

Next Steps for Small Business – Fortuna
River Lodge Conference Center
1800 Riverwalk Drive
Fortuna, CA 95540
 Tuesday, November 8, 2011

	Topic	Speakers
8:15	Check-in & Networking	
9:00	Welcome & Opening Remarks	Rollin C. Richmond ,President, Humboldt State Michael Kraft , North Coast SBDC
9:30-10:45	Steve Karp, Humboldt State University Moderator	SESSION A – PROCUREMENT Michael Aguilio, <i>CA Department of General Services</i> Lori Falkenstrom, <i>U.S. General Services Administration</i> Charlie –CalTrans (possibility)
11:00	Gregg Foster, Redwood Region Economic Development Commission Moderator	SESSION B – ACCESS TO CAPITAL Mark Quinn, SBA Ross Welch, Arcata Economic Development Corporation Jennifer Budwig, Redwood Capital Bank
12:00	Networking with the Panelists & Resource Table Exhibit	Session A & B Panelists
12:30	Luncheon Keynote	Darnell Holloway, Yelp!
1:30	Emanuel Rose, Strategic eMarketing Moderator	SESSION C – SOCIAL MEDIA & EMAIL MARKETING Darnell Holloway, Yelp Evan Lazarus, LazBro, Inc. Christina Lee, NING
3:00	Networking with the Panelists & Resource Table Exhibit	Session C Panelists
3:30	Adjourn	