



April 19 - 21, 2010
 Kentucky International Convention Center
 Hyatt Regency
 Louisville, Kentucky

Essentially Women[®] - Group Purchasing Organization

Essentially Women[®], the premier Group Purchasing Organization for women's healthcare products, is proud to announce the 10th annual Educational Conference and Tradeshow which will be held in Louisville, Kentucky on Monday, April 19th through Wednesday, April 21st. Earn CPE, Continuing Education Credits, through ABC O&P and BOC.

Exhibitor Class Registration Form

✳ One Form **PER** Registrant

Attendee Name:		
Company Name:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
Email:		
Emergency Contact Name:		
Emergency Contact Phone:		
Special Menu Request: <input type="checkbox"/> None <input type="checkbox"/> Vegetarian <input type="checkbox"/> Kosher <input type="checkbox"/> Food Allergies		
Do you require a certificate for Continuing Education Credits?		
<input type="checkbox"/> ABCOP <input type="checkbox"/> BOC <input type="checkbox"/> Both <input type="checkbox"/> No Thanks		

- ◆ Registration is **NOT complete** until we receive payment and a completed Registration Form.

Any questions, concerns or to pay using credit card, please contact: 800-988-4484

Email: melissa@essentiallywomen.com

Website: www.essentiallywomen.com



Exhibitor Class Registration:

+ \$265 **Full Conference \$280 - \$15 exhibitor discount
(Mon/Tues/Wed)**

+ \$125 **Monday**

+ \$75 **Tuesday**

+ \$75 **Wednesday**

_____ **Total**

You will be issued two (2) nametags.
One for the Tradeshow and one for classes.

To complete your registration, please include a check made payable to Essentially Women and enclose these completed registration forms (*all 6 pages*) and mail to:

**Essentially Women
P.O. Box 71
Oxford, MI 48371**

To pay using a credit card:

Fax this registration to 888-988-4426

Include your email address to send the PayPal request for Credit Card Payment:

Email: _____

Questions? Call: 800-988-4484 Email: melissa@essentiallywomen.com

Website: www.essentiallywomen.com

Monday Class Selections

Monday, 8:00 am – 9:30 am

Scott Burton

Attending this class Not attending a class in this time slot

Looking for Laughter in All the Wrong Places – Sponsored by Trulife

With disarming, laugh-out-loud comedy, uplifting stories and incredible juggling, Scott Burton tells the story of his cancer battle and radical leg surgery. It is a story all can relate to because we are all survivors. We have all faced adversity. Scott's empowering take gives audiences the inspiration to move beyond personal struggle, to laugh, to express and to, "get up and start juggling again." www.sburton.com

Pending - MCE Credits - ABCO&P 1.5 Hrs. BUS, CPE Credits - BOC 1.5 Hrs. CAT 2

Monday, 9:45 am – 10:45 am Not attending a class in this time slot

Lindy Snider **Attending**

Social Networking for Dummies: Driving Retail Sales in the Digital World

Lindy Snider, CEO of Lindi Skin, will lead a panel of social networking, public relations and sales/marketing executives on the topic of implementing a social media campaign that will build brand awareness online while simultaneously driving sales to retail stores. This conversation-format discussion with industry experts will help dispel the myth that Web marketing is geared only towards online sales. Leveraging a comprehensive social networking campaign, Lindy and her team will reveal how search engine optimization (SEO), search marketing optimization (SMO), social networking, and blogging can create an efficient and effective way to build consumer awareness and stimulate sales in your store. www.lindiskin.com

*Pending – MCE Credits – ABCO&P 1.0Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Esther Apter **Attending**

Beyond Efficiencies - Workflow and Business Process Management

What is Workflow/BPM? Learn how lean processes and workflow create efficiencies and what electronic workflow can do for your business. See how easy it is to get started managing your business processes, optimizing your procedures and tracking those processes with powerful yet simple tools. www.medforcetech.com

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Monday 11:00am – 12:00 pm Not attending a class in this time slot

Sherry Lebed Davis **Attending**

Exercise for a Healthy Inner Body - brought to you by Juzo

The lymphatic system is an important component of the immune system and is a clearing house for toxins and bacteria. The lymphatic system is impacted by many disorders, including cancer, chronic disease and sedentary lifestyles, that leads to the swelling recognized as lymphedema. The Healthy-Steps/Lebed Method copy written Program is proven to reduce the occurrence and severity of lymphedema and increase range of motion, improve quality of life, both physically and emotionally, through gentle, easy, fun exercises to great music. The Healthy-Steps program aids the muscular system to move lymph fluid out of the affected area with the help of Juzo compression Garments. Learn how this wonderful program can bring in more customers to your store and draw in new and present clients to delight in this fun experience.

www.lebedmethod.com

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Barbara Goldstein **Attending**

Advertising in Today's Marketplace

- brought to you by Gemtress

How does a small retailer build their brand awareness in today's fast-paced, expensive, and rapidly changing world of advertising? Advertising is an investment. It's not "how much you spend" but rather "how you spend." Strategic planning, negotiations, added value, and promotions can make television and radio affordable and effective. Your website is just as important as your physical location. Is it helping or hurting you? The consumer is out there waiting and they want your products and services. Help them find you!

www.mediapoweradvertising.com

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Monday Class Selections Continued

Monday, 12:00 pm – 1:30 pm – Lunch Attending Not attending
Amoena Fashion Show

Monday, 1:30 pm – 2:30 pm Not attending a class in this time slot

Timothy L. Safley Attending

So You're Accredited, Now What?

During the aftermath of mandatory accreditation, Mr. Safley uncovers how to get the most out of your accreditation and make it work for you. This eye-opening presentation will show you that your accreditation can be much more than a CMS requirement:

- ◆ How to use accreditation to prepare for possible OIG and NSC inspections
- ◆ Effective monitoring tools that can be fun
- ◆ What accreditation can do for you
- ◆ How to improve the value of your accreditation
- ◆ How to make your accreditation cost effective

www.achc.org

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Lesley Pfitzenmayer Attending

Buying Behaviors of Women: How to Merchandize Your Store for Profitability

In addition to learning how to merchandize a retail display, we will touch on window decorations, the psychology of a shopper and additional product lines to consider for increasing cash sales.

www.amoena.com

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Monday, 2:45 pm – 3:45 pm Not attending a class in this time slot

Jay Williams Attending

Computer Technology: Friend or Foe

This session will look at how different aspects of computer hardware and software can help make businesses more efficient. It will also take a look at how CMS, HIPAA and DMEPOS Medicare requirements impact the use of computer hardware and software and can be a foe if you don't watch out.

www.qs1.com/hme

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Patrice Sobcznski Attending

Advanced Fittings for Lumpectomies, Reconstruction and Lymphedema

Fittings for after-breast surgery have changed over the years. This advanced fitter program is designed to offer ideas for fitting reconstruction, lumpectomies and women affected by Lymphedema.

www.americanbreastcare.com

*Pending – MCE Credits – ABCO&P 1.0 Hrs. SCI,
CPE Credits – BOC 1.0 Hrs. CAT 1*

Monday, 4:00 pm – 5:00 pm Not attending a class in this time slot

Wendy Miller Attending

Federal Trade Commission (FTC) Red Flag Rules

The FTC has broadened the definition of "creditor" to include businesses that regularly allow customers to defer payments for goods and services. All healthcare providers who provide goods or services where payment is collected after pick-up or delivery are now required to develop an Identity Theft Prevention Program. During this session we will discuss policies and procedures that may be implemented to help prevent identity theft.

www.bocinternational.org

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Andrea Barbera Attending

Turn Your Straw into Gold!

Increase revenues. Realize the profit potential that already lies within your organization. Through fresh ideas, you can inspire your staff and build your business from the inside out. Learn how to train your staff to encourage cross-selling and upgrading. Find out how to turn "dead stock" into inventory worth \$\$\$\$ by using the assets you already own. You can grow and prosper!

www.anita.net

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Monday Class Selections Continued

Monday, 5:15 pm – 6:30 pm

Best Practices Roundtable **Attending** Not attending a class in this time slot

What keeps you up at night? Who do you bounce ideas off of? Who do you share your fears with? Who listens to your concerns and can offer advice based on experience? Now is your opportunity to discuss topics that you care about. Join us to candidly discuss industry and individual issues at the EW Business Roundtable. Come prepared to share your concerns, but also to share your success stories. Roundtables are interactive and only successful if everybody participates. Topics:

- ◆ Sales and Selling Strategies
- ◆ Business Development and Contracting

Pending – MCE Credits – ABCO&P 1.25 Hrs. BUS, CPE Credits – BOC 1.25 Hrs. CAT 2

Monday, 7:30 pm-10:00 pm - EW Reception **Attending** Not attending

Tuesday Class Selections

Tuesday, 8:00 am –9:30 am

Heather Woody **Attending this class** Not attending a class in this time slot

Experience Your Greatness ~ Personally & Professionally - Sponsored by American Breast Care

We are all looking for ways to keep us at the top of our game, whether it be in our personal or professional life. Much of the time, we look outside of ourselves for the answers. What if these answers were inside ourselves and we could tap into these powerful insights consistently? Fortunately, this *IS* the case and it is time to put our best foot forward! In this highly motivating, enjoyable and insightful presentation, Ms. Woody will share the keys to Experiencing Your Greatness! www.heatherwoody.com

Pending – MCE Credits – ABCO&P 1.5 Hrs. BUS, CPE Credits – BOC 1.5 Hrs. CAT 2

Tuesday, 9:45 am – 10:45 am

Dr. Kenneth Miller **Attending this class** Not attending a class in this time slot

Trends in Breast Cancer Treatment: An Overview of Medical Therapy and Surgical Trends –

Sponsored by Amoena

Dr. Miller is the Co-Director of Oncology at Yale-New Haven Hospital and Assistant Professor of Medicine at Yale University. He will travel back 20 years to touch on how far science has come in offering choices to women facing breast cancer. Learn about new trends in surgical oncology and what the future holds for both treatment and reconstruction. www.amoena.com

Pending – MCE Credits – ABCO&P 1.0 Hrs. SCI, CPE Credits – BOC 1.0 Hrs. CAT 1

Tuesday, 11:00am – 12:00 pm Not attending a class in this time slot

Steve Norton **Attending**

Scott Williamson **Attending**

The Role of Compression Garments; Fitting Solutions for Comprehensive Day and Nighttime Lymphedema Management - brought to you by Medi USA

The lymphedema patient is often mismanaged because the magnitude of disease process is poorly grasped by most clinicians and allied professionals. There is a “Gold Standard” method of management for lymphedema yet a majority of patients receive ill-considered, fragmented approaches. These partial and often failed treatments lead patients to believe that their condition is untreatable and/or poorly understood. This session strives to clarify the proper clinical care pathway leading to an all important, successful transition to autonomous homecare maintenance. Once patients become largely self-care reliant, the role of the garment fitter is to support the most thoughtful and comprehensive strategies. Compression garments play an important role but cannot adequately control lymphedema. Common errors in fitting solutions will be illuminated and thoughtful improvements will be offered to approach lymphedema management with a greater respect and appreciation for its complexity.

www.nortonschool.com

*Pending – MCE Credits – ABCO&P 1.0 Hrs. SCI,
CPE Credits – BOC 1.0 Hrs. CAT 1*

Accreditation CAN Help Your Bottom Line

This session will teach you how to use the required accreditation standards to improve the profitability of your company. Statistics will show that a typical mastectomy boutique can recover around \$20,000 per year in productivity and product savings by implementing the ABC program. We will walk through the process together and you’ll gain the insight you need to save big money.

www.abcop.org

*Pending – MCE Credits – ABCO&P 1.0 Hrs. BUS,
CPE Credits – BOC 1.0 Hrs. CAT 2*

Tuesday Class Selections Continued

Tuesday, 12:00 pm – 1:30 pm - Open Buffet Style Lunch **Attending Lunch** Not attending

Tuesday, 12:00 pm – 6:00 pm - Trade Show: New Product, Door Prizes, etc.

Attending Trade Show Not attending Trade Show

Wednesday Class Selections

Wednesday, 8:00 am – 9:30 am

Rob Bell **Attending this class** Not attending this class

The Power of Positive Leadership - Sponsored by Amoena

Most people don't quit companies, they quit supervisors. To realize Remarkable Service that results in Long-Term Success, we must treat our Team Members as our Very Best Customers:

- ◆ The difference between management and leadership
- ◆ 4 characteristics of excellent leaders
- ◆ The importance of developing & communicating your non-negotiables
- ◆ Techniques to energize your team to use their discretionary effort to go the extra mile
- ◆ How to involve everyone on your Team to identify opportunities and add sparkle & polish to your Customer's Experiences

www.robspeaks.com

Pending – MCE Credits – ABCO&P 1.5 Hrs. BUS, CPE Credits – BOC 1.5 Hrs. CAT 2

Wednesday, 9:45 am – 12:00 am

Andrea Stark **Attending this class** Not attending this class

Reimbursement Essentials for the Mastectomy Fitter - Sponsored by Trulife

During this seminar, Andrea Stark will discuss Medicare's current coverage criteria and reimbursement policies for breast prosthesis and lymphedema pumps. Topics to be covered include modifier usage and coding as well as documentation and delivery requirements. Time will be allotted for a Q&A session at the end of the seminar.

www.miravistallc.com

Pending – MCE Credits – ABCO&P 2.25 Hrs. BUS, CPE Credits – BOC 2.25 Hrs. CAT 2

Essentially Women – Group Purchasing Organization Purchase/refund policy: Cancellations accepted only before March 26, 2010. Cancellation of Registration will result in 80% refund due to processing costs.

Questions? 800-988-4484 or melissa@essentiallywomen.com