



Workshop and Networking Event
Women in Technology (WIT) Women Business Owner (WBO)
Special Interest Group (SIG)

Rejuvenating Your Books:
Financial Reporting and Accounting Tips for the Business Owner

Date: Thursday, February 9, 2017

Time: 5:30 - 8:00 p.m.

Join us for our rejuvenating your books and networking event. During this interactive and dynamic educational workshop, relevant to business owners at ALL stages of growth, you will be guided through the “nuts and bolts” of financial reporting and accounting tips for business owners. This educational session is the first in our “Tools in Your Toolbox” series designed to provide continuing education and resources to business owners. The session will focus on introducing attendees to critical aspects of financial reporting and maintaining and updating business accounting systems. Each attendee will leave the session with a new or revised plan for managing their financials and accounting needs. Ms. Cherlyn Gunnell, CPA, Manager, CohnReznick, will lead the presentation and working session. Ms. Robin McDougal and Dr. Arti Patel Varanasi, President & CEO, Advancing Synergy, LLC, will lead the Participant Sharing and Learning portion of the program.

The session includes a light meal, networking, featured presentation, and working session. The session is designed to be interactive and educational with take-away action items for next steps. This session will follow the agenda outline below:

- 5:30-5:50pm Registration & Networking
- 5:50-6:00pm Welcome & Introductions
- 6:00-6:20pm Participant Sharing & Learning
- 6:20-7:45pm Planning/Working Session/Q & A
- 7:45-8:00pm Networking

Please visit www.womenintechnology.org to register (look for the upcoming events section). Registration cost:

- WIT Member: \$25
- Non-Member: \$35
- At the door: \$45



Your Session Guide
Cherlyn Gunnell, CPA
Manager, Cohn Reznick
Steering Committee, Women Business Owners SIG



Cherlyn is a Manager in CohnReznick's GovCon group and has over 20 years of GovCon experience. She has significant experience with Costpoint and has mastered project setup for Fixed Price, Cost Plus, and T&M Contract types. Cherlyn has extensive experience troubleshooting Costpoint project issues related to revenue recognition, billing, and reporting. She has developed several Costpoint project setup tools to increase project computing and reporting accuracy, and has developed a step by step troubleshooting process to resolve revenue computation errors as well as resolve billing and reporting issues. Cherlyn.Gunnell@CohnReznick.com 703.286.1715

Your Sharing and Learning Guides
Ms. Robin McDougal, CEO, e-GLAM, Inc.
Vice Chair, Women Business Owners SIG



Robin McDougal is the 2014-15 Vice Chair of Women Business Owner SIG and CEO of a technology accessories company, e-GLAM, Inc. After starting a business with pocket change and a dream, she has learned first-hand that there is a difference between running a small business and steering a thriving enterprise. Robin's business acumen has been honed over the years as a marketing executive for an international airline (TWA), Marriott Corporation, and high-end executive furniture manufactures. She was charged with developing and marketing new products for targeted audiences. She has specialized in data analysis, market intelligence, and impact strategy to bring products to market. Robin received her B.S degree in Education from Springfield College in Massachusetts, and attended George Mason University where she received a M.Ed. in Curriculum Design. In addition, she continued to study at George Mason University in the Executive MBA program in Global Business.

When she is not growing her business, she indulges her passion for philanthropy. A few years ago, she founded a not-for-profit, The Pearl Project Institute for Innovation in STEM Literacy. The Pearl Project Institute is a STEM advocacy organization designed to remove barriers to STEM literacy for youth, especially girls. As an entrepreneur, educator, and STEM Advocate, she combines her business acumen, education certifications in curriculum design, experience in product design to increase STEM Literacy in the neediest communities. Initial funding for the Pearl Project has been provided by the National Girls Collaborative, the e-GLAM Corporation, Educators 2.0, Inc., Magic Johnson Foundation, ImmediaMobile, Suburban Entertainment, Inc. and the Women In Technology Education Foundation. Curricular support is provided by National Geographic's JASON Project.



**Dr. Arti Patel Varanasi, President & CEO, Advancing Synergy, LLC
Chair, Women Business Owners SIG**



As President and CEO of Advancing Synergy, LLC, Dr. Arti Patel Varanasi is passionate about developing innovations that empower all individuals to lead healthier and longer lives. She has over 25 years combined experience in cancer research, advocacy, capacity building, health care, public health and project management. Dr. Varanasi's ultimate goal is to work across sectors to "advance synergy" and develop tools and technologies that help to build sustainable health capacity in resource limited settings. She is empowered to take inventions and discoveries out of the laboratory and into the hands of the people. Advancing Synergy is creating solutions that mobilize technology and human capital to coordinate care across the cancer continuum from prevention through survivorship. Dr. Varanasi is determined to ensure that all individuals faced with a family history or diagnoses of cancer receive the right information at the right time to optimize treatment and improve overall health outcomes. In collaboration with the Prevention and Research Center at Mercy Medical Center in Baltimore, Advancing Synergy is providing low-income women going through breast cancer treatment in Maryland with needed information and support through a web-based application and virtual outreach program. This collaboration represents Advancing Synergy's commitment to working closely with research institutions, health care providers, the community and relevant stakeholders to develop solutions that are timely, evidence-based and effective.

Dr. Varanasi received her PhD from the University of North Carolina at Chapel Hill and MPH from the Johns Hopkins University. She is a graduate of the National Science Foundation funded ACTiVATE® program for women technology entrepreneurs. Dr. Varanasi has a long-standing track record of advocacy, mentoring and empowerment. She has been an advocate and role model for improving the training of scientists-in-training since graduate school. Her wide and varied experience includes founding three different advocacy organizations that have grown into sustainable entities.



Venue and Directions

The event will be held at CohnReznick's Tysons office located at [8000 Towers Crescent Drive, Suite 1000, Tysons, VA 22182](#). See below for directions and parking information.

DIRECTIONS

Metro

The Tysons Corner Station is located on the SILVER Line. The station is about a 10-minute walk via Tysons Corner Center to/from the office.

Driving

From I-495, the Capital Beltway, head west on Route 7/Leesburg Pike. Turn right onto Towers Crescent Drive. Stay in the left lane and make the next left turn in front of 8000 Towers Crescent Drive. Pass the building and make the very next right turn (just a few feet). You will be directly in front of the entrance to the garage. Take a ticket, which will be validated at the event.

PARKING

You may park in the Towers Crescent Parking Garage (see directions above) and CohnReznick will validate your parking. There is also free first-come; first-serve 2 hour parking located directly along the back of the building. Please note that the time limit is enforced.



Sponsors

Programs are made possible through the generosity of professional women who donate their time, energy and passion and corporate sponsorships, such as CohnReznick.

Thanks to our Program Host & Venue Sponsor:



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e-GLAM, Inc. is a mobile technology accessories company which designs and manufactures luxury computing carry cases for the world's tech savvy professional pursuing their interests and passions for living life well. For more than 10 years, e-GLAM has provided premier customer service and the highest quality products to wholesale and retail customers. www.e-glam.com



Advancing Synergy is a health technology and services company passionate about empowering individuals and impacting communities to achieve optimal health outcomes through innovative solutions. www.advancingsynergy.com



About The Women Business Owners

The Women Business Owners Special Interest Group (WBO SIG) offers owners of technology-related companies (*see list below) a confidential environment for networking, learning, and discussing business trends, ideas and solutions, specifically related to growing their businesses. Our programs are designed to appeal to WBO's whose businesses are at different stages of development (thinking about it, launched it, flying high, reinventing it).

** Examples of technology-related companies include but are not limited to the following: information technology, peripherals, software, hardware, trainers, programmers, consultants, talent acquisition services, authors, engineers, intellectual property attorneys and experts, project managers, health technology, devices, diagnostics, manufacturing, Six Sigma, business advisors, recruiting, counseling and coaching.*

About Women In Technology

Women in Technology (WIT) is a not-for-profit organization with the mission of advancing women in technology - from the classroom to the boardroom - by providing advocacy, leadership development, networking, mentoring and technology education. With nearly 1000 members in the Washington, D.C.-area, WIT strives to meet its vision of being the premier organization empowering women to be architects of change in the technology industry.

Our Mission: Advance women in technology from the classroom to the boardroom by providing advocacy, leadership development, networking, mentoring and technology education. Women in Technology (WIT) is the premier organization empowering women to be architects of change in the technology industry.

Program Contacts

To host or underwrite a WBO Program, please contact:

Chair:

Arti Patel Varanasi
avaranasi@advancingsynergy.com

Vice Chair:

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