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APRIL 23RD
2026

PRESENTED BY



VALLEY
STRONG
CREDIT UNION

65+

EXHIBITOR
BOOTHS

20+

WORKSHOP
SPEAKERS

2026 KEYNOTE SPEAKER
SOPHIA AMORUSO



Dignity Health Arena
Theater & Convention Center



BAKERSFIELDWOMEN.ORG



Welcome Message *from our Chairwoman*

Welcome to the Bakersfield Women's Business Conference. This year, we are not here to be inspired for a moment, we are here to shift something real.

Awaken Your Magic is not a theme I chose lightly. It comes from lived experience. From seasons where I doubted myself, questioned my worth, and learned how to survive in spaces that didn't always see me. I know what it feels like to shrink, to stay quiet, to carry more than people realize, and I also know what it takes to rise anyway.

What I've learned is this: your magic isn't something you're given. It's something you uncover. It's built in the moments that test you, shape you, and force you to decide who you're going to become.

Every woman in this room has that within her. Not a perfect version. A powerful one.

The kind that keeps going. The kind that rebuilds. The kind that figures it out, even when it's hard.

Today is not about sitting back and just taking notes. It's about being present enough to recognize yourself again. To see where you've been holding back, and to make a different decision moving forward.

There is something that happens when women come together like this. We don't just hear stories, we see ourselves in them. We remember what we're capable of. And when that happens, things change.

*My hope is not that you leave feeling good for a day.
My hope is that you leave clear.
Clear on who you are.
Clear on what you want.
And clear on the fact that you don't have to shrink to get there.
You don't need permission.
You don't need to wait.
And you don't need to become someone else.*

Everything you need is already in you.
It always has been. Welcome to Awaken Your Magic.
Tu magia ya vive en ti... solo te toca elegirla.

Lizette Gomez

BWBC 2026 Chairwoman

The Bakersfield Women's
BUSINESS CONFERENCE



Thank You



To our Executive Board and Advisors,

There truly are no words that can fully capture what it takes to build something like this, year after year, from the ground up, but my heart is full as I try.

This conference is not created from ease or excess. It is built from commitment, from long hours, from sacrifice, and from a shared belief that the women in our community deserve something meaningful, something powerful, something that stays with them long after this day ends. For 36 years, this has never just been an event, it has been a labor of love, rebuilt every single year by women who choose to show up, lead, and give of themselves in ways that often go unseen.

What makes this board so special is not that we are all the same, but that we are not.

We come from different backgrounds, different experiences, different walks of life—and still, we choose each other. We choose to listen. We choose to support. We choose to lead with respect, even when it stretches us. And most importantly, we choose to stand on a foundation of values that allow us to do this work with integrity, care, and intention. That matters more than people will ever fully know.

Because when you are building something that touches the lives of over a thousand women, it requires more than ideas... it requires heart, trust, accountability, and a deep respect for one another and for the mission we serve.

To each of you... thank you, truly. Thank you for your time, your energy, your patience, your grace, and your commitment. Thank you for the moments you stepped in, stepped up, and carried more than what was asked. Thank you for believing in this vision, for trusting the process, and for continuing to show up—even when it was hard.

This conference exists because of you. And I am beyond grateful, and deeply proud, to stand alongside each of you as we continue to build something that matters, for our community, and for every woman who walks through these doors.

With so much love and respect,

Lizette Gomez

BWBC 2026 Chairwoman





VALLEY STRONG

CREDIT UNION

Dear Friends and Colleagues,

On behalf of Valley Strong Credit Union, it's a pleasure to welcome you to the Bakersfield Women's Business Conference—a day celebrating ambition, resilience, and the powerful impact women have across our business community.

This year's theme, "Awaken Your Magic," is an invitation to recognize the strengths you already carry and lean confidently into who you are becoming. At Valley Strong, we believe confidence—especially financial confidence—creates opportunity. That belief drives our commitment to supporting individuals and entrepreneurs as they pursue growth and lasting success.

As you participate in today's sessions, conversations, and connections, we encourage you to lean into what inspires you. Trust your vision, challenge yourself, and explore what's possible when purpose and passion align.

We extend our sincere appreciation to the Bakersfield Women's Business Conference Board of Directors. Your leadership and dedication continue to open doors and create meaningful pathways for women to thrive. The impact of your work reaches far beyond today.

Valley Strong is proud to be part of this experience as a presenting sponsor, exhibitor, workshop contributor, and supporter. Most of all, we're honored to stand alongside a community built on collaboration and encouragement.

To every attendee: this is your moment. Awaken your magic.

Deanna Blaise

SVP, Chief Business Officer
Treasurer, 2025 Bakersfield Women's Business Conference



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Meet the BWBC Board



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Dear Attendees,

On behalf of Dignity Health, it is our distinct pleasure to welcome you to the Bakersfield Women's Business Conference! We are thrilled to gather together under the inspiring theme, "Awaken Your Magic," a call to recognize and harness the incredible power within each of us. We are here to fuel personal growth, spark professional breakthroughs, and empower one another to chase bold dreams.

At an event filled with talented and driven women, we are reminded of the powerful legacy that underpins organizations like Memorial and Mercy Hospitals in Bakersfield. Mercy Hospital was founded in 1910 by the Sisters of Mercy. These courageous women, much like the attendees of this conference, understood the transformative impact of collective action and dedication to a shared purpose.

The Sisters of Mercy were founded in 1831 by Catherine McAuley, an extraordinary woman who devoted her life empowering women and caring for the sick and poor. At a time when education for women was not prioritized, Catherine McAuley famously observed, "No work of charity can be more productive or good to society than the careful instruction of women." This profound statement resonates deeply with the spirit of our conference. By investing in ourselves and in each other, through learning and collaboration, we amplify our individual "magic" and create a ripple effect of positive change throughout our community.



Just as Catherine McAuley recognized the immense potential in a group of educated women coming together, so too do we celebrate the collective strength and wisdom present at this conference. Your presence here today is a testament to your commitment to personal and professional development, and to the belief that together, we can achieve remarkable things.

We would like to thank the BWBC Chairwoman Lizette Gomez, and the entire committee for creating this meaningful day. May your time be filled with new insights, meaningful connections, and the renewed inspiration to "Awaken Your Magic" and ignite our future, together.

Leading with humankindness.

At Dignity Health, kindness is at the heart of everything we do. For over a century we've supported the women who lead with their inner fire, who care for others with their whole hearts, and help this region grow stronger every day. With three local hospitals, we offer recognized clinical excellence in maternity, neurological, orthopedic, cardiac and cancer care—all guided by our Dignity Health Medical Network primary and specialty care providers committed to supporting each person's path to better health.

Learn more about us at dignityhealth.org/bakersfield.



Dignity Health.

Memorial
Hospital

Mercy Hospital
Downtown

Mercy Hospital
Southwest

Dignity Health
Medical Network

Dignity Health
Medical Group



Agenda

April 23, 2026

Presented by



- 7:00 AM - 9:30 AM** **Registration/Breakfast**
Sponsored by Dignity Health
Morning snack, coffee
- 8:15 AM - 8:45 AM**.....**Welcome from Lizette Gomez, Chairwoman**
National Anthem: Music Fusion Boys & Girls Club
Invocation: Toni Harper
- 8:45 AM - 9:30 AM**.....**Opening Speaker Panel**
- 9:30 AM - 9:45 AM**..... **Break & Exhibitor Fair**
- 9:45 AM - 10:45 AM**..... **Session A Workshops**
- 10:30 AM - 11:00 AM**..... **VIP Photos with Sophia Amoruso**
Break and Exhibitor Fair
- 11:00 AM - 12:00 PM**..... **Session B Workshops**
- 12:00 PM**..... **Luncheon Begins**
Power Pitch Winners Announced
Sponsored by US Bank, Valley Strong Credit Union, CRC, & Bakersfield College Launchpad
- 1:00 PM - 1:45 PM**..... **Keynote Speaker, Sophia Amoruso**
Sponsored by Presenting Sponsor, Valley Strong Credit Union
Break and Exhibitor Fair
- 2:05 PM - 3:05 PM**..... **Session C Workshops**
- 3:05 PM - 3:30 PM**..... **Break & Exhibitor Fair**
- 3:30 PM - 3:50 PM**..... **Closing Speaker Panel**
Sponsored by Adventist Health, Dignity Health, Kaiser Permanente, & Kern Family Health Care
- 3:50 PM**..... **BWBC Vice Chair, Janelle Capra**
"Passing of the Torch" and BWBC Theme & Date 2027
Raffle Prize Drawing
- 4:00 PM - 5:00 PM**..... **Networking Mixer & Conference Close**
Michael Guerra and Los Amigos Band

Opening Speaker Panel

Dignity Health Theater

Magic Makers: A Discussion with Real Bakersfield Women

Kick off BWBC 2026 with a powerful panel of local women leaders who are building businesses and leading within their organizations. As part of our Awaken Your Magic theme, hear how they've navigated challenges, stepped into leadership, and unlocked their potential, with real insight for women in business.



Cindy Pollard
Business Woman
Retired



Mira Patel
Operating Partner
Radiant Waxing & drybar



Gabriela Gonzales
External Affairs Manager
California Resources Corporation



Natalie Martinez
Director of Community Outreach
and Volunteerism, Boys and Girls
Club of Kern County



Katie Moradkhani
CEO & Owner
Crumbl Franchise



Inclusion helps makes innovation possible

We are at our best when we include all voices. At Chevron our diverse and inclusive work environment helps us find better options, make better decisions, and reach better solutions in everything we do—whether with our employees or our partners. We put diversity and inclusion at the core of who we are and how we do business.

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Get Back 2 Feel Great
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Gridstone Inc.
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Hey There Delilah
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Closing Speaker Panel

Dignity Health Theater

The Magic of Healthcare: A Reflection with Women Industry Leaders in Healthcare

Hear from women shaping Kern County's healthcare landscape as they share their personal career journeys, lessons learned, and perspectives on leading in a vital and evolving field.



Moderator: Janelle Capra
President and CEO
Greater Bakersfield Chamber



Ceci Tomono
Ambulatory Executive
Adventist Health



Emily Duran
Chief Executive Officer
Kern Family Health Care



Maybelle Liquigan MSN.ed, RN, PHN
Senior Vice President
Kaiser Permanente



Anila Chadha, MD
Family Medicine, Obesity Medicine
Dignity Health Medical Group



A New Era of Cancer Care in Kern County

The Adventist Health Advanced Care Pavilion is bringing advanced specialty and cancer care closer to home for families across the Central Valley. Located next to the AIS Cancer Center, this 20,000 square-foot facility will centralize imaging, diagnosis, specialty consultations, treatment planning, and infusion services all in one place. By bringing care together, patients can move more quickly from diagnosis to treatment with less stress and fewer barriers.

With dozens of specialty physicians and the ability to serve 45,000 patients annually, the pavilion will reduce wait times, offer same-day appointments, and introduce services like a Rapid Care Oncology Clinic for urgent cancer-related needs.

Opening Summer 2026, this investment will bring advanced cancer treatment, coordinated specialty care, and comprehensive support together in one location.



Scan QR code
to learn more

A portrait of Sophia Amoruso, a woman with long, wavy blonde hair, wearing a black sleeveless top and gold hoop earrings. She is looking slightly to the right of the camera with a soft smile. The background is a light, textured wall. The top of the image has a red decorative border with a repeating geometric pattern. The bottom of the image is a solid black bar containing text.

Sophia Amoruso

Entrepreneur, Investor, and #GIRLBOSS

Keynote Speaker

Presented by



Sophia Amoruso is the Founder & General Partner at Trust Fund, an early-stage venture fund focused on pre-seed and seed stage investments. In 2020, Sophia founded Business Class, a digital entrepreneurship course and community for founders. Sophia made her mark in 2006 as the founder of a fashion e-commerce phenomenon, Nasty Gal, which she built to over \$100 million in revenue.

Sophia is also the author of #GIRLBOSS, which spent 18 weeks on the New York Times Bestseller List, sold 500,000 copies and was adapted into a Netflix series produced by Charlize Theron.

Sophia has been featured on Forbes America's Richest Self-Made Women issue as well. as the Forbes 30 Under 30 list, Fortune 40 under 40, and Fast Company's Most Creative People in Business.





Together We Power Kern County

California Resources Corporation (CRC) is an independent energy and carbon management company committed to energy transition.

CRC is committed to environmental stewardship while safely providing local, responsibly produced energy. CRC is proud to support the Bakersfield Women's Business Conference.



CSUB: For Women Who Mean Business.

The College of Business and Public Administration serves Bakersfield, Kern County and the Antelope Valley, developing future leaders in business, economics, public and health administration, and non-profit management. We offer the following graduate programs:

- Master of Business Administration (MBA)
- Master of Public Administration (MPA)
- Master of Science in Health Care Administration (MSHCA)

Note: All three degrees are offered in person on the Bakersfield campus. MBA is also offered online and on our Antelope Valley Campus.



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Power Pitch



As a women’s business conference, supporting women entrepreneurs is at the heart of our mission and allows us to continue fostering business growth in Kern County. That’s why, in 2019, we established the Power Pitch program, in which women-owned businesses and entrepreneurs pitch their businesses or ideas to win seed money. In partnership with our sponsors and supporters, the Power Pitch program has awarded more than \$30,000 to women entrepreneurs in Kern County. Today, we will award an additional \$9,500 in total to our 2026 1st, 2nd, and 3rd-place winners.

To learn more about the Power Pitch program, our past winners, and updates for next year’s application, please visit BakersfieldWomen.org.

Thank You Judges!

- Brooke Ary | U.S. Bank
- Joseluis Quiroz, Jr. | Valley Strong Credit Union
- Myah Salinas | Bizzy Bean
- Sheri Horn-Bunk | Taft College Foundation
- Raquel Jimenez | Access Plus Capital

2025 Power Pitch Winners



Bizzy Bean



Charcuterie by M



Brow Couture

Thank You Sponsors!



2026 Power Pitch Finalists



We are thrilled and deeply grateful to extend our heartfelt appreciation to everyone who made this year's BWBC Power Pitch competition such a success. First and foremost, thank you to our incredible sponsors. Your support and belief in this program continue to create meaningful opportunities for growth, innovation, and impact. We are equally grateful to our judges, whose time, expertise, and thoughtful evaluation help elevate the experience for all participants.

To our 46 applicants this year, we are truly proud of each and every one of you. It takes courage to step forward, share your vision, and pursue something greater. Starting and growing a business is no small feat, and your determination, creativity, and resilience inspire us all. At the heart of this work is our commitment to building small business growth with a strong focus on women-owned businesses. Each of you represents the power of possibility and the future of entrepreneurship in our community.

Thank you for your passion, your courage, and your willingness to take bold steps forward. You are creating new paths, not only for yourselves, but for others to follow. Once again, thank you for being part of this journey. We are honored to stand alongside you and look forward to seeing all that you accomplish—and to welcoming you back again next year. Overall, you did an incredible job, thank you so much!

Deanna Blaise, NaTasha 'T' Johnson, and Norma Rojas-Mora
2026 Power Pitch Committee





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R.O.S.E. Mentor Program



Realizing Options for Student Excellence

The R.O.S.E. Mentor Program was established in 1994 to support young women in their junior and senior years of high school. Dr. Bobbie George, Emeritus Faculty of California State University, Bakersfield, created the idea of R.O.S.E. and was the driving force behind the program from its inception. Over the years, 800+ high school students have had the opportunity to shadow an adult mentor. The program consists of several seminars for mentors and mentees. Mentors and their R.O.S.E. students meet monthly between September and May.

Help Our R.O.S.E. Students Flourish

The seminars are designed to help our student mentees better recognize their value and self-worth. All R.O.S.E. mentees receive a scholarship to cover the cost of attending the Bakersfield Women's Business Conference. Adult mentors act as role models, encouraging students to set and achieve goals and to continue their education through high school graduation and beyond.

Please consider using your talents and giving back to a young lady in Kern County. Stop by the R.O.S.E. booth during the Bakersfield Women's Business Conference and/or contact our R.O.S.E. coordinator – Susan Spears at vismama@yahoo.com or call (661) 428-5141.

Benefits of being a R.O.S.E. Mentor

- Giving Back
- Inspiring our Youth
- Leading by Example

JOIN US!

Become a meaningful mentor today!
Applications can be found at
BakersfieldWomen.org



Thank You R.O.S.E. Mentors

Adriana Dorantes	Heidy Forsythe	Rosa Del Toro
Amy Pearson	Irene Picasso	Rosie Holiwell
Angie Allen	Itze Rodriguez	Savanah Adams
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Bianca Wohlgemuth	Jazmin Hernandez	Susan Spears
Briana Alvarez	Jessica Carter	Shirley Agnews
Brittany Malkin	Kayla Burrow	Susy Lopez
Deborah Cours	Kayla Wofford-Nelson	Tanya Spears
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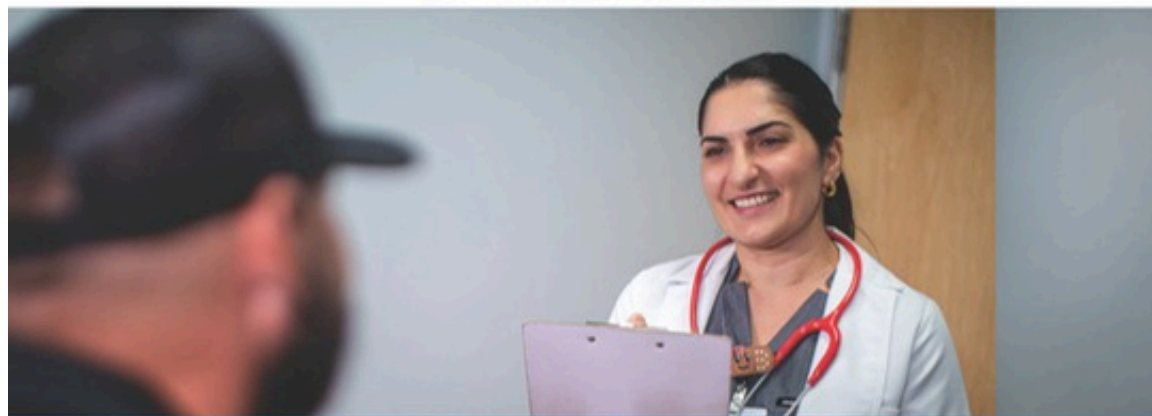
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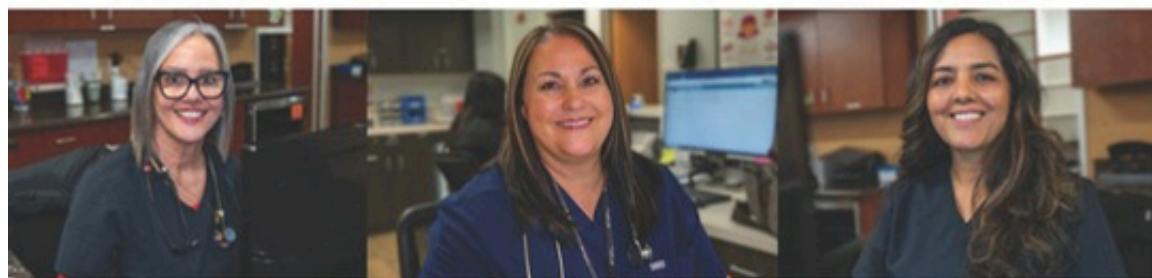
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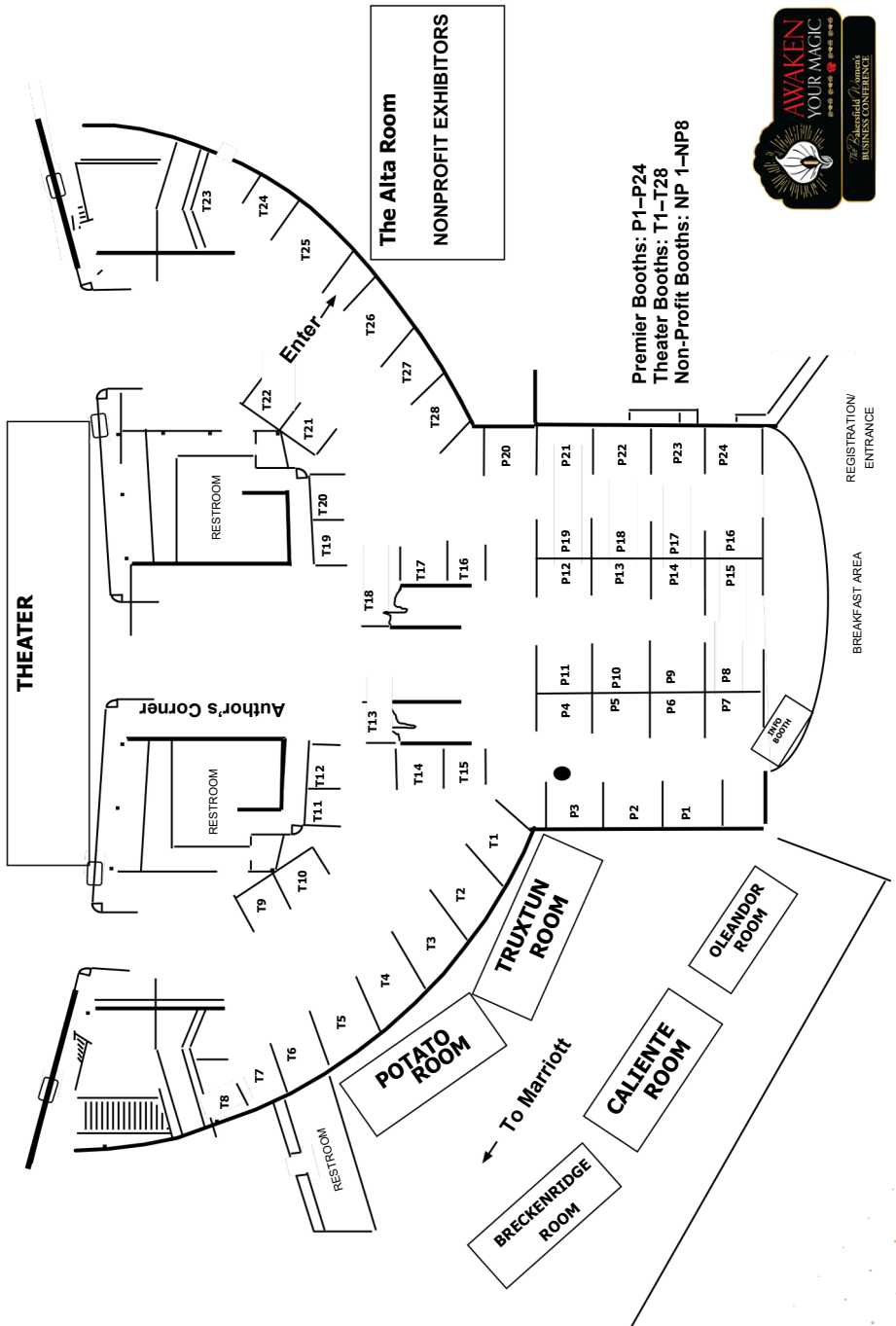
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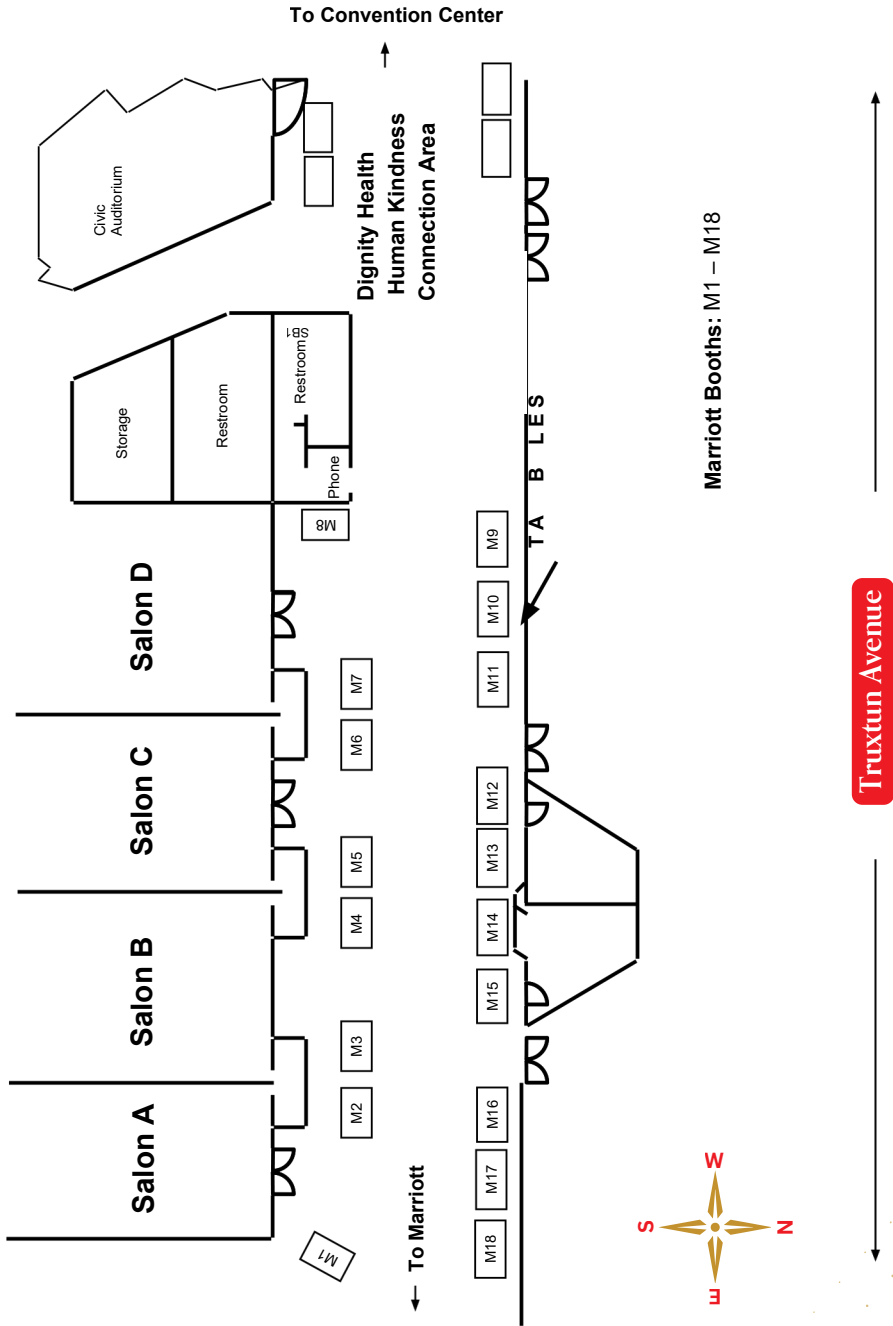
Free Metabolic Health Education

Most people don't know their insulin resistance risk...

Dignity Health Theater Layout



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Workshop Speakers

Session A

9:45 a.m. - 10:45 a.m.



Kimiko Kobayashi
Beyond the Hurdles

Rewritten | Turning Life's Hardest Chapters into Your Strength and Leadership

Beyond The Hurdles your story isn't over. Discover how to transform pain into purpose and lead your life with confidence, compassion, and renewed strength.



Debbie Allen
Debbie Allen Internation

Ignite Your Business Future and Step Confidently Into Your Next Level of Success

This results-driven workshop is designed to ignite future business growth. Break through barriers, clarify your vision, and build a clear strategy to grow with confidence. Elevate your business opportunities with impact and learn innovative marketing strategies to uplevel your success.



Kay Spears
Vitamin Sea Wellness

Hormones, Stress, and Nutrition

Discover how stress impacts your hormones, why it can block weight loss, and how nutrition holds the key to lasting energy, health, and longevity.



Karissa Adkins
Alpha Queen Collective

Awaken Your Magic: The Psychology of Getting Everything You Want

Awaken your magic and discover The Psychology of Getting Everything You Want. Karissa Adkins shows women how to shift identity, rewire limiting beliefs, and rise into unstoppable confidence and success – because when you awaken your magic, anything is possible.

Workshop Speakers

Session A

9:45 a.m. - 10:45 a.m.



Deborah Cours, Ph.D
California State
University, Bakersfield

Leading Magical Teams | Turning Conflict into Strengths

Every high-performing team has a kind of magic: the spark that happens when diverse personalities combine their strengths toward a shared goal. But that magic doesn't happen by accident. In this interactive session, we'll explore how to "awaken team magic" and break conflict-causing hexes.



Maria Bradfield
Coaching with Maria

From Limiting Beliefs to Limitless Living

Unlock your potential with Maria in this interactive workshop. Identify and overcome limiting beliefs, gain tools to build confidence and clarity, and ignite lasting transformation. Whether you're stuck or ready to grow, step boldly into limitless living and awaken the magic within.



Jumana Ghattas Daou
Valley Strong Credit Union

Retirement Essentials

This empowering presentation is designed to help women take control of their financial future and approach retirement with clarity and confidence. Covering everything from building a personalized retirement plan to navigating income, healthcare, and life transitions, this session addresses the unique challenges women often face—while providing practical, actionable strategies to overcome them.

Workshop Speakers

Session B

11:00 a.m. - 12:00 p.m.



Marisa Banks
Bakersfield
Compassion
Christian Center, Inc.

The Tribe Effect | The Magic of Connecting Character, Contribution, and Currency

The TRIBE EFFECT explores the “magic” when authentic connection meets purposeful action. Discover what happens when individuals align their character- who they are, their contributions- what they give, and their currency-the value they create and exchange within a thriving community.



JamieLynn Cota, MBA
Her Wealth Lab

The Awakening of the CEO Body | Balancing Leadership, Leading in Health, and Thriving in Wealth

Awaken your magic and elevate your leadership. JamieLynn Cota’s CEO Body Blueprint™ helps women align health, mindset, and purpose to lead with confidence and balance. Learn to thrive in both health and wealth through alignment, not exhaustion.



Greer McVay
PRECIS Strategy
Group

Live Your Grape Life

Greer McVay is a communications leader and speaker who created Live a Grape Life® and the 5-step G.R.A.P.E. method turning resilience into results. Attendees craft personal brand statements driving work-aligned action plans, uncorking progress by tapping their motivation.



Dr. Hugh Beatty, M.D.
Hugh Beatty, M.D.,
“The Wellness Doc”

Cellular Health | The Key to Awakening Your Energy Within

Dr. Hugh Beatty, The Wellness Doc, shares how cellular health impacts energy, mood, and longevity. Learn how functional medicine restores balance by addressing hormones, inflammation, and nutrition—reigniting your energy to thrive in health, business, and life.

Workshop Speakers

Session B

11:00 a.m. - 12:00 p.m.



Simone Knego
Simone Knego, LLC

Kitchen Table Leadership | Discover Your Voice, Power, and Path to Impact

Most of us quietly carry the weight in meetings, going unrecognized and practicing “kitchen table leadership.” Simone challenges traditional leadership, showing how everyday presence at home, in classrooms, and behind the scenes creates real impact.



Mary Reyes
Valley Strong
Credit Union

Magical Business Communications

Your voice is your most powerful business tool – are you using it to its full potential? In this interactive session, you’ll learn how to tailor your message to your audience, communicate with clarity and confidence, and harness the power of storytelling to create meaningful connections. Walk away with simple, practical tools to elevate your written and verbal communication and show up powerfully in every conversation.



NaTasha “T” Johnson
Executive Director
Entrepreneurship & Workforce
Development, Bakersfield
College Launchpad



Vanessa Hudson
Director of Business Lending
Valley Strong Credit Union



Heli Castaneda
Vice President &
Business Access Advisor
US Bank



Lisedth Rodriguez
Small Business Loan Officer
Access Plus Capital

Funding Your Business: Simple Ways to Raise Cash

Learn what lenders look for and how to strategically position your business for financing and long-term growth. This panel will break down the core documents and key metrics you’ll be expected to provide—credit readiness, cash flow, financial statements, and a clear use of funds—so you can walk into any lending conversation prepared and confident.

Workshop Speakers

Session B

11:00 a.m. - 12:00 p.m.



Tim Beck, M.D., PhD
Endocrine Surgeon
Dignity Health Medical Group



Anila Chadha, M.D.
Family Medicine, Obesity Medicine
Dignity Health Medical Group



Suki Singh, M.D.
Endocrinology
Dignity Health Medical Group

Beyond the Scale: Hormonal Health & Thriving for the Modern Woman

Being a woman comes with many demands, and having the energy and resilience to meet them often starts with truly foundational hormonal health. This expert panel brings together Dr. Anila Chadha, Obesity Medicine Physician; Dr. Suki Singh, Endocrinologist/Diabetes Expert; and Dr. Tim Beck, Endocrine Surgeon to unpack the latest in women's metabolic health. We'll explore the transformative science behind incretin-based medications for weight management and diabetes, directly addressing the common concerns and misconceptions surrounding their impact on thyroid health and nodules. Gain critical insights into diagnosis, management, and surgical considerations for thyroid conditions, empowering you with the knowledge to make informed decisions, advocate for your well-being, and truly thrive beyond just the numbers on the scale.

Workshop Speakers

Session C

2:05 p.m. - 3:05 p.m.



Erin Yvonne
Erin Yvonne
Reinvestment Coaching
for Thriving Queens

Rewrite Your Beliefs, Upgrade Your Identity, Awaken Your Magic

Step into your highest self in this transformational workshop. Uncover hidden blocks, rewrite limiting beliefs, create lasting new empowering habits, & embody your future self now using Erin's proven subconscious reprogramming meditation method.



Laquisha M. Antee
IT'S IN YOUR VOICE

Awaken Your Voice

Awaken Your Voice is a 1-hour, faith-based workshop empowering women to recognize and embrace their God-given voice. Through reflection, journaling, partner sharing, affirmations, and prayer, participants gain courage, clarity, and a commitment to speak boldly and inspire change.



Shweta Agarwal, MD
Youthology Medical Aesthetics

Not Perfect, But Powerful: How Skin Health Fuels Confidence & High Performance

You don't need to be perfect to be powerful. Learn how skin health, confidence, and performance are connected—and how optimizing skin health through science-backed care and regenerative aesthetics can elevate the way you show up and lead.

Workshop Speakers

Session C

2:05 p.m. - 3:05 p.m.



Susie Vasquez
Kern County Employers'
Training Resource



Whitnie Wiley
Shifting into Action

Awaken Your Magic: Unlocking the Hidden Workforce Advantage for Business Growth

“Magic” becomes:

- Overlooked funding streams
- Undiscovered talent pools
- Risk-mitigated hiring models
- Talking Points
- Workforce development as a competitive advantage
- Turning public funding into private growth
- Accessing nontraditional talent
- Case study examples

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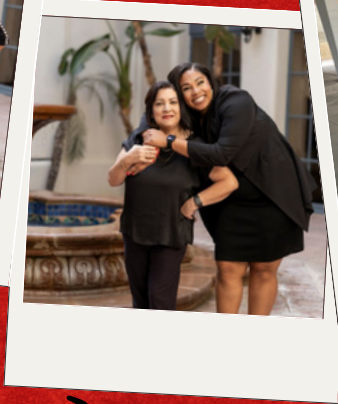
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BWBC 2026



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Hello Rockstar!

I hope you've truly enjoyed this incredible day of connecting, collaborating, and creating space for yourself to *Awaken Your Magic*. There is something so powerful about women coming together with intention, and I hope you're leaving today feeling inspired, energized, and ready for what's next.

Now, it is my absolute honor to invite you back for the 37th Annual Bakersfield Women's Business Conference on Thursday, April 22, 2027, where our theme will be: "*Share Your Light: Starring You!*"

Next year, we're turning the spotlight toward you.

My hope for the conference is that you fully embrace your role as the star of your own life. That you step boldly into your purpose, seek opportunities to take center stage, and confidently share your unique light and message with the world. Whether that means growing your business, elevating your career, or simply showing up more authentically—this is your moment.

The 2027 BWBC is more than an event—it's an opportunity. An opportunity to be seen, to be heard, and to shine in ways you may not have imagined yet.

I invite you to say yes to yourself. Say yes to your growth. Say yes to your light.

Blessings,

Janelle Capra
Chairperson
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