurity firms. As a self-taught techie and digital marketer, she doesn't mind being called a "total geek". She loves spending time outdoors – especially trail riding up north with her two boys and husband.

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Lesli Matukaitis  
Focus CFO &  
Funk Financial  
Funk-Financial.com  
l.matukaitis@focuscfo.com

Lesli Matukaitis is an experienced entrepreneur with a demonstrated history of working in the commercial banking industry for the last 20 years. Over two years ago, she decided to start Funk Financial & Consulting and joined FocusCFO, helping businesses realize their dreams by connecting them to the capital they need and fractional CFO services. This has allowed her to make her life more 'balanced' for her. She has 2 sons and a husband at home in Livonia, MI.

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Debbie Broyles  
Michigan Schools &  
Government Credit Union  
dbroyles@msgcu.org

Debbie has 20 years of experience in the financial services industry, and holds a Bachelor's degree from Madonna University. Debbie is very excited about working in the Farmington Hills community, particularly with the schools, local businesses, and city officials.

"Here at MSGCU, we are dedicated to promoting financial success for our members. We focus on building relationships with our members and the communities we serve. I am proud to be part of that."

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## Segment 4 - Execute!



Latonya Garth  
Latonya Garth Motivational  
Speaker  
LatonyaGarth.com  
Imaginementoring@gmail.com

Latonya received her bachelor's degree in Communication and master's degree in Higher Education from MSU. She is a true advocate at all levels of education, serves as a motivational speaker, consultant, facilitator and business owner managing multiple entities in education, PR and mentoring to fulfill her entrepreneurial endeavors. She is the Founder and Director of a non-profit organization; The Imagine Mentoring Program. She is the author of Keep Going – The dream is enough.

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Diane Young  
Athena Financial Group  
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diane@theathenagrouponline.com

Diane began her financial planning career in the New York Metropolitan area in 1989. There she headed up a broker/dealer and insurance agency in addition running a successful financial planning practice. She has taught certified financial planning (CFP) credentialing courses at NYU, as well as educational workshops for many companies and organizations. She has also appeared on television, radio, and has written for several publications and regularly speaks to national and local organizations. Her Company offers Financial Planning and Advisory Services offered through Athena Advisory Services, inc, a registered investment adviser. Insurance offered through The Athena Financial Group

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Kyle Sasena  
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Kyle Anne Sasena is a First Vice President for Chemical Bank and is responsible for commercial banking and lending. She has and currently serves on several boards, is an advocate for Building Bridges, and is an active member of the Detroit Athletic Club. She's been honored with several awards including Crain's 40 Under 40 Award for launching a new export lending program that earned recognition from the Small Business Association.

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