

## AGENDA

- 8-8:45 am Breakfast
- *Kelly Manning, Colorado SBDC Network*
  - *Puja Parsons, Keynote*
- 9-10:15 am Marketing, Sales and Business, Oh My!
- *Bethany Niccum*
- Bookkeeping and Account Basics
- *Terryl Peterson*
  - *Sid Zink*
- Crowd Funding
- *Anthony Edwards*
  - *Monisha Merchant*
- 10:30-11:45 am How to Motivate Your Employees with Confidence and Fun
- *Marcia McGilley*
- Government 101: Be a Government Vendor
- *Kathryn Lobdell*
  - *Michaela Gallegos*
- Getting the Most Out of Your Marketing Dollar
- *Louise Garnett*
- 1:15-2:30 pm Social Media and Marketing Strategies Panel
- *Joan Dombrowski, Buzztown*
  - *Amy Long, April's Garden*
  - *Kirk Komich, Rochester Hotel/Leland House*
  - *Stacey Couch, Growing Spaces*
- Strategic Planning
- *Tonya Ensign*
- Small Business Legislative Issues – One-on-One Meetings
- *Senator Ellen Roberts*
  - *Kellie Hotter, La Plata County Commissioner*
  - *Wando Cason, Durango Office Director for Senator Udall*
  - *Darlene Marcus, District Director for Congressman Tipton*
  - *Monisha Merchant, Small Business Policy Analyst for Senator Bennett*
  - *Jennifer Cassell, OEDIT Legislative Liaison and Policy Advisor*
  - *Sweetie Marbury, City of Durango Council Woman*
- 2:45-4 pm Funding Your Business Panel
- *Bob Todd, OEDIT*
  - *Jenny Stollar, Region 9 EDD*
  - *Paul Broderick, First National Bank*
  - *Charles Thompson, USDA Rural Development*
  - *James Van Horn, US SBDC*
  - *Tod Cecil, Colorado Lending Source*
  - *Justin Vause, ACCION*
- Websites & Search Engine Optimization in 2012 and Integrated Marketing and the Evolution of a Website
- *Marcy Mitchell*
  - *Beth McCracken*
- Women-owned/8a Business Certification
- *Carolyn Terrell*
  - *Joanna Burciaga*
- 4-5 pm Entrepreneurs Panel
- *Amy Long, April's Garden*
  - *Kathy Keyes, Pagosa Baking Company*
  - *Holly Zink, Sunnyside Market*
  - *Kelly Stevens, Alley House and Farago*