

The Niche Mommy

CONFERENCE E-GUIDE

August 23-26th, 2012
New Orleans



Bienvenue à
Naw'lins!

Tweet to Us: @NicheMommy

Conference Hashtag: #NicheMommy12

Website: <http://www.thenichemommy.com>

TABLE OF CONTENTS

WELCOME	3
CONFERENCE AGENDA	4
SESSION DESCRIPTIONS & SPEAKER BIOS	5
MAP OF CONFERENCE VENUE	14
FREQUENTLY ASKED QUESTIONS	15
PACKING CHECKLIST	16
NEW ORLEANS ENTERTAINMENT	17
A SPECIAL THANKS TO OUR SUPPORTERS & ATTENDEES	18
THANK YOU TO OUR SPONSORS	19



Welcome!

Dear Niche Mommy Attendees, Speakers, & Sponsors,

I wanted to thank you for attending and supporting the inaugural Niche Mommy Conference. I know that you had many blogging conferences to choose from this year and I feel truly honored that you chose to make The Niche Mommy Conference one of your choice conferences for 2012. When we launched this conference only six months ago, we had a vision and determination to make this event impactful and memorable for all of you. We hunkered down, warmed up our coffee, and rolled up our sleeves- it was time to work. And work we did! We reached out to our networks, friends, and contacts and got busy. Before we knew it, August was here and it was time to head to the Big Easy.

We have so many great things planned for you this weekend. You'll have an opportunity to enhance your blogging skills through our exclusive, **Social Fabric University®** hands-on blogger workshops by our media sponsor, Collective Bias, as well as participate in some healthy political discussions with Lindsay Ferrier of CaféMom, learn about best practices for brand and blogger engagement, and learn to shed your super mom cape in exchange for your Power Mom attitude with Dr. Mommy. We also hope you get to experience some of @Mocha Dad's humor (we should have also booked him to do some stand-up comedy for us), get a chance to watch Dariela Cruz do her mean Bachata (thanks, @brenherrera for that tip!), or snap a photo with @NolaMom76...and of course, network with all the other fabulous women (and men!) in attendance!

Finally, we hope that our intimate conference will give you a chance to develop long lasting relationships with all the bloggers and brands that are here this weekend. As a boutique conference, you have the unique opportunity to connect with other social media influencers and truly develop meaningful relationships with an influential group of bloggers. You'll also have a chance to connect with the brands that are here and that have demonstrated their commitment to reaching and marketing to a diverse and multicultural group of bloggers. With that said, do not hesitate to introduce yourself to the person next to you, pass out your business card, and connect over a beignet or a cocktail.

Cheers to New Orleans!

Nadia Jones
@JusticeJonesie
Founder, #NicheMommy12

NICHE MOMMY – CONFERENCE AGENDA

THURSDAY | August 23, 2012

5:00pm – 8:00pm {Salon I} Badge pick-up & Registration
6:00pm – 8:00pm {Salon I} Welcome Cocktail Reception

FRIDAY | August 24, 2012

7:30am – 4:30pm {Salon I} Badge pick-up & Registration
8:30am – 4:30pm {Salon I} Laissez les Bon Temps Roulez Lane- Exhibitor Hall & Sponsor Suites Open
8:30 am – 9:45am {Salon V} Opening Breakfast & Keynote
Speaker: Ted Rubin, Chief Social Marketing Officer, Collective Bias
Topic: Return on Relationship
10:00am – 11:30am Hands-on Blogger Workshops & Breakout Sessions
Breakout 1: {Salon III} Travel Blogging Workshop: Tracey Friley
Breakout 2: {Salon VI} Photoshop Workshop by Collective Bias: Dariana Cruz & Dariela Cruz
11:45am – 1:15pm {Salon V} Lunch & General Session – Salon V
Speaker: Kate T. Berg, President, Collective Bias
Topic: Wanted: Women Leaders in Tech & Social
Breakout Sessions
1:30pm – 2:45pm Become a Niche Rock Star: How Focusing Your Message Can Grow Your Audience: Laura Fuentes, Tamara Floyd
Breakout 1: {Salon III} The Traffic Report – Jewel Figueres, Annie Shultz, & Kelly Lester
Breakout 2: {Salon VI} Coffee and Chat with Britax #SafeConBritax #Britax
2:45pm – 3:30pm {Salon I} Breakout Sessions
3:45pm – 5:00pm Gone in 60 Seconds: Perfecting Your Media Pitch Workshop: Divina Rodriguez, Esti Berkowitz
Breakout 1: {Salon III} Collective Bias Workshop #2: Food Photography for Bloggers
Breakout 2: {Salon IV} Dinner on your Own: Explore the French Quarter and New Orleans
5:00pm – 7:30pm Suggested Night Out: Masquerade Celebration: Dominica, Roosevelt, Reservations Suggested
8:00pm – 10:00pm

SATURDAY | August 25, 2012

8:00am – 4:30pm {Salon I} Laissez les Bon Temps Roulez Lane
Exhibitor Hall & Sponsor Suites Open
8:30am – 9:45am {Salon V} Conference Badge pick-up & Registration
Breakfast & General Session
Speaker: Dr. Daisy Sutherland
Topic: Letting Go of Super Mom
*Books will be available for signature and purchase after session
10:00am – 11:30am Hands-on Workshops & Breakout Sessions
Breakout 1: {Salon III} Leveraging Brand Relationships for Conference Sponsorship and Other Paid Opportunities as a Multi-Cultural Blogger: Joscelyn Ramos Campbell, Sili M. Recio, and Yadira Ambert
Breakout 2: {Salon VI} Collective Bias Workshop #3: HTML/CSS For Bloggers
11:45pm – 1:00pm {Salon V} Lunch & General Session
Speaker: Karen Walrond
Topic: How to be Extraordinary
Breakout Sessions
1:15pm – 2:30pm It Starts With You!: Ronny Mason
Breakout 1: {Salon III} Building Your Brand with Google+: Nimi Cheetham-West & Yolanda Machado
Breakout 2: {Salon IV} Mamí Sweet Coffee Break brought to you by Huggies® #HuggiesLatino
2:45pm – 3:30pm {Salon II} Breakout Sessions
3:45pm – 5:00pm
Breakout 1: {Salon III} Moms Matter in 2012: Discussing the 2012 Election with Lindsay Ferrier, Clo Ewing, & Cafe Mom
Breakout 2: {Salon IV} Delicious Design on a Budget: Crowdsourcing Great Graphic Design & Effectively Managing Creatives: Kaneisha Grayson & Rachel Matos
6:30pm - 8:30pm Bayou Cocktail Party at Bourbon Heat, (711 Bourbon Street)
8:30pm – until Mama's Fais Do-Do | Mom's Night Out Bourbon Heat, (711 Bourbon Street)

SUNDAY | August 26, 2012

7:30am – 8:30am Get Fit Activity Suggested: [Reservations Required](#) (504)858-9988
9:00am – 10:15am Breakout Sessions
Breakout 1: {Salon III} Focus on Content; Pay Day Will Come: Ana Flores, Yvonne Condes
Breakout 2: {Salon IV} All Hail the Content Kings: Eric Payne, Fred Goodall, & Jeff Funk
10:30am – 12:00pm {Salon V} Jazz Brunch & Closing Keynote
Speaker: Jennifer James
Topic: No Business Like Mommy Business: Marketing To Moms that Blog

SPEAKER BIOS & SESSION INFORMATION

OPENING BREAKFAST KEYNOTE: RETURN ON RELATIONSHIP

KEYNOTE SPEAKER: TED RUBIN



[Ted Rubin](#) is a leading social marketing strategist and in March 2009 started using and evangelizing the term [ROR, Return on Relationship™](#),... a concept he believes is the cornerstone for building an engaged multi-million member database, many of whom are vocal advocates for the brand, like the one he built for [e.l.f. Cosmetics](#) (EyesLipsFace.com) as the [Chief Marketing Officer](#) between 2008 and 2010, and the one built for [OpenSky](#) where Ted, was the [Chief Social Marketing Officer](#). His book, [Return on Relationship™](#), is due to be released in August.

[ON TWITTER @TEDRUBIN](#)

10 SECRETS OF SUCCESSFUL TRAVEL BLOGGING

Inspired by a mommy blogger who asked for a candid review of a travel post, travelpreneur and travel philanthropist Tracey Friley openly shared some of her travel blogging secrets and now she's anxious to share those same secrets with you. Join Tracey in an interactive workshop that will have you travel blogging like a pro in no time! Ever wonder how you might be able to turn your love of travel into a blogging/business opportunity? Ever wish it was YOU on that press trip to Brazil? Wondering what PR firms and travel brands are looking for, when/how to pitch them, what to say? In this hands-on workshop, you won't get talked at and simply walk away with a list of travel blogging secrets, but you'll get to practice a little travel blogging too! Be prepared to share your favorite travel post, whether from your own blog or someone else's.

SESSION SPEAKER: TRACEY FRILEY



An award-winning travel-preneur and blogger, Tracey pens a popular series on American Airlines [BlackAtlas.com](#), is the founder of [OneBrownGirl](#), [Wandermania](#), [#TravelByExample](#), and [The Passport Party Project](#), a philanthropic global awareness initiative sponsored by Expedia® that gifts underserved U.S. girls with their very first passports. A self-proclaimed culturalista and environmental steward, Tracey is a lifelong entrepreneur that [hosts trips to Paris](#), owns & operates [OBG Adventure Camps](#), the only travel camp of its kind in the nation for girls 11-17, and when she isn't on a plane, a train, a car or a boat can be found planning and producing travel events aimed at giving girls of all ages a world view.

[ON TWITTER @ONEBROWNGIRL](#)

SOCIAL FABRIC® UNIVERISTY WORKSHOP I: PHOTOSHOP WORKSHOP FOR BLOGGERS

Do you want to enhance the look of your blog, in a way that will wow your blog readers and generate more traffic? If so, this workshop is perfect for you! This workshop is for bloggers interested in starting a blog or any interface that requires you to handle images and/or photos. Attendees will learn to use PhotoShop tools to straighten and clean photos; learn to adjust light, color, and contrast to your raw images, how to fix and clean up a photo by erasing unwanted areas with the Stamp Tool, and more! You will learn the tools, tricks, and tips that are necessary to make the images on your blog more attractive. (For the purposes of this workshop, you should download a free 1-month trial of Photoshop CS5 prior to attending.)

SESSION SPEAKERS: DARIANA CRUZ & DARIELA CRUZ



Dariela is an established graphic designer and blogger based in San Diego, California. After working in corporate environments for 15 years, Dariela co-founded "[Dari Design Studio](#)," a full house studio offering a broad range of design services as well as simple and affordable ongoing [Photoshop web-classes](#). She also runs a bilingual lifestyle blog, [Mami Talks](#), which is full of culture, stories and inspirations infused with her unique designs and photographic touch.

[ON TWITTER @DARIDESIGNS](#)



Dariana Cruz is a Venezuelan Graphic Designer residing in Los Angeles, California since 2000. In 2008, together with her sister, Dariela, she co-founded [Dari Design Studio](#) – a Graphic Design Studio that offers online [Photoshop classes](#) for all levels and many other design services. Dariana is passionate about colors, distinctive textures, sharing ideas, reading blogs, learning new things and entrepreneurial endeavors. She loves diving into creative cultural travels in search for inspiration and new forms of art.

WANTED: WOMEN LEADERS IN TECH & SOCIAL

The fastest growing industry is yours - the social/tech industry. There is a real need, however, for more women in these growing fields today. The number of women leaders who are raising money and driving growth in these sectors is a surprising and disappointing reality. But hardly a permanent one. With the rules of finance, entrepreneurialism and business being re-written around the world, the barrier to entry is only within ourselves at this point. As a seasoned woman leader in the tech and mobile industries, Kate will share how she broke through the barriers to become a leader in these ever-growing fields. Join Kate as she leads an interactive discussion of perceived and real barriers to goals that most of us have experienced in our lifetime. She'll give tips on setting goals, networking and growing your business.

KEYNOTE SPEAKER: KATE T. BERG



Kate Berg is President of [Collective Bias](#). She has over twenty years experience in the technology and media industries. During the 1990's dot-com boom, she helped emerging technology and internet firms build successful businesses in highly competitive marketplaces, serving in leadership roles at Gartner, KPMG Consulting and Jupiter. She then spent almost a decade in start-ups, building early mobile and social solutions M3, Avenue B and Mojiva/mOcean.

ON TWITTER [@COLLECTIVEBIAS](#)

BECOMING A NICHE ROCK STAR: HOW FOCUSING YOUR MESSAGE CAN GROW YOUR AUDIENCE

Tamara Floyd will join Laura Fuentes on this panel made up of niche rock stars from several different niches. Attendees will learn about how sticking to their niche can be the best thing they do to grow their brand and their blog. Being true to your message and addressing a specific set of topics on your blog helps you to become an expert in your community as well as increasing your blog's SEO. Hear about case studies of successful blogs that stick to their niche and discover how you can apply the best niche blogging practices to your own blog in order to increase traffic and interactions from your target audience.

SESSION SPEAKERS: LAURA FUENTES, TAMARA FLOYD



Laura Fuentes is the Founder/CEO and Chief Mom of [MOMables™](#), the first meal-planning service for healthy and fresh school lunches. Born in Spain and raised on Tapas, she currently resides in what she calls "Southern Suburbia" along with her husband and three children. Laura's background is in Global Economics and has an MBA in International Business Development; but her passions are family, good food and living a love-filled life. In her personal blog, [SuperGlueMom.com](#), she writes about motherhood, healthy food for picky eaters, managing deadlines and keeping her cool, even when her kids [super-glued her hair](#). In the MOMables blog, her popular [Lunchbox Wars Series](#) continues to attract the interest of thousands who seek healthier alternatives to packaged lunches. Launching her business with zero marketing budget, the success of her personal brand and MOMables™ is a true testament to the effectiveness of niche-centric communications.

ON TWITTER [@SUPERGLUEMOM](#)



Tamara L. Floyd is a writer, speaker, coach and business consultant that has been featured in local media such as CW 39's Outlook Houston and nationally in the recent premier issue of Jones Magazine. She works alongside business partner and husband, Benjamin A. Floyd of Floyd and Associates. In 2008, Tamara founded [Natural Hair Rules](#), a website that provides inspirational and practical advice for those who are natural, considering going natural, or just simply love the natural woman. Natural Hair Rules has inspired thousands of people to become the person God created them to be, by embracing their natural selves.

Tamara is also a breast cancer advocate that educates on the devastating effects of breast cancer in the African American community as well as the health disparities of minorities as a whole.

ON TWITTER [@TAMARAFLOYD](#)

THE TRAFFIC REPORT: THE BEST TOOLS & APPLICATIONS TO DRIVE TRAFFIC TO YOUR BLOG

Content is not all that will drive traffic to your blog. Neither will shares on Facebook, Google+, or Twitter. If you are not using social tools like StumbleUpon, Pinterest, Digg, Tumblr, Reddit and more, then you are missing out on one of several ways to help boost traffic to your blog. Jewel will give us step-by-step directions on how to navigate the tools to increase traffic, explain the dos and don'ts of each tool, and ultimately generate big numbers. Buckle-up and listen up as Jewel breaks it down for us!

Yolanda Machado is the mom of one 5 year-old princess and wife of a chef in training. After residing on the East Coast for 10 yrs, she came home to her roots in sunny Los Angeles, California. Yolanda is the founder and editor of [Sassy Mama in L.A.](#). In just over a year, she created a site that was named as one of [Cision's Top Product Review Blogs](#) and considered one of the [Top Latina Bloggers](#) by the White House. She has been a speaker at several conferences such as [Hispanicize](#), the [Niche Mommy Conference](#) and the upcoming [BLP Connect Her](#). She believes that the art of success within blogging is about knowledge and networking, and through [Simply Sassy Media](#), she hopes to help bloggers grow as she has, while connecting them to brands that value quality, content and blogs that have some sass and pizzazz.



ON TWITTER [@SASSYSCORPYM](#)



Annie Shultz is a lifelong Kansas girl. She graduated with a Print Journalism degree in 2007 and began blogging in 2009. She loves exploring new ways to tell stories through social media, photography and her favorite – writing. She is the mother of 3 very young children and in between park visits and ballet, she is the managing editor of [5 Minutes for Parenting](#), owner of [Mama Dweeb](#), vlogger with #VlogMom, and publisher of the eBook "Using Blog Tools Wisely." She enjoys connecting with moms and helping bloggers improve their skills through her informative "Dweeb School" series on Mama Dweeb. She is always available on [twitter](#) and [facebook](#) to answer questions or just discuss the beauty of everyday life as a mom.

ON TWITTER [@MAMADWEBB](#)



Over the last several years, some truly unexpected doors have opened for Kelly Lester, a singer and actress with over three decades of stage, film, and TV credits ([KellyLester.com](#)). Kelly is also an entrepreneur with no formal business training. In 2009 she founded her second company, [EasyLunchboxes @](#), which was born out of her innate ability to do things efficiently while on a shoestring budget, and her desire to send her daughters to school with waste-free, healthy lunches. Kelly spends no money on advertising; all her sales are a direct result of word-of-mouth-marketing. Kelly's EasyLunchbox containers have been the #1 best-selling lunch boxes on Amazon.com since her launch there, and her "seller success story" was prominently featured on Amazon's home page. Last year, her Facebook fan page was named a Top Ten Small Business Facebook Page by SocialMediaExaminer.com.

ON TWITTER [@THESINGINGCEO](#)

GONE IN 60 SECONDS: PERFECTING YOUR MEDIA PITCH WORK SHOP

Whether you are a new or experienced blogger, you want to promote your brand and your blog. During this workshop, you will hear professional tips on perfecting your "elevator speech" so you will stand out from the crowd. This workshop will give you an opportunity to work on your current elevator pitch in a judgment free zone. At the end of this workshop, attendees will have more confidence, a clear plan, practical advice on how to approach brands and executives in a clear, persuasive, and professional manner.

SESSION SPEAKERS: DIVINA RODRIGUEZ, ESTI BERKOWITZ



Divina is a Marketing professional with nearly a decade of experience in a top aerospace corporation as well as a wife and mother of 2 boys under the age of five. She is a graduate of University of Connecticut and Fairfield University with a Masters in Communications. Divina is a Partner with [Trumpeting Media](#) a leading Social Media brand management company that uses the power of social media for Social good. She is co-founder and editor of [www.dancinghotdogs.com](#) an entertainment and family lifestyle blog. She is a Brand Ambassador, a Social Media consultant and has been featured as an expert panelist in leading national conferences.

ON TWITTER [@DANCINGHOTDOGS](#)



Esti Berkowitz is a social media consultant with 20 years experience promoting a wide range of professional services, creative services, and consumer products. She is the founder, writer and editor of primetimeparenting.com, a blog about dating, marriage, parenting, and raising a Jewish family on kosher food. Esti is also a co-founder of Trumpeting Media LLC. She has been mentioned on "The Talk" on WCBS, and has been quoted in The Wall Street Journal, OUKosher.org, NYPost.com, KosherToday.com, and GoodHousekeeping.com.
ON TWITTER @PRIMETIMEPARENT

SOCIAL FABRIC® UNIVERSITY WORKSHOP II: PHOTOGRAPHY FOR FOOD BLOGGERS

With the dizzying statistic that there is a blog being born every half second, and with the number of brands looking to engage with on-line publishers, influential bloggers are often asked how they stay at the top of this game. With the rise of the dad blogging niche, more often the question is raised because the inquisitive blogger wants to achieve the same success. The question is usually based on the idea that, "I want my blog to be like your blog." The answer is not simple as many steps go into becoming an influential blogger. In this session, attendees will learn what prevails over page layouts, SEO, metagging, and "all that other stuff." Listen close, this session will be good!

SESSION SPEAKER: STEWART COX



Stewart Cox, is a transplant from North Carolina who made his way to Arkansas and [Collective Bias](http://CollectiveBias.com) nearly a year ago. Stewart has a background in social media and photography, and enjoys following the ever-changing world of technology and education developments. With help from the Collective Bias team, Stewart was determined to launch a continuing education program for online influencers, which is now known as Social Fabric University.

KEYNOTE: LETTING GO OF SUPER MOM

Women today do it all. We lead Fortune 500 companies, are entrepreneurs, and run a tight ship at home, all while keeping our blogs updated and relevant. Our lives are full. Keeping all these balls spinning can be an impossible task, and the pressure that we place on ourselves to be perfect can be overwhelming. In this energetic session, Dr. Daisy will give us definitive tips on how to manage our life and family's life with confidence and grace. No matter where you are or what your goals, you'll get loads of tips, tricks, and triumphs to help you find the authentic, balanced life you crave.

KEYNOTE SPEAKER: DR. DAISY SUTHERLAND



Dr. Daisy Sutherland is the Founder/CEO of [Dr. Mommy Online / Dr. Mommy & Friends](http://Dr.MommyOnline.com). She is a doctor of chiropractic care, published author, speaker, radio personality, mom to five beautiful children and wife to a loving a supportive super-husband. She is a sought after speaker to share her knowledge of health and wellness and how to balance it all to achieve a successful lifestyle. Dr. Sutherland shares her experiences weekly on her site: Dr. Mommy Online as well as monthly on the nationally syndicated Mom Talk Radio. She can be seen gracing the stages of local churches, and conferences sharing her story with the masses. She also shares her knowledge by authoring several books with the latest book, [Letting Go of Super Mom](http://LettingGoofSuperMom.com), releasing August 7th, 2012 by Charisma House Publishing.

ON TWITTER @DRMOMMY

LEVERAGING BRAND RELATIONSHIPS FOR CONFERENCE SPONSORSHIPS & OTHER PAID OPPORTUNITIES AS A MULTICULTURAL BLOGGER

Let's face it, many of us want to learn how to pitch to a brand, work with our favorite brand, and leverage our star power. Brands across the nation, both directly or through their PR agencies, are creating opportunities to collaborate with bloggers for advertisement, marketing, social media promotions, and building brand awareness. Collaborations, partnerships, and conference sponsorships between brands and bloggers, especially multicultural bloggers, is a relatively new concept and clear expectations are needed to 'play in the sandbox' together. This session is intended to share proven methods and tips on how brands and bloggers can effectively collaborate and partner together for a mutually beneficial relationship.

SESSION SPEAKERS: JOSCELYN RAMOS CAMPBELL, SILI M. RECIO, YADIRA AMBERT



Joscelyn Ramos Campbell has over 10 years of experience as an award-winning former federal government public relations executive and spokesperson. She executed a range of communications, marketing, human resources and public relations responsibilities for federal contractors and government agencies under the Clinton and Bush administrations. Joscelyn is the owner of [Mami Innovative Media, LLC](#), a communications and digital marketing company providing services to brands, corporations, individual clients, non-profits and small businesses. She has been featured recently on CBS News as one of the "[Top Bloggers in the Business](#)", expert in Culture Magazine's "[The Rise of Hispanic Mompreneurs](#)", and has been highlighted as one of the [Empowering Latina in the Marketing Field](#). She is listed on [CNBC.com](#) and various news outlets as one of the [Top Latino Social Media Stars and Leading Hispanic Bloggers](#). Joscelyn is founder and editor-in-chief of [Mami of Multiples](#), one of the [nation's leading Latina American parenting and lifestyle sites](#).

ON TWITTER @JOSCELYNRN



Sili is a graduate of Rollins College with a degree in Psychology. She has been in corporate America for over 14 years where she held positions in category management, business analysis and more recently, IT project management. Two years ago, she decided to chronicle her life as a new mom and the caregiver of a mom with cancer and called it [My Mamihood](#). Her blog has evolved to those things that she is most passionate about: community, technology, books, inspirational stories and of course, her frog princess.

She is currently pursuing an MBA in Social Media from Southern New Hampshire University and has recently launched [Mami Ink Media, LLC](#). There, she is empowering people (women especially) to leave their mark in the world by following their entrepreneurial dreams while having a hand to guide and hold.

ON TWITTER @MYMAMIHOOD



Yadira Ambert is the "Diosa Mayor" of [El Club de las Diosas](#). Blogging for over a year to Latinas in the US, Latin America and Europe in their native tongue, her main topics include Latina culture, career, education, fashion/beauty and family. She has over 10 years experience in Public Relations and Marketing. Her blog, El Club de las Diosas, has been featured in AOL Latino, [Tu Voz en Tu Vida](#) and is currently a writer contributor for [Telemundo's Hola Ciudad](#). She has also collaborated with brands such as Chevy of South Florida, Neutrogena, and is a brand ambassador for Britax.

ON TWITTER @CLUBDEDIOSAS

SOCIAL FABRIC® UNIVERISTY WORKSHOP III: HTML/CSS FOR BLOGGERS

A hands-on workshop on HTML/CSS for bloggers.

SESSION SPEAKER: JAY THORNTON



Jay Thornton was the first hire at Collective Bias, and is often referred to as the Lead Monkey. In other words, Jay is the VP of Technology at Collective Bias. After meeting the cofounders of CB, it didn't take long for him to fit right in and start helping them create what we know today as Collective Bias and the Social Fabric community. Jay has an extensive background in advertising, communications, creative, and marketing that has taken him around the country. In addition to being outdoors and making anything imaginable with his hands, Jay enjoys vacations that are (hopefully) always on a little rock in the middle of the ocean.

KEYNOTE: HOW TO BE EXTRAORDINARY

KEYNOTE SPEAKER: KAREN WALROND



Karen's bestselling book, [The Beauty of Different](#), is a chronicle of imagery and portraiture, combined with written essays and observations on the concept that what makes us different makes us beautiful — and may even be the source of our superpowers. It is available from [Barnes & Noble](#), [Amazon](#), [Bright Sky Press](#), and other booksellers around the world. Karen is also the author of [Chookooloons](#), an award-winning photoblog. Karen's writing, images and other projects have been featured on CNN.com, USA Today, Good Housekeeping and Wonderline magazines, among others. She is a sought-after keynote speaker, including having covered topics as varied as parenthood, diversity, social media and women in leadership. She has appeared on both local & national television shows and other news media, including PBS, [Huffington Post](#), [CNN.com](#) and [an appearance on The Oprah Winfrey Show](#). **ON TWITTER @CHOOKOOLOOKS**

IT STARTS WITH YOU

SESSION SPEAKER: RONNY MASON



This session will impact new and veteran bloggers alike! The session is designed to have the Niche Mommy Conference attendees look at their current blogging goals and activities to evaluate what the blogger can and needs to do differently to achieve the results she is looking for! Once you change the way you think...The impact follows!

BUILDING YOUR BRAND WITH GOOGLE +

People are what make the web as powerful and exciting as it is today. We all contribute. With photos, videos and blogs, we've turned the web into an incredible resource, connecting and sharing with each other across the world. By empowering people to share their interests, opinions and recommendations, we make the web better. Better for people. And better for brands like yours. Google+ makes connecting on the web more like connecting in the real world. Share your thoughts, links & photos with the right circles. During this session, attendees will learn about all the new features of Google Plus such hangouts, circles, and the new event features.

SESSION SPEAKERS: NIMI CHEETHAM-WEST, YOLANDA MACHADO



Nimi is an award winning marketing strategist who currently lives in Houston, Texas. He is a graduate of the University Texas San Antonio with a Bachelor degree in Marketing. Shortly after graduating he began working with Google. He is a sought after presenter who creates strategies that help organizations reach goals more efficiently through online marketing tools. His top priority is to bring organizations value that can assist them in reaching their long term goals. While serving as a board member of the [American Marketing Association-SA](#) he managed local student marketing chapters and events. He is also a member of

multiple networking and marketing organizations.

ON TWITTER @NIMIWEST

MOMS MATTER IN 2012: DISCUSSING THE 2012 ELECTION WITH LINDSAY FERRIER & CAFÉ MOM

Lindsay Ferrier, social media election correspondent for CafeMom, will lead a panel discussing the rise and influence of the social media mom over the 2012 election. The panel will include a range of topics such as how social media moms have received the attention of campaign staff members and elected officials, the rules of engagement, Election 2012 hot topics, and how the "Dot Mom" can leverage her blog and voice to influence politicians on issues that matter to her. Attendees will also learn how to access information they need for their posts.

raising her four children and stepchildren, ages 5, 8, 18 and 21.

ON TWITTER @SUBURBANTURMOIL

LINDSAY FERRIER, CAFÉ MOM



Lindsay Ferrier is the Election Correspondent for [CafeMom](#), Emmy Award-winning journalist and mom blogger behind the ultra-popular blog, [Suburban Turmoil](#). Lindsay Ferrier is spending this year crisscrossing the nation to bring moms interviews with the presidential candidates and reports on the issues that matter most to them. Suburban Turmoil gets regular mentions in newspapers such as Chicago Tribune, The Tennessean, and publications like Redbook, All You, Cookie, and on websites, WashingtonPost.com, Salon.com, Newsweek.com, BBC.com, AdAge.com, GoodHousekeeping.com. Lindsay is a Top 100 Mom Blogger of 2011, [according to Babble.com](#). She has been named by SAY Media as [one of the 100 most influential voices on the web](#), listed as one of [Parenting Magazine's Must-Read Mom Bloggers](#) and was named [a Top 50 Mom Blogger in Access Communications' social media study](#). Awards for Suburban Turmoil include [Divine Caroline's Editor's Pick for Best Mom Blog](#), [Parents Connect's voters' choice for Best Local Blog in Nashville](#), and the [Best of Blogs award for Best Parenting Blog](#). She's balancing this job with

CLO EWING, Obama for America



Clo Ewing is the Director of Constituency Press at the Obama for America campaign. Prior to joining the campaign, Ewing was a television producer for The Oprah Winfrey show for seven years and prior to that was a television producer and assignment editor for CBS News in Washington DC and London.
ON TWITTER: @BARACKOBAMA

DELICIOUS DESIGN ON A BUDGET: CROWDSOURCING GREAT GRAPHIC DESIGN & EFFECTIVELY MANAGING CREATIVES

You only get one chance to make a great first impression, and well done design is often crucial to making that impression. In this session, art curator, blogger, and account executive, Rachel Matos, will discuss aesthetics, design and impression. Bloggers will learn the importance of a good blog design – and that you don't need to be tech savvy to present yourself well to new readers and brands. Topics to discuss include colors, patterns and how you want your readers to feel when they stop by your blog. Rachel will also use her insight as an account executive for a brand/blogger network to provide what sort of design brands want when working on campaigns. It's not always about page numbers and views, but also well-written and well-designed blogs.

SESSION SPEAKERS: KANEISHA GRAYSON, RACHEL MATOS



Originally from New York City, Rachel Matos is an art historian, painter and lifestyle blogger. She studied Illustration and Art Education at the School of Visual arts and did her post-graduate work with a focus in Modern Art and Critical Studies at Columbia University. She has worked as an educator/lecturer and program curator for a variety of museums including the Guggenheim, the Bronx Museum of Arts and Philadelphia Museum of Art. In 2005, she moved to Los Angeles and immediately began working as an outreach educator for the Los Angeles County Museum of Art and gallery lecturer for the Norton Simon Museum while dabbling in acting,

appearing in over a dozen national commercials. In addition to her museum work, Rachel is an exhibited portrait artist, homeschool mom and contributing writer for various online publications, including CBS Best of Los Angeles. She is also the Account Executive for [Latina Bloggers Connect](#), a boutique agency that connects brands with bloggers. Currently, Rachel blogs at [The Art Muse](#), where she shares her passion for photography, views about the art world and living stylishly.

ON TWITTER @THEARTMUSE



Yvonne Condes is editor and co-founder of [MomsLA](#), a community of over 100 of the Top Mom Bloggers in Southern California. She lives in L.A. with her two wonderful boys and lovely husband.

ON TWITTER [@MOMSLA](#)

FOCUS ON CONENT, PAYDAY WILL COME

We've heard the phrase again and again: Content is King. In this session we will explore what the proverbial phrase really means and how to create content that not only engages, but also attracts the dollars. Working with brands and making money are not mutually exclusive to creating content that is useful, engaging or just enigmatic storytelling. Ana and her co-speakers will share examples and tips on how to leverage your content in various online platforms, grow a loyal audience and create a strategy for monetizing your site without losing the focus on your niche, voice and the content which drives it all.

SESSION SPEAKERS: ANA FLORES, YVONNE CONDES



Ana Lilian Flores is the co-founder of award-winning website [SpanglishBaby](#), an online community for parents raising bilingual and bicultural kids. Featured on CNN en Español, PBS Parents, BabyCenter, The Washington Post, NBC's Today's Moms and Parenting Magazine, her most recent honors include being named to Babble's Top 100 Mom Blogs of 2011 and Babble's top 50 Twitter Moms of 2011. Ana Lilian is also founder of [Latina Bloggers Connect](#), the first boutique agency solely dedicated to crafting alliances and campaigns for Latina bloggers & brands to connect in meaningful and effective ways. Since its launch in 2010, LBC has created a vast network of influential bloggers and attracted top brands such as Sprint, Kellogg's, Clorox, Pine-Sol, WGBH, JOHNSON's, Neutrogena, Maseca, Mary Kay and McDonald's, among others. In addition, Ana Lilian has had the honor of being invited to speak at conferences such as BlogHer and BlogWorld Expo, appearing on the cover of Hispanic Business Magazine's 2010 Special Media Report for the article titled: "The New Face of Social Media" and being awarded LATISM's Best Latino(a) Social Network Leader. Ana will soon become a published author when the book *Bilingual is Better*, which she co-wrote with her best friend and SpanglishBaby partner, is released by Bilingual Readers in Fall 2012.

ON TWITTER [@LBCONNECT](#)

ALL HAIL THE CONTENT KINGS: CONTENT & BRAND ENGAGEMENT TIPS FROM THE DAD NICHE

Eric will join Mocha Dad on this panel that is representative of some of the great dads that encompass the Dad Niche. With the dizzying statistic that there is a blog being born every half second, and with the number of brands looking to engage with on-line publishers, influential bloggers are often asked how they stay at the top of this game. With the rise of the dad blogging niche, more often the question is raised because the inquisitive blogger wants to achieve the same success.

SESSION SPEAKERS: ERIC PAYNE, FRED GOODALL, JEFF FUNK



Eric began his career in digital communications in 2004 by emailing monthly event newsletters to his patrons at Barnes & Noble Booksellers.. Fast forward 8 years to the present and he is the creator of the award-winning dad blog, *Makes Me Wanna Holler – Man, Dad, Husband* and has worked on communications and social media projects for a host of big brands such as Coca-Cola, Home Depot, eBay and Bahamas Ministry of Tourism. He is the host of Atlanta social-local-mobile monthly meetup, *SocialGrindATL*. He believes being content-rich and fostering real relationships via social media are the keys to being successful in the digital space.

ON TWITTER [@EPAYNETHEDAD](#)



Fred Goodall started [Mocha Dad](#) in 2008 to chronicle his life as a new father. Over the years, the blog has grown into a resource to motivate other men to be more actively engaged and involved in their children's lives. In addition to Mocha Dad, Fred writes the music blog [Six String Theories](#) and produces the web show, [Mommy to the Max](#), with his wife. Fred's writing has been published in several national and local publications such as Essence, UPSCALE, The Houston Chronicle, and Guideposts. His essays appeared in the books, [The African-American Book of Values](#) and [Paper-Thin/Soul-Deep: A Collection of Personal Letters and Journal Entries of African-American Men](#). He is also a columnist for "[VOXXI: The Voice of the Hispanic 21st Century](#)." He has worked with several major brands over the years and is currently a Brand Ambassador for eBay, Box Tops for Education, GoGo squeeZ, and Together Counts.

[ON TWITTER @MOCHADAD](#)



Jeff Funk is an Emmy, Promax and [Addy Award-Winning Creative Director](#) & Digital Content Producer based right here in New Orleans. Last year, he assumed the role as Creative Director, Innovation and Imagination for [WGNO-TV](#) and NOLA38, Tribune Broadcasting's duopoly in "The Big Easy." In 2012, WGNO-TV was a recipient of 2 Gold Addys (local and regional) as well as national Addy finalist in TV Promotion for its heartfelt "[God Bless Louisiana](#)," campaign. Prior to joining Tribune, Jeff was part of the creative team responsible for the branding and launch of Peachtree TV (formerly Superstation WTBS), one of the most recognizable TV brands in Atlanta. With a media career that started 15 years ago at [Turner Broadcasting System, Inc.](#) literally seven days after graduating from the University

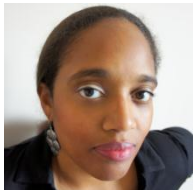
of Florida, he has been fortunate enough to spend an entire career in television with the bulk of it with The CNN News Group also based in Atlanta. A dedicated husband and proud father of three, Jeff considers himself a social media, digital and storytelling junkie. A speaker at conferences such as Digital Atlanta and Barkworld Expo, he blogs on the importance of video, social experiences and personal brand building on his site <http://BrandDynamite.com>. Jeff is also an 80's pop culture fanatic, loves contact sports and currently has a "daddy blog" in the works. Three boys under the age of 6 with enough energy to power a small country has slowed that process down just a little.

[ON TWITTER @JEFFREY_FUNK](#)

NO BUSINESS LIKE MOMMY BUSINESS: MARKETING TO MOMS THAT BLOG

In this keynote session, Jennifer James, will examine why and how brands have been spending millions marketing to moms active in social media. This session will discuss successful case studies, marketing campaigns, strategies used to market to moms, and new marketing trends. Knowledge is power and this session is sure to give you that edge to leverage your blog when working and approaching brands!

CLOSING KEYNOTE SPEAKER: JENNIFER JAMES



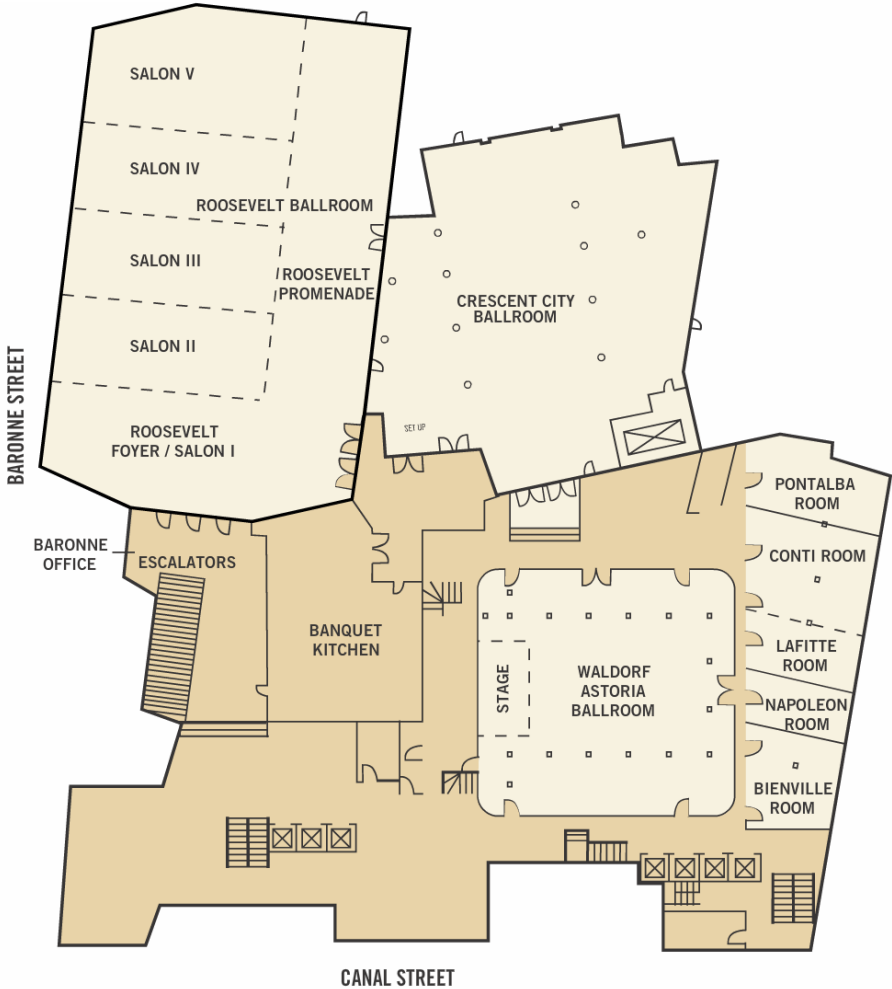
Jennifer James is the founder of the [Mom Bloggers Club Network](#), one of the world's largest social networks for moms who blog. The network includes over 18,000 mom bloggers ranging from US mom bloggers and vloggers to gamer moms and UK mummy bloggers. Jennifer is also the founding editor of [Mom Blog magazine](#), a leading digital industry resource for mom bloggers, and founder of [Mom Bloggers for Social Good](#), a global coalition of mom bloggers who use social media and blogging to advance information to their networks about pressing global issues. Jennifer is also a member of the [ONE Moms Advisory Council](#). A recognized leader in the parent blogging space since 2004, Jennifer

has been featured on NPR, CNN, and in Parenting magazine among others and works with leading consumer brands on digital outreach campaigns for moms through her networks. She was recently named one of the top Twitter Moms of 2011 by Babble.com.

[ON TWITTER @JENNIFERJAMES](#)

THE ROOSEVELT NEW ORLEANS

{Mezzanine Level}



HOTEL 411

The Roosevelt New Orleans
123 Baronne Street, New Orleans, Louisiana, 70112
Hotel Tel: 1-504-648 1200
Check-in: 3:00 pm / Check-out: 12:00 pm
Airport Shuttle Service: www.airportshuttleneworleans.com
Shuttle Cost: \$38.00 Roundtrip
Distance from the airport: 12 miles

CONFERENCE FAQs

What's included in my conference pass? If you purchase a full-access blogger pass, you can attend all conference events listed on the agenda, receive conference swag bag, and receive discount parking at the conference hotel.

Is there discount parking at the conference hotel? Only valet parking is available at the hotel for \$40.00, however, there are two public parking lots next door and across the street that offer a rate of \$15.00 or \$20.00 per day.

Is there an airport shuttle to/from the Waldorf? Yes, Airport Shuttle of New Orleans offers round-trip to/from the hotel and airport for \$38.00 per person.

Can I work with my own brands to get a sponsorship at the conference? Sure, but out of respect to the sponsors that are working with The Niche Mommy, we ask that you do not distribute materials, swag, brochures, or products, or, hold events on site events during conference times on behalf of a company or brand that is not an official sponsor. If you have any questions, we encourage you to ask in advance by emailing assistant@thenichemommy.com.

Can I bring a date or a friend to our evening events? Cocktail receptions hosted by the Niche Mommy Conference are for registered attendees only. If you would like to invite a guest, they must purchase a party pass. Email assistant@thenichemommy.com to inquire further.

Will there be childcare at the conference? Unfortunately, not this year. We do hope to provide this option next year though.

Can I bring my infant? Yes, nursing or lap babies are welcome, however, please be mindful of our speakers or other attendees in the event your little one gets a little cranky during a session.

Will there be complimentary WI-FI at the conference? Yes, in the meeting rooms and in your sleeping room!

When will the conference guide be ready? We plan to distribute the e-guide one week before the conference.

I have special dietary needs, will you accommodate me? Most likely we can. Just email assistant@thenichemommy.com to indicate your special request.

How can I find a roommate to share my hotel room at the conference? We have a Facebook group for our community and conference attendees. Feel free to join, meet other Niche Mommy community members, and ask around for a roommate. There have been several successful connections. You can join [here](#).

Can I attend if I'm white, a man, or not a mom? Of course! We celebrate diversity at the Niche Mommy- no one is excluded and everyone is invited. You can see the diversity of our conference just in our speaker line-up.

Where can I find out more info about the hotel? Check out their [FAQs page-lots](#) of great info. One special note, our internet is free!

PACKING CHECKLIST ✓

Wondering what to wear or what to bring to Niche Mommy 12? We recommend the following:

- ✿ Business cards.
- ✿ Comfortable clothes, with layers. Check out our Conference Attire Pinboard for ideas- <http://pinterest.com/thenichemommy/conference-fashion-accessories/>
- ✿ Water bottles.
- ✿ Comfortable shoes/evening shoes.
- ✿ Power cords and chargers.
- ✿ iPad/Tablet case
- ✿ Business card holder
- ✿ After six attire (nothing fancy!)
- ✿ Travel Itinerary and Government Issued ID.
- ✿ Suitcase with extra room for swag.
- ✿ Toiletries (deodorant, your medications, toothbrush, contact lenses solution, etc.)
- ✿ List of anyone you would like to meet when you arrive—speaker, sponsors, and attendees.
- ✿ Tylenol/allergy medicines- just in case.
- ✿ Positive attitude and big smile!



NEW ORLEANS ENTERTAINMENT



The Roosevelt stands in the same place it has for more than 100 years, at the heart of all the history, cuisine, entertainment and culture that made New Orleans famous. Just past the hotel's magnificent brass doors are the narrow streets and old-world charm of the French Quarter. Stroll along the shop-lined sidewalks of Royal Street. Immerse yourself in the constant buzz of activity at Jackson Square. Let your ears take you from one club to the next as you soak in a wealth of musical stylings at Preservation Hall or on Frenchmen Street.

With the St. Charles and Canal streetcar lines within blocks of The Roosevelt, the rest of New Orleans is just a few stops away. Walk amongst the centuries-old live oaks of City Park or marvel at the majestic homes of the historic Garden District. When you stay at The Roosevelt, all of New Orleans is yours to explore.

THINGS TO DO:

- [!\[\]\(4c660a3c4ce1da3313488b7854f55083_img.jpg\) Jackson Square](#)
- [!\[\]\(f01c435bb39e3068a9b4895c9a993158_img.jpg\) French Quarter](#)
- [!\[\]\(c5f009707b314589d498a683120545c5_img.jpg\) Shopping on Royal Street](#)
- [!\[\]\(8b308e9f1e6682fd04ddef01495a93be_img.jpg\) The National WWII Museum](#)
- [!\[\]\(7a2466fab2a9c99ba33ed3fbd8b0c93f_img.jpg\) Audubon Insectarium](#)
- [!\[\]\(f632f5613101834356c1771a91f82a1c_img.jpg\) Audubon Aquarium of the Americas](#)
- [!\[\]\(1e76af9967ccdbc9d35eeb7f7c74a0bb_img.jpg\) New Orleans Museum of Art](#)
- [!\[\]\(13f95891d017add9bb2bd324d9543b27_img.jpg\) The Ogden Museum of Southern Art](#)
- [!\[\]\(63cc436de7726865a4fe5c59fc1020e2_img.jpg\) The Historic New Orleans Collection](#)
- [!\[\]\(f4d81379fada60627f0dc1fa410d9772_img.jpg\) City Park](#)
- [!\[\]\(2e60bb17bbb3e5e5a880f4d2d24cf4bf_img.jpg\) Audubon Park](#)

Thanks!

I would like to take a moment to give a special thank you to the following people that each played a special role in making the conference possible.

- ✿ Carla P. Bell, the event meeting planner extraordinaire and best cousin ever;
- ✿ Christopher Jones, for taking on all my roles and his with grace and compassion;
- ✿ Greta Dupuy, for her endless team spirit attitude, sisterly love, and dedication;
- ✿ Chase , Cydney, and Cameron, for letting Mommy do work on her computer;

And last but not least, to these special supporters, advisory board members, volunteer staff, and media sponsors.

- ✿ Ana Flores
- ✿ Chantilly Patiño
- ✿ Collective Bias
- ✿ Danica Kombol
- ✿ Elizabeth "LIBBY" Neas
- ✿ Joscelyn Ramos-Campbell
- ✿ Kate T. Berg
- ✿ Latina Mom Bloggers
- ✿ Lisa Carey
- ✿ Mailena Urso
- ✿ Marcus Bell
- ✿ Mami Innovative Media, LLC
- ✿ Maria Etkind
- ✿ Stewart Cox
- ✿ Ted Rubin
- ✿ Teresa Foskey
- ✿ Tiany Daivs
- ✿ Tiffany J. Revels-Cruz



The Niche Mommy

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