

	TOPIC	SPEAKERS
8:15	Check-in, Continental Breakfast & Networking	
9:00	Welcome & Opening Remarks	<b>Ben Stone</b> , <i>Sonoma County Economic Development Board</i> <b>Ernesto Olivares</b> , <i>City of Santa Rosa Mayor</i> <b>Lorraine DuVernay</b> , <i>Santa Rosa SBDC</i> <b>Mary Kay Rudolph</b> , <i>Vice President, Santa Rosa Junior College</i>
9:20	Special Presentation	<b>Darnell Holloway</b> , <i>Yelp</i>
9:45	<b>Melissa Moreno</b> <i>Santa Barbara SBDC</i> Moderator	<b>SESSION A - ACCESS TO CAPITAL</b> <b>Jeff Carmody</b> , <i>Agility Capital</i> <b>Bernd Hermann</b> , <i>World Trade Finance</i> <b>Dorthe Pernille Walker</b> , <i>Santa Barbara City College</i>
10:45	<b>Travis Mac</b> <i>Saalex Solutions</i> Moderator	<b>SESSION B - PROCUREMENT</b> <b>Danetta Jackson</b> , <i>CA Department of General Services</i> <b>Pamela Smith-Cressel</b> , <i>U.S. General Services Administration</i> <b>Ken Ashford</b> , <i>Metropolitan Water District</i>
11:45	Networking with the Panelists & Resource Opportunities	Session A & B Panelists
12:00	Luncheon Program	<b>Phyllis Meyer</b> , <i>Dun &amp; Bradstreet</i> Financial Information to Help You Sell
1:00	<b>Amber Sims</b> <i>All Stage Media</i> Moderator	<b>SESSION C - SOCIAL MEDIA &amp; EMAIL MARKETING</b> <b>Darnell Holloway</b> , <i>Yelp</i> <b>John McNulty</b> , <i>VerticalResponse</i> <b>Evan Lazarus</b> , <i>LazBro, Inc.</i>
	<b>Ray Bowman</b> <i>Santa Barbara SBDC</i> Moderator	<b>SESSION D - INTERNATIONAL TRADE/ EXPORT READINESS WORKSHOP</b> <b>Ron Merritt</b> , <i>Merritt International</i> <b>Chris Mkpado</b> , <i>T Waste Solutions</i> <b>Gerald Vaughn</b> , <i>US Department of Commerce</i>
2:45	Networking with the Panelists & Resource Opportunities	Session C & D Panelists
3:00	Adjourn	

