



2013 Legislative & Professional Development Conference

Wednesday, February 20, 2013

Sheraton, Sacramento

Topic	Details	Time
Sign in	Continental breakfast. (Basement-level lobby outside the Gardenia Ballroom)	7:30 - 8:00
Welcome  -Gardenia Room	<b>Introduction Remarks</b> <i>Learn what's going on across the state to inform the California legislature about the SBDC program and get an overview of what to expect from the 2013 legislative visits.</i>  -Priscilla Lopez, CA SBDC State Chair	8:00 – 8:30
Legislative Update I  -Gardenia Room	<b>Economic Development and Small Business Policy Update</b> <i>Hear from legislative leaders directly involved with economic development and small business to get an update on priorities for the new legislative session.</i>  Guest Speakers: - Assembly Member Jose Medina (JEDE Chair), - Assembly Minority Leader Connie Conway	8:30 – 9:15
Break		9:15 – 9:30
Legislative Update II	<b>Senate Republican Policy Priorities</b>  Guest Speaker: - State Senator Jim Nielsen	9:30 – 9:45
CA SBDC Partners  -Gardenia Room	<b>Best Practices from Best Partners</b> <i>Learn the best practices involved with legislative visits from partners who support the mission of the California SBDC program.</i> -Presenters: - Scott Hauge, President, Small Business California - James Duran, Legislative Committee Chair, California Hispanic Chamber - John Kabateck, Executive Director, NFIB California - Dan Ripke, Regional Director, Northeastern SBDC Network (Moderator)	9:45 – 10:45
The "Message"  -Gardenia Room	<b>Communicating with Legislators</b> <i>Learn the message of the California SBDC program and how best to communicate with your local elected officials through role-play answering challenging questions.</i>  -Presenters: - Kristin Johnson, Northern California Regional Director - Toni Symonds, Chief Consultant for the Assembly Committee on Jobs, Economic Development, and the Economy	10:45 – 11:30
Breakout Session  -Gardenia Room	<b>Regional Network Group Meetings</b> <i>Break into groups to discuss strategy for meetings at the Capitol.</i>	11:30 – 12:00
Capitol Visits  -State Capitol	<b>Legislative Visits</b>  (Note: box lunches)	12:00 – 5:00
Legislative Reception  -Gardenia Room	<b>Legislative Reception</b> <i>Join us at our legislative reception to network with colleagues and invited guests.</i>   -Sponsored by:	5:30 – 7:00

# Thursday, February 21, 2013

Sheraton Sacramento

Topic	Details			Time
Sign-In	Continental Breakfast			7:30 – 9:00
Capitol Visits <i>-State Capitol</i>	Legislative Visits Cont'd			9:00 – 11:30
Luncheon Program <i>-Gardenia Room</i>	<b>Improving Lender Relationships</b>  -Sponsored by: Presenter: - Emily Shanks, Regional Executive-Western Region Small Business Banking, Bank of America.			11:30 – 12:45
Capitol Visits Re-cap <i>-Gardenia Room</i>	<b>Legislative Debrief</b> Presenter: - Kristin Johnson, NorCal SBDC Network, Regional Director			12:45 – 1:15
Networking Break				1:15 – 1:30
General Session I <i>-Gardenia Room</i>	<b>Journey to Recruiting and Retaining High Impact Clients</b> <i>In a panel discussion format learn how networks across California are identifying and working with high growth companies by stratifying clients, fostering pipelines, and much more...</i> Presenters: - Kurtis Clark, Director, Alliance SBDC - James Alva, Strategic Initiatives & TFG Director, NorCal SBDC Network - Leila Mozaffari, Director, Orange County SBDC - Mike Daniel, Long Beach SBDC Director			1:30 – 2:30
Networking Break				2:30 – 2:45
Discussion Sessions	<b>Strategies for Improving Lender Relationships</b>  <i>Share best practices for improving lender relationships with your peers.</i>  Panelists: -Mike Daniel, Long Beach SBDC Director -Vincent McCoy, Inland Empire SBDC Director - Zeke Bonillas, Coachella Valley SBDC Director  Room: Compagno  Champion: Sean Snider	<b>Developing Existing &amp; High Potential Clients</b>  <i>Sharing of best practices for acquiring and serving high growth and mid-level clients.</i>  Panelists: -Ray Bowman, EDC-VC SBDC Director -Rick Ohlrich, Alameda SBDC Director  Room: Bataglieri  Champion: Kurtis Clark, Alliance SBDC Director	<b>Technology &amp; Innovation</b>  <i>CA SBDC T Working Group and those interested are invited to learn about how the technology programs around the state are approaching fundraising and generating clients.</i>  Panelists: - Members of the T Working Group  Room: Kamilos/Hendricks  Champions: Diane Howerton & James Alva	2:45 – 3:45
Networking Break				3:45 – 4:00
General Session II <i>-Gardenia Room</i>	<b>Launching Innovative Programs at Your SBDC</b> <i>The Northern CA SBDC's Tech Futures Group (TFG) and the LaunchPad SBDC have successfully developed exciting new technology programs that can teach us all elements of how to attract high potential clients. Panelists will share their planning and operational processes, how to avoid the pitfalls, which partnerships are vital, and how to market to these clients. Come learn how to incorporate elements of these innovative programs into your SBDC and reach those high potential clients.</i> Panelists: - James Alva, Special Initiatives & TFG Director, Northern California SBDC Network - Luis Vasquez, Director, LaunchPad SBDC			4:00 – 5:30

# Friday, February 22, 2013

Sheraton, Sacramento

Topic	Details	Time
<b>Continental Breakfast</b>		<b>7:30 – 8:00</b>
<b>General Session I</b> <i>-Gardenia Room</i>	<p><b>The Affordable Care Act and California's Small Business Health Options Program (SHOP): What Small Business Owners Need to Know</b></p> <p><i>Learn about the new federal health care law, California's Health Benefits Exchange (Covered California), and options available to small business owners who wish to provide health insurance to their employees. Topics discussed will include managing health care costs, the benefits of providing insurance to employees, and the health care federal tax credits. Mr. Lujan's overview will be followed by a Q &amp; A session.</i></p> <p>Guest Speaker:                      - Michael Lujan, Director, SHOP - Small Business Health Options Program, California Covered Health Benefits Exchange</p>	<b>8:00 – 8:30</b>
<b>General Session II</b> <i>-Gardenia Room</i>	<p><b>The Employment Training Panel's Small Business Program: Opportunities for Partnership with the SBDC</b></p> <p><i>The Employment Training Panel funds special programs for small businesses with fewer than 100 employees. Learn how your SBDC can contract with ETP to be a training provider. 15% of ETP funds are set aside for entrepreneurial programs.</i></p> <p>Guest Speaker:                      - Robert Meyer, Economic Development Coordinator, California Employment Training Panel</p>	<b>8:30 – 9:00</b>
<b>Networking Break</b>		<b>9:00 – 9:15</b>
<b>General Session III</b> <i>-Gardenia Room</i>	<p><b>SBDC Resource Development</b></p> <p><i>Keep up to date on best practices to acquire matching funds and resource development for your SBDC. Learn some new techniques used to build strong relationships with partners, identify new ones and much more...</i></p> <p>- Presenter: Jesse Torres, Los Angeles Regional Director</p>	<b>9:15 – 10:15</b>
<b>General Session IV</b> <i>-Gardenia Room</i>	<p><b>Cash Match Discussion Groups</b></p> <p><i>Discuss best practices for raising cash match among your California SBDC peers hosted by similar institutions.</i></p>	<b>10:15 – 11:30</b>
<b>General Session V</b> <i>-Gardenia Room</i>	<p><b>Lessons Learned &amp; Wrap-up</b></p> <p><i>End the day with your peers and share the lessons you've learned from throughout the Legislative and Professional Development Conference.</i></p> <p>-Presenter(s): Priscilla Lopez, CA SBDC State Chair</p>	<b>11:30 – 12:00</b>