

CA SBDC Next Steps for Small Business – Irvine

Irvine Marriott

18000 Von Karman Ave.

Irvine, CA 92612

Wednesday, April 20, 2011

Time	Topic	Speakers
8:15 a.m.	Check-in, Continental Breakfast / Networking	
9:00 – 9:30 a.m.	Welcome Opening Remarks	Jan Norman, <i>The Orange County Register</i> Priscilla Lopez, Orange County / Inland Empire Small Business Development Center (SBDC) Network J. Adalberto Quijada, U.S. Small Business Administration Raúl Rodríguez, PhD, Chancellor, Rancho Santiago Community College District
9:30 – 9:45 a.m.	Keynote Address	Brian Tippens, Hewlett-Packard
9:45 – 9:55 a.m.	Breakout Session Intros Access to Capital Procurement	Bill Davey, Orange County SBDC Marty Keller, Governor's Office of Economic Development
9:55 – 10:00 a.m.	Instructions for Breakout Sessions	Ann Marshall, Business Matchmaking
10:00 – 11:30 a.m.	Breakout Session #1 Bill Davey, Orange County SBDC Moderator Marty Keller, Governor's Office of Economic Development Moderator	<u>Session A – Access to Capital</u> Stacy Sanchez, CDC Small Business Finance Terry Gubatan, The Commercial Finance Group Michael Ocasio, Small Business FDC of Orange County Nancy Russell, Commerce National Bank <u>Session B – Procurement</u> Danetta Jackson, CA Department of General Services John Arena, Metropolitan Water District of Southern CA Nick Manalisay, U.S. Small Business Administration
11:30 – 11:45 p.m.	Networking with the Panelists/ Resource Opportunities	Session A and B Panelists
11:45 – 1:00 p.m.	Luncheon hosted by Dun & Bradstreet	Chuck Ashman, Business Matchmaking

Next Steps logo / CA SBDC programmed by Business Matchmaking

	<p>Special Presentation</p> <p>Special Interview</p>	<p>Joel Ayala, Governor's Office of Economic Development</p> <p>Phyllis Meyer, Dun & Bradstreet</p>
1:00 – 1:10 p.m.	<p>Breakout Session Intros</p> <p>Social Media/Marketing International Trade</p>	<p>Ariel Weeks, Business Matchmaking</p> <p>Jeff Williamson, Center for International Trade Development</p>
1:10 – 1:15 p.m.	<p>Instructions for Breakout Sessions</p>	<p>Ann Marshall, Business Matchmaking</p>
1:15 – 2:45 p.m.	<p>Breakout Session #2</p> <p>Ariel Weeks, Business Matchmaking Moderator</p> <p>Jeff Williamson, Center for International Trade Development Moderator</p>	<p><u>Session C – Social Media/Marketing</u> Rieva Lesonsky, GrowBiz Media Manal Richa, Orange County SBDC TBD, Yelp</p> <p><u>Session D – International Trade</u> Tracy Rafter, President's Export Council Richard Swanson, U.S. Department of Commerce Lucia Leonard, Overseas Private Investment Corporation</p>
2:45 – 3:00 p.m.	<p>Networking with Panelists/ Resource Tables</p>	<p>Session C and D Panelists</p>