



# 21<sup>st</sup> CENTURY WOMEN'S ENTREPRENEURSHIP & LEADERSHIP

ANNUAL CONFERENCE

APRIL 21-22, 2023 | CROWNE PLAZA MADRID AIRPORT, MADRID

**W**hen you decide to form a business or become an entrepreneur, it is a huge milestone. Most business owners fail to realize that your legal and personal obligation does not end after filing the formation paperwork. Keeping your business legally and financially compliant is an ongoing process that needs your attention all year round. Keeping yourself in the correct mindset helps to keep the business thriving, your employees happy, and keeps the business owner fulfilled.

## **Plan to Differentiate Yourself in the Marketplace**

As business owners, it is important to analyze your business and discover the substantive changes that should occur to differentiate yourself from others in the marketplace. I will discuss the main pillars needed to create team synergy and success in the marketplace.

## **Plan for Financial Health**

The choices you make and the type of entity you select, play an important role in your business's financial health. Financial matters such as cash flow and taking advantage of savings offered through proper tax planning are critical to your success. Do you know the difference between external and internal compliance and the controls you need to have in place? Understanding these things will increase the likelihood of longevity and success professionally and personally.

## **Plan to Rest**

As business owners, we have the power to determine what our lives look like while we are in business, for retirement, succession planning, and ultimately death. I will share ideas on how to financially plan to rest in all those areas.

In this interactive workshop, you will walk away with information on the following topics:

## **The Benefits of Building a relationship with a Financial Professional**

## **The Importance of a Practice vs. a**

## **THE POWER OF PLANNING**

### **Rosaline Gordon**

Gordon Group Financial Services, USA

### **Performance-Based Business**

**Tax Strategies that you can use to optimize your tax savings now and in the future.**

**Adopting a rest strategy while in Business, for Retirement, Succession Planning, and Estate planning**

### **Biography**

We provide a holistic approach to financial planning by assisting individuals, small businesses and Entrepreneurs with their day to day fiduciary responsibilities so that they can have the freedom to create new possibilities. 30 years of Corporate and Entertainment Accounting experience. Licensed Insurance Agent~ NY, NJ, TX, VA, FL Tax Planning & Tax Preparation, Tax Resolution Specialties: Nonprofits, Small Business, Entrepreneurs Tour Accounting both Domestic and International, Incorporation/Organization of Business Entity, Budgeting and Managerial Finance