ACCELERATE BUSINESS

2013 IESBGA Conference

Tuesday, June 4 through Friday, June 7

State Farm Hall of Business, Illinois State University, Normal, Illinois

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GROWTH CORP

Illinois Department of Commerce & Economic Opportunity
Pat Quinn, Governor

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Illinois Entrepreneurship & Small Business Growth Association

Important Information

Sponsors

The Illinois Entrepreneurship and Small Business Growth Association would like to thank the 2013 Conference Sponsors: the Illinois Department of Commerce and Economic Opportunity/Illinois SBDC, Growth Corp and Constant Contact.

Certification Hours

Certification hours will be available for each session. A listing of all participants registered prior to May 29 will be available in the back of each general session and workshop. To receive credit for attending the session, please initial next to your name. If your registration was received after May 29, please print your name on a blank line provided at the end of each sheet.

Special Notes

The conference will utilize multiple buildings at ISU. The planning committee encourages participants to bring umbrellas and jackets in case of cool weather or rain.

No food or beverages are allowed in classrooms. Bottled water is allowed.

2013 IESBGA Conference Planning Committee

Elizabeth Binning, Chair
Michele Dorvil Agbejule
Sheri Ericson
Rod Hollenstine
Ken Klotz
Kevin Lust
Vicky Miller
Mark Petrilli
James Ryan

2013 IESBGA Coordinating Council

Kevin Lust, *President*
James Ryan, *Vice-President*
Steve Groner, *Treasurer*
Connie Beck, *Secretary*
Elizabeth Binning
Barney Brumfiel
Ken Crite
Michele Dorvil Agbejule
Ken Klotz
Mary Turner
Joel Youngs

Accelerate Business

TUESDAY, JUNE 4, 2013

11:30 AM-3:30 PM
Atrium, State Farm Hall of Business
Registration/Check-in

12:00 PM-2:30 PM
Room 430, State Farm Hall of Business
Module #1- Code of Professional Performance
Dave Gay & Greg Gonda

2:30 PM-5:00 PM
Room 430, State Farm Hall of Business
Module #2- Counseling Techniques
Dave Gay & Greg Gonda

WEDNESDAY, JUNE 5, 2013

7:00 AM-8:00 AM
Atrium, State Farm Hall of Business
Continental Breakfast

7:30 AM-5:15 PM
Registration will close during lunch
Atrium, State Farm Hall of Business
Registration/Check-in

8:00 AM-10:00 AM
Room 133, State Farm Hall of Business
Module #3- Cross-Selling Network Services
Dave Gay & Greg Gonda

10:00 AM-11:00 AM
Room 412, State Farm Hall of Business
Executive Committee Meeting

10:00 AM-12:00 PM
Room 137, State Farm Hall of Business
Module #4- Government Regulations
Darryl Thomas

11:00 AM-12:00 PM
Room 150, State Farm Hall of Business
Professional Development Committee

11:00 AM-12:00 PM
Room 149, State Farm Hall of Business
Membership/Communication Committee

11:00 AM-12:00 PM
Room 148, State Farm Hall of Business
Certification Committee

12:00 PM-12:30 PM
Old Main, Bone Student Center
New Member Orientation

12:30 PM-1:50 PM **Welcome, Lunch & General Session**
Old Main, Bone Student Center *Adam Pollet*

Adam Pollet is the Acting Director for the Illinois Department of Commerce and Economic Opportunity. He oversees the state agency tasked with growing Illinois' economy. Prior to his appointment by Governor Pat Quinn in November 2012, Pollet served as deputy director for the Illinois Office of Trade and Investment where he led the state's export and foreign direct investment activities. Before joining the state in 2011, Pollet was a consultant at McKinsey & Co. in Chicago where he served client companies in the firm's strategy and operations practices focused on the energy, transport, logistics, and automotive sectors. A graduate of Harvard Law School and Stanford University, Pollet worked for the United Nations focusing on international economic development including customs, modernization, and trade facilitation in Afghanistan.

1:50 PM-2:00 PM **Walking Break**

2:00 PM- 3:30 PM **SESSION I WORKSHOPS**

1. ITC/OTI Roundtable
Dan Goff
Room 145, Center for Visual Arts

Daniel Goff is the Deputy Director of the Office of Trade and Investment (OTI) at the Illinois Department of Commerce and Economic Development. OTI is responsible for promoting exports from small and medium-sized Illinois businesses, as well as managing the State's international trade relationships. Prior to joining OTI, Daniel was a Senior Consultant at Wipro Consulting, the strategic consulting arm of one of the world's largest IT consulting firms. He has four years consulting experience, having worked on projects in the healthcare and financial services industries. Daniel has extensive experience working internationally, and has spent over a year working in India, and worked on projects related to trade with China, the Philippines, Haiti, and other emerging economies.
Daniel earned an MBA from the University of Chicago Booth School of Business with concentrations in Finance and International Business. He lives in Chicago with his wife and one year old daughter.

2. Successful Retail Merchandising Techniques
Nicole Reyle
Room 147, Center for Visual Arts

Successful retail merchandising involves more than attractive displays and low prices. At this session, learn from an industry expert how to teach your clients to grow sales through proven merchandising techniques.

3. Procurement Panel
Donald Lynch, Central Management Services
Pamela Simon, Illinois Department of Transportation
Gustavo Giraldo, Illinois Tollway
Room 149, Center for Visual Arts

Updates will be provided on Vendor Payment Program, IDOT Mentor/Protégé Program, and the Tollway Mentor-Protégé Program.

Donald Lynch has been with the State for 10 years. Prior to that time, Don had been in the private sector for 25 years after being honorably discharged from the U.S. Army. On joining the State, he was in procurement, moving on to the vendor outreach program and now serving in his capacity as vendor payment coordinator for the Vendor Payment Program. Due to a delayed payment cycle, the State of Illinois has created the Vendor Payment Program (VPP). It is designed to expedite the time frame of payments to vendors and service providers doing business with the State. The details of this program will be discussed to help the PTACs determine how it can help their clients.

Pamela Simon is currently the Equal Employment Compliance Manager for the Illinois Department of Transportation—Office of the Secretary. Ms. Simon has worked for the Department for over 23 years, starting out as an Engineering Technician and working her way through the ranks. Prior to the Department, Ms. Simon worked as a laborer for several years to pay her way through school and learn the skills needed in her role today. The Illinois Department of Transportation is committed to strengthening its Disadvantage Business Enterprise Program. The Mentor Protégé Program is aimed specifically at increasing DCE participation in Departments contracts, as required by the code of federal regulations 49, Part 26. The Mentor Protégé Program is designed to assist in the promotion and expansion of minority owned disadvantage firms. The significance of the M/P Program is that it provides an incentive to prime contractors and the DBE and provides the necessary avenue for DBE's to participate with the prime contractor as a partner while the DBE grows and develops.

Gustavo Giraldo serves as the Illinois Tollway's chief of the Diversity and Strategic Development, which was created in 2011 to increase access to economic opportunities for small businesses, as well as disadvantaged, minority and women-owned business enterprises, and underemployed individuals. Since then, Mr. Giraldo and his team have stepped up the Tollway's diversity outreach efforts -seeking feedback from local communities on existing diversity programs, hosting networking sessions for professional services and construction firms interested in doing business with the Tollway and providing informational and technical assistance presentations to diverse organizations. Mr. Giraldo plays a pivotal role in Tollway efforts to expand resources to help small and diverse firms participate in the agency's 15-year, $12 billion capital program, *Move Illinois: The Illinois Tollway Driving the Future.* Highlights include the creation of a Small Business Initiative that identifies select construction contracts that can be set aside for small businesses and establishes small business goals for construction contracts on a project-by-project basis. The Tollway also participates in a new Small Container Bridge Program to help small construction contractors obtain bonding and capital loans. The Tollway is also working in partnership with other state agencies, assist organizations and community colleges in Northern Illinois to provide technical assistance for small and diverse businesses in the heavy construction industry. In addition, in 2012, the Tollway reconvened and expanded its Earned Credit Program (ECP) Advisory Council to assist with diversity outreach efforts. The ECP is a rewards Initiative that allows contractors and subcontractors to earn bid credits toward future Tollway construction bids when they hire from a pool of qualified , pre-screened job candidates, including underemployed African-Americans. Latinos, Asian-Americans, women, ex-offenders and veterans. Prior to joining the Tollway, Mr. Giraldo worked for the city of Chicago for 25 years where he oversaw the procurement of capital development projects, architectural and engineering contracts and implemented workforce development initiatives. Most recently, he worked as the deputy procurement officer, managing the contracting of the city's work services, heavy equipment and vehicle requirements. Before working for the city, he served as an analyst for the Illinois Department of Transportation's Disadvantaged Business Enterprise Program in Springfield for nearly three years as a bilingual school teacher for two years. Mr. Giraldo holds a Bachelor of Arts degree from National Louis University in bilingual education and is an Executive Scholar graduate from Northwestern University's Kellogg School of Management.

3:30 PM-4:00 PM Networking Break
Atrium, State Farm Hall of Business

4:00 PM-5:30 PM SESSION II WORKSHOPS

1. Social Media Strategies for Promoting Your SBDC
Harriet Parker, Waubonsee Community College
Gina Czubachowski, IVCC
Jan Bauer, College of Lake County
Aimee Wigfall, SIU Carbondale
Room 148, State Farm Hall of Business

SBDCs who are currently using social media will show examples of use, best practices and tips. This will be followed by a roundtable discussion on challenges and ideas for using social media to promote your SBDC. Other SBDC's who are using social media are invited to share examples and strategies.

Harriet Parker is Manager of the Illinois SBDC at at Waubonsee Community College. Ms. Parker has over 20 years experience managing successful start-up businesses, where she has played a key role designing and marketing software products that are in use nationwide today. In addition to her role with the Illinois SBDC, she also is co-owner of HubTack, Inc., a web business serving land surveyors and engineers. Ms. Parker actively supports the local business community through her involvement on numerous boards and committees.

Gina Czubachowski is the Business Specialist at Illinois Small Business Development Center at Illinois Valley Community College. She manages the social media of the ISBDC and meets with clients to discuss marketing plans and business plan development. Prior to that, she was a Graduate Assistant for the College of Business at Illinois State University, where she researched strategic management topics and evaluated students' assignments. Prior to that, she was a Management Trainee at First Federal Savings Bank and Insurance Producers at First Fed Insurance Agency. While attending ISU, she served as President of the Master of Business Administration Association and increased membership. Prior to that, she served as President of Financial Management Association and increased membership. Gina has bachelor's degree in Finance from Illinois State University and a master's degree in Business Administration (MBA) from Illinois State University.

Jan Bauer is a serial entrepreneur who has first-hand knowledge and experience in running a business. Jan offers expertise on business leadership, planning, strategizing, marketing, financial management and international business. Jan earned the 2013 Women of Achievement, Business YWCC Award, 2013 SBDC Center of Excellence & Innovation Award, and the 2011 Influential Women in Business Award along with receiving the Micro-Entrepreneur Advocate of the year for the past three, consecutive years. Jan has an MBA and is CGBP Certified.

Aimee Wigfall has been a Small Business Specialist with the SIU SBDC for over five years. She has a Bachelor's Degree in Management Information Systems from SIUC, and operates a contemporary portrait photography business on the side. Two years ago, Aimee saw the benefits of using Facebook and other social media to help raise awareness of the events and services offered by the SBDC, and has since developed and taught several workshops to local business owners on how to successfully use social media to market their business.

2. Restaurant Management and Pricing
Randy Williams, Adjunct Faculty, Lincoln Land Community College
Room 149, State Farm Hall of Business

Attendees at this session will learn some of the most effective restaurant management techniques and pricing strategies from an expert in the industry.

Randy Williams attended Parkland College in Food Service Management. Afterwards, he worked as a manager at Truckers Homestead Restaurant south of Springfield, Illinois on I-55. In August of 1995, he purchased the restaurant, and sold it in 2007. He was owner of Conn's Corner, a seasonal diner on the Illinois State Fairgrounds and CEO at Mel-O-Cream Donuts, Springfield, Illinois. He's currently an Administrator at the University of Illinois, a Food Service Consultant and an Instructor at LLCC. He is an avid bike rider, loves to fish, and restore old Mustangs.

3. Recent Patent/IP Law Changes
Wendy Thai
Room 150, State Farm Hall of Business

The American Invents Act (AIA) has brought about many changes to US patent law since it was signed into law on September 16, 2011. Some of the most important changes include the first-inventor-to-file provision and the new definitions of prior art (which took effect on March 16, 2013), as well as the expanded prior user rights defense. As these changes directly impact patent-filing and trade secret considerations, this presentation will begin with a general discussion of the first-inventor-to-file provision, new prior art definitions, and the prior user rights defense. This will be followed by a discussion of patent and trade secret protection, and how these changes-including differences between patent and trade secret protection, and how best to preserve patent rights under the new law. The presentation will conclude with best practices for preserving patent rights as illustrated in the context of a hypothetical invention.

Wendy Thai is a registered patent attorney whose practice includes patents, trademarks and freedom-to-operate opinions involving issued US patents. She has worked with independent inventors, research institutions, and technology-based companies in securing patent protection in the United States and in foreign jurisdictions. She has also assisted clients in navigation of the patent rights of 3rd parties through freedom-to-operate investigations and similar opinion work. Wendy received her J. D., cum laude, from the University of Minnesota Law School in 2005 and her Ph. D. (Biological Sciences) at the University of Alberta in Edmonton, Alberta, Canada. Wendy is a member of the American Bar Association and Illinois State Bar Association. She is admitted to practice law in Minnesota, Illinois and before the U.S. Patent and Trademark Office.

4. United States Export– Import International Trade Database
Tracy Vizanko
Room 135, State Farm Hall of Business

With global access, Illinois SBDC Trade Centers have access to the largest single source database of international trade. This seminar will review Datamyne's United States Export and Import Bill of Lading and United States Census database.

Tracy Vizanko has 15-years in business development helping companies in the logistics, construction and international trade industries. Currently Tracy works in international trade research with companies in all industries throughout the Midwest.

5:30 PM **Dinner on your own**

THURSDAY, JUNE 6, 2013

7:30 AM-4:30 PM Registration/Check-in

Registration will be closed during lunch
Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Continental Breakfast
Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Coordinating Council Meeting
Room 412, State Farm Hall of Business

9:00 AM-10:30 AM SESSION III WORKSHOPS

1. Understanding SBA's Certificate of Competency (COC) Program
Dave Gordon, COC Program Coordinator, U.S. Small Business Administration
Room 148, State Farm Hall of Business

The U.S. Small Business Administration's Certificate of Competency (COC) Program helps ensure that small businesses, especially those new to the federal procurement process, are given a fair opportunity to compete for government contracts. The COC Program allows a small business—and the Program is open only to small businesses—to appeal a Contracting Officer's determination that it is unable to perform successfully on a specific government contract where it is the apparent successful offeror. This talk offers an overview of the entire COC process, both procedurally and substantively, including with how a referral is made, how SBA conducts its investigations, and what happens after SBA renders its decision.

David Gordon joined the U.S. Small Business Administration in 1991 as Assistant Regional Counsel for the Midwest. Beginning in 1994, he served as both Attorney/Advisor to the Illinois District Office and as a Special Assistant U.S. Attorney. Mr. Gordon was routinely assigned to Washington to help draft program regulations for a variety of economic development programs, including rural business investment, equity investment in low-income communities, and the HUBZone program. In 2005, SBA appointed him Size Program Manager for Area IV with jurisdiction over twelve Midwestern states. He is also Coordinator for the Certificate of Competency Program for Area IV. Mr. Gordon speaks often on the Small Business Administration's size and Certificate of Competency programs. He provides several training sessions annually for federal procurement personnel and also addresses a variety of private sector audiences. He has also been invited to provide in-house training at SBA headquarters as well as to address special interest groups (such as defense industry prime contractors) on particular issues relating to small business size questions. During his tenure at SBA, Mr. Gordon has traveled to Egypt as part of a mission to evaluate that nation's legal and regulatory climate for small businesses. He was also invited by the American Bar Association and the Government of Romania to address their Senate on pending legislation and policy issues involving small and medium enterprises. Prior to joining the SBA, Mr. Gordon practiced corporate and international law with several Chicago firms. He also serves as an expert commentator on proposed legislation for the United Nations Development Program and the American Bar Association's Central and East European Law Initiative.

2. EX-IM Bank Training, Part 1
Mark Klein, Export Finance Manager
Room 149, State Farm Hall of Business

Overview of the Export Finance services provided by EX– IM Bank along with a description of the role that EX-IM Bank plays in growing exports. This discussion will include an in-depth look at our (3) core products for Small Business: Pre-Export Working Capital Guarantee, Export Credit Insurance, Foreign Buyer Financing.

Mark Klein is an Export Finance Manager for the Export– Import Bank of the U.S. (EX-IM Bank) and covers much of the Midwest market. EX-IM Bank is the official Export Credit Agency for the U.S. and its mission is to assist in the financing of the U.S. goods and services to international markets. In doing so, U. S. exporters increase their export sales and sustain/create U.S. jobs. EX-IM Bank will play a major role in the National Export Initiaitve and help double exports in 5 years and create 2 Million U.S. jobs. Mark is a member of the Midwest Regional office located in Chicago, IL. Mark covers the KY, OH, IN, MO, KS and NE markets and works closely with exporters in those areas. Prior to joining EX-IM Bank, Mark was an International Banking Services Specialist for three commercial banks and worked with exporters in Kentucky, Indiana, Ohio, Tennessee and West Virginia. Mark counseled these exporters on a variety of issues including, but not limited to, Letters of Credit, Foreign Exchange Risk Mitigation and Export Credit Insurance. Mark was instrumental in building an International Banking Services Department from the ground up at a small community bank. Mark is a graduate of the University of Louisville, both undergraduate and MBA, and holds the Certified International Credit Professional (CICP) certification from the FCIB. Mark currently resides in Louisville, KY.

3. Startup Funding & Resources for Tech Based Business
RJ Pahura, CEO, Venture Connects
Room 150, State Farm Hall of Business

This will be a brief description on the life of a startup and how financing the startup is directly related to its success. The topics discussed will be lean startups, Venture Connects/Venture Capital/Angel funding, crowdfunding, and the importance of capitalizing a business from the start.

RJ Pahura is a professional entrepreneur and passionate networker. He is actively involved in the startup community and serves on several boards. He is currently the CEO of Venture Connects, a platform for VC and Angel Investing to collaborate with business owners and service providers. He has played a vital role in the startup of successful companies and will be collaborating 2 additional companies in 2013. Both companies, one in PR and one an Angel Group, will work in cohesion of Venture Connects. RJ is originally from Kansas City, and holds a Bachelors in Business from Baker University. He resides in Chicago, IL.

4. Technology + Program Income = Win/Win
Jan Bauer, College of Lake County
Joanne Osmond, Illinois SBDC ITC Advisor & Instructor/ Director
Room 135, State Farm Hall of Business

Leverage the new IL SBDC online training modules to grow program income with little effort, expand your reach to potential clients and maximize time spent with current clients to build average hours. This workshop outlines the steps to leverage online training and expand the sphere of influence by defining the SBDC's new classroom where information is available anytime, anywhere, while maximizing your advising efforts.

Jan Bauer is a serial entrepreneur who has first hand knowledge and experience in running a business. With over 20 years experience working with small to medium sized businesses, Jan offers expertise on business leadership, planning, strategizing, marketing, financial management and international business. Jan earned the 2013 Women of Achievement, Business YWCC Award, 2013 SBDC Center of Excellence & Innovation Award, and the 2011 Influential Woman in Business Award along with receiving the Micro-Entrepreneur Advocate of the year for the past three, consecutive years. Jan has an MBA and is CGBP certified.

Joanne Osmond has been an Illinois SBDC advisor for over ten years and has helped hundreds of small business owners find their path to success. She is dedicated to providing the best advice and resources, offering expert advice on business plans and development, loan readiness, financial, marketing, and operations. She has facilitated a variety of business workshops to sharpen the entrepreneur's skills and developed courseware and workbooks for in person classes before turning her focus to training and counseling. Osmond received an undergraduate degree in education from Purdue University and an MBA from Webster University.

10:30 AM-10:45 AM Networking Break
Atrium, State Farm Hall of Business

10:45 AM-12:15 PM SESSION IV WORKSHOPS

1. How Does SBA Determine Size?
Dave Gordon, COC Program Coordinator, U.S. SBA
Room 148, State Farm Hall of Business

On January 2, 2013, Present Obama signed the National Defense Authorization Act into law. Among other things, that act addresses what happens when an SBDC or a PTAC gives a written advisory opinion to a business concern about its size. Although the law does not authorize SBDCs or PTACs to do formal size determination, it recognizes that they provide written advice on size issues to small businesses and that sometimes that advice is incorrect. This presentation provides a basic overview of SBA's size regulations and the considerations and factors involved in determining the size of a business concern so that those whose advice is sought will have a basic understanding and familiarity with a highly technical area that is so important to so many businesses.

David Gordon joined the U.S. Small Business Administration in 1991 as Assistant Regional Counsel for the Midwest. Beginning in 1994, he served as both Attorney/Advisor to the Illinois District Office and as a Special Assistant U.S. Attorney. Mr. Gordon was routinely assigned to Washington to help draft program regulations for a variety of economic development programs, including rural business investment, equity investment in low-income communities, and the HUBZone program. In 2005, SBA appointed him Size Program Manager for Area IV with jurisdiction over twelve Midwestern states. He is also Coordinator for the Certificate of Competency Program for Area IV. Mr. Gordon speaks often on the Small Business Administration's size and Certificate of Competency programs. He provides several training sessions annually for federal procurement personnel and also addresses a variety of private sector audiences. He has also been invited to provide in-house training at SBA headquarters as well as to address special interest groups (such as defense industry prime contractors) on particular issues relating to small business size questions. During his tenure at SBA, Mr. Gordon has traveled to Egypt as part of a mission to evaluate that nation's legal and regulatory climate for small businesses. He was

also invited by the American Bar Association and the Government of Romania to address their Senate on pending legislation and policy issues involving small and medium enterprises. Prior to joining the SBA, Mr. Gordon practiced corporate and international law with several Chicago firms. He also serves as an expert commentator on proposed legislation for the United Nations Development Program and the American Bar Association's Central and East European Law Initiative.

2. EX-IM Bank Training, Part 2
Mark Klein, Export Finance Manager
Room 149, State Farm Hall of Business

(Cont. from Part 1)

3. Transitions, Succession and the Future of the Family Business
Lisë Stewart, The Galliard Group
Room 150, State Farm Hall of Business

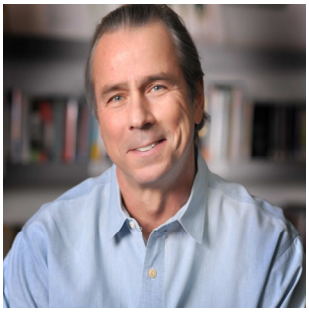
Lisë Stewart, a nationally recognized speaker, writer and successful business woman will share ideas and techniques for helping family business owners to recognize the key steps they need to take to assist the long-term survival of their companies– ensuring they can both realize a return on their life-time's investment and leave behind the legacy they have worked hard to create.

Lisë Stewart is the Founder of Galliard Group– a national consulting firm specializing in working with family owned and closely held businesses. She is a popular and nationally recognized speaker who is well known for her advocacy and training for family businesses.
She is also a consultant to the National Manufacturing Extension Program as they strive to develop programs to aid small manufacturing companies to grow and prosper in today's economy. Her background is in organizational psychology and small business and she is the author of numerous articles on the sustainability of family businesses. Lisë has been a keynote speaker on topics pertaining to family business nationally and internationally for over 25 years.

4. IBISWorld Industry Research: Defining the Environment Your Client Operates In
George Van Horn, Client Relationship Manager, IBISWorld
Room 135, State Farm Hall of Business

For both new and current SBDC users, this presentation will review IBISWorld Industry Research content and its applicability to SBDC research interests. A visit to the website will address navigation and search topics with a focus on identifying the best industry title for a specific company. Using IBISWorld Industry Research allows SBDCs to work smarter, faster and be more successful.

George Van Horn joined IBISWorld in 2005 and has held positions within Business Development, Media Relations and currently, corporate Client Services. Van Horn brings 25 years of experience to the information services industry. Prior to joining IBISWorld, Mr. Van Horn originated financial and industry analysis for commodity trading organizations and their clients and held business development responsibilities for economic, industry and consumer analytical services. Van Horn received his Bachelor of Science degree in finance from Valparaiso University and completed his MBA in finance at DePaul University. His academic work was recognized by membership in Omicron Delta Epsilon, the International Honor Society for Economics.



12:15 PM-1:45 PM Lunch, General Session II
Old Main, Bone Student Center

Trends
Howard Tullman, Tribeca Flashpoint Media Arts Academy
Old Main, Bone Student Center

Howard A. Tullman is President and CEO of Tribeca Flashpoint Media Arts Academy. He is the general managing partner for Chicago High Tech Investors, a member of Mayor Rahm Emanuel's ChicagoNEXT Council and Governor Pat Quinn's Illinois Innovation Council and an adjunct professor at the Kellogg Graduate School of Management. Over the last 40 years, he has founded more than a dozen high-tech companies.

1:45 PM-2:00 PM Walking Break

2:00 PM-3:30 PM SESSION V WORKSHOPS

1. Roundtable Discussion for TIES Specialty
Room 145, Center for Visual Arts

2. Growing and Analyzing Your Communities Using ReferenceUSA
Bob Zielinkski, Academic and Government Consultant, Infogroup-Reference Division
Room 147, Center for Visual Arts

Attendees will learn the ins and outs of using ReferenceUSA for economic gardening and business development. This session will allow beginners and experienced users to gain insight into navigating ReferenceUSA to maximize their time and effort. Learning the best techniques and insider tips for navigating the US Business data is half of the battle. The other half is exploring the additional data available through ReferenceUSA which is invaluable to researchers, business owners and those looking to create a solid business plan. Competitive intelligence, finding potential B2B relationships, site selection and targeting specific segments of communities will all be covered. This session will also explore how to best utilize and understand the demographic and psychographic data available through the Consumer/Lifestyle module. Time will be spent covering the New Business and New Mover/ Homeowner modules which are excellent resources for any business reliant on having the freshest information available. Time will be spent focusing on utilizing the mapping component which exists in the business and consumer modules. There will also be a focus on how to download data once your targeted research information has been compiled.

Bob Zielinski has been with ReferenceUSA for five years and currently lives in Omaha, NE with his family. During his time with ReferenceUSA, Bob has been involved in working with all levels of government and quasi-governmental agencies, academic institutions and public libraries. Over the last five years Bob has been involved in sales, product development, competitive intelligence and database training. Bob has a detailed understanding of the data offered through ReferenceUSA along with additional data services offered by ReferenceUSA's parent company, Infogroup. A graduate of the University of Kansas, Bob has been responsible for many states over his five years. Currently Bob works with government offices and public libraries in Illinois, Minnesota, Wisconsin, North Dakota and South Dakota.

3. Surety Bond Training
Steve Konkle, Supervisory Economic Development Specialist
David Blum, D.S. Blum, Inc.
Room 149, Center for Visual Arts

This presentation will cover information on Contract Surety Bonding at the introductory and middle level. Topics covered will be both contract surety bonding in general and the SBA Surety Guarantee program specifically. The Contract Surety Bond process from determination of eligibility to payment of claims will be covered in the training.

Steve Konkle holds a BA in Economics from Western Michigan University and an MBA in Finance from Illinois Institute of Technology/ Roosevelt University. He also has done graduate study in Economics at Western Michigan University. Prior to joining the SBA in 1985, Steve held a variety of treasury management and accounting positions in the manufacturing sector. He worked in the electronics components industry and the building materials industry. His last position was a division controller for a Fortune 500 buildings materials manufacturer. Since joining the SBA, Steve has worked in the Liquidation Division, the Entrepreneurial Development division, and the Finance division. Currently, he is a Supervisory Economic Development Specialist. Also, he is the Veterans Business Development Officer for Illinois.

David Blum has 30 years of commercial insurance experience. His beginnings were founded with construction insurance and bonding and difficult to place, non-standard specialty lines coverage, which continues today. David was the first retail insurance agent in the country to develop and manage a standard lines Workers' Compensation program specifically for Asbestos and Lead Abatement contractors. With David's oversight, this all states– national program premiums of over $150 Million. David also has over 20 years experience in Program Management.

4. International Standards
John Allen, Product Safety Consulting
Room 151, Center for Visual Arts

Learn about the product testing and certification processes required in foreign markets, including Canada and the European Union, and whether or not these apply to your products. Hear from a local international product compliance expert about the costs, timeframe, resources and most efficient ways to get your products certified in order to prepare for or expand your export business!

John Allen is President of Product Safety Consulting. In 1988, John's experience working with one of America's leading inventors led him to the realization that product designers needed expert advice on not only how to navigate the often confusing and changing product compliance environment, but how to design products with safety and compliance in mind. PSC has helped over 3000 companies with product certification, compliance and testing. John is a recognized expert in Lighting, Medical, and Industrial Controls compliance standards. He serves on UL Standards Technical Panels, is a Core Leadership member of the IEEE and is also the Chairman of the Risk Assessment Technical Committee of the Product Safety Engineering Society.

3:30 PM-3:45 PM Networking Break
Atrium, State Farm Hall of Business

3:45 PM-5:15 PM SESSION VI WORKSHOPS

1. Panel Discussion of Financing Opportunities for Our Clients
Matt Jennings, Advantage IL
Marcia Abner, IL Growth Corp
Val Ross, SBA
Room 148, State Farm Hall of Business

Matt Jennings was hired in 2011 to market and administer the Advantage Illinois Program. His marketing territory consists of I-80 South to Cairo and from the Mississippi River to the Indiana and Kentucky border. He is a graduate of SIU Carbondale. He has 20+ years of experience in Commercial and Residential lending. He has worked in both the large corporate banking setting and the small–middle market community banking setting.
Marcia Abner is Vice President of Growth Corp and primarily serves the Central and Northern Illinois market, as well as Eastern Iowa. She has fifteen years of superlative lending experience and has assisted thousands of businesses in obtaining financing through the SBA 504 Loan Program, correlating to nearly a billion dollars in SBA 504 financing. Marcia has the experience to assist with everything from equipment purchases to construction of a new facility.

Valerie Ross serves as Branch Manager for the U.S. Small Business Administration in Springfield, IL. She is responsible for SBA outreach, lender training, and the delivery of SBA programs throughout Central and Southern Illinois. She makes small businesses aware of SBA financing and procurement opportunities, the services of small business development and procurement technical assistance centers, and other resources.

2. Deciphering Employer Obligations and New Coverage Options Under The Affordable Care Act
Laura Minzer, Executive Director, Healthcare Council and Associate Vice President, Government Affairs, Illinois Chamber of Commerce
Room 145, Center for Visual Arts

The presentation will cover the ACA's impact on employers and how small and mid-size employers can prepare for the coming changes less than a year from now, including how the law defines employer size, employer coverage requirements, affordability of coverage and the new penalty treatments. The session will also cover the new benefit options available to individuals, small employers and their employees, including the new health insurance exchange, and how employers can effectively brace for change in 2014.

Laura Minzer currently serves as the Executive Director of the Illinois Chamber of Commerce's Healthcare Council, one of six business issue councils that serves as the Chamber's primary resource for responding to and influencing healthcare policy. In that role, she serves as the Chamber's lead on health reform, interpreting and responding to state and federal legislation and regulatory issues regarding implementation of the Affordable Care Act and other issues that impact the health insurance market and the broader healthcare system in Illinois. She previously served as the Chamber's lead for Live Healthy Illinois- a two-year IDPH grant-funded worksite wellness initiative promoting physical activity amongst Central IL employers and employees. She has also served as a member of the Illinois State Health Improvement Planning Team 2009-2010 and is currently a member of the Illinois Department of Public Health's Leadership Team for their Community Transformation Grant/We Choose Health initiative and is the Chamber's grant and project manager for the WCH Worksite Wellness Technical Assistance. In addition to her role as Executive Director, Laura is also the Associate Vice President of Government Affairs for the Chamber.

3. Gathering Information on International Companies
Bob Zielinkski, Academic and Government Consultant, Infogroup-Reference Division
Room 149, State Farm Hall of Business

The need to step outside of the US to find companies to partner with, export to or import from has never been higher. Fortunately, the way to locate and research these international companies has never been easier. This session will focus on an international business database, OneSource, which takes the best data available from companies which specialize in business content. Fifty companies focusing on specific aspects of international companies provide content to OneSource ranging from executive bio and compensation information to SWOT Reports, financial data, analysts' reports, cash flow and balance sheets. Learn how to best utilize OneSource to target the companies and industries you are searching for in specific regions of the world. Uncover the multitude of data elements available and learn how to build custom tables to focus on your ideal companies based upon the profile you set up.

Bob Zielinski has been with ReferenceUSA for five years and currently lives in Omaha, NE with his family. During his time with ReferenceUSA, Bob has been involved in working with all levels of government and quasi-governmental agencies, academic institutions and public libraries. Over the last five years Bob has been involved in sales, product development, competitive intelligence and database training. Bob has a detailed understanding of the data offered through ReferenceUSA along with additional data services offered by ReferenceUSA's parent company, Infogroup.

5:15 PM-7:00 PM Networking Reception
Sponsored by Growth Corp
Within walking distance
Medici Restaurant
120 North St., Normal, IL 61761

7:00 PM Dinner on your own

FRIDAY, JUNE 7, 2013

7:30 AM-12:00 PM Registration/Check-in
Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Continental Breakfast
Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Strategic Planning Committee Meetings
Atrium, State Farm Hall of Business

9:00 AM-10:00 AM General Session

Grow Your Center with Email and Social Media
Steve Robinson, Constant Contact
Room 139, State Farm Hall of Business

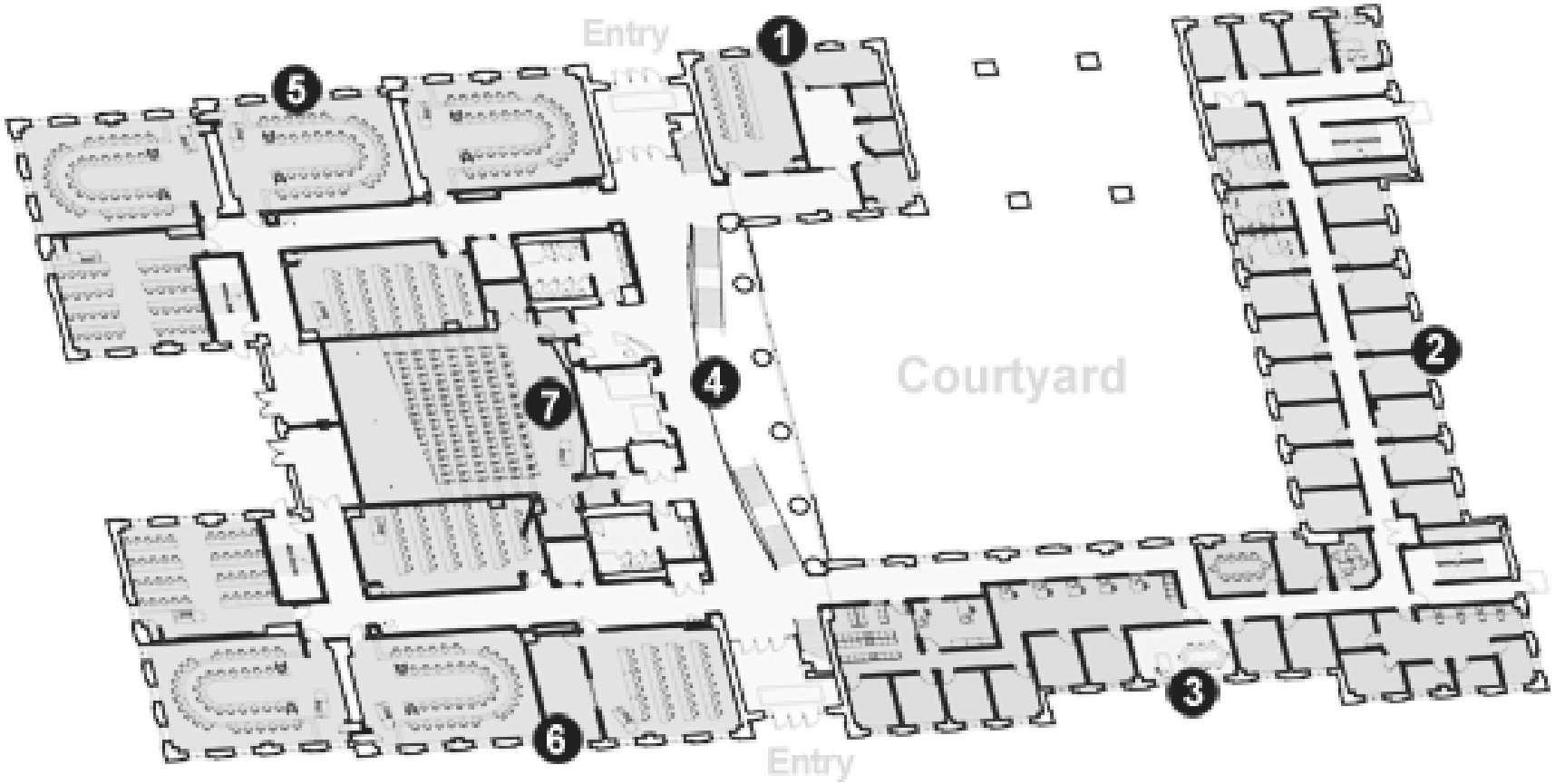
This workshop will help you explore the landscape of using social and email marketing to help you generate new business. Learn how setting marketing goals and objectives will help you determine the best targeted channels for you to push out your social and email campaigns. Interactive exercises throughout the workshop will leave you with actionable steps you can take to help you achieve your goals. Engage through email and social media marketing for long-lasting results. This presentation is a shorter version of what can be presented to your clients at your center. The information should be useful for your center as well.

10:00-10:15 AM Networking Break
Atrium, State Farm Hall of Business

10:15-11:15 AM General Session, Annual Meeting & Program Excellence Award
Room 139, State Farm Hall of Business

11:15-12:00 PM General Session, DCEO Updates
Room 139, State Farm Hall of Business

State Farm Hall of Business
1st Floor



2. East Office Wing—Rooms 101-122

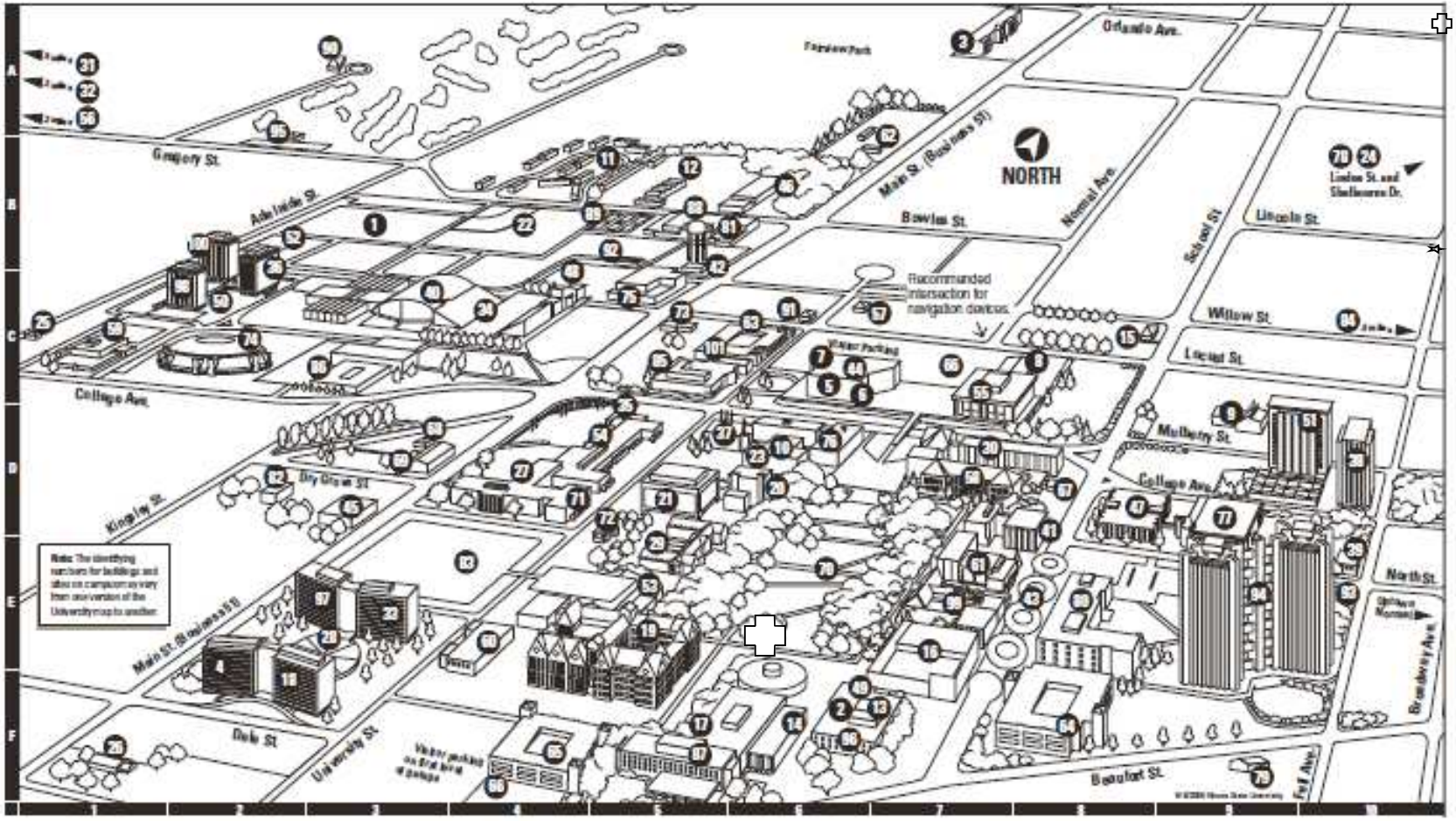
4. Country Insurance & Financial Services Atrium

5. North Classroom Wing—Rooms 144-150

6. South Classroom Wing—Rooms 130-136

7. East Classroom Wing—Room 139

- CAT Auditorium (200 seat)



Illinois State University

Illinois' first public university

1 Adelaide Soccer Field B3
2 Allen Theatre F6
3 Alumni Center A7
4 Atkin Hall E2
5 Bone Student Center C6
6 Braden Auditorium C6
7 Brown Ballroom C6
8 Bowling & Billiards Center C8
9 Campus Religious Center D9
10 Capen Auditorium D6
11 Cardinal Court B5
12 Carter Harris Building B5
13 Centennial East F7
14 Centennial West F6
15 Center for Intercultural Relations C8
16 Center for the Performing Arts E7
17 Center for the Visual Arts F5
18 Colby Hall F2
19 College of Business Building E5
20 Cook Hall D6
21 DeGarmo Hall D5
22 Duffy Bass Field B4
23 Edwards Hall D6
24 Energy House B10
25 Eyestone School Museum C1
26 Facilities Planning Building F1
27 Fairchild Hall D4
28 Feeney Dining Center E3
29 Fell Hall E5
30 Fairmley Hall D7
31 Gregory Street Property A1
32 Gregory Street Complex A1
33 Hamilton Hall E3
34 Hancock Stadium C4
35 Hayden Auditorium D5
36 Haynie Hall C2
37 Heating Plant D5
38 Hewett Hall D10
39 Honors Program E10
40 Horton Field House C3
41 Hovey Hall D8
42 Hudelson Building B5
43 In Exchange E8
44 InfoCentre C6
45 Instructional Technology and Development Center D3
46 John Green Food Service Building B6
47 Julian Hall D8
48 Kaufman Football Building C4
49 Kemp Recital Hall F6
50 Linkins Dining Center C2
51 Manchester Hall D10
52 Marian Kneer Softball Stadium B2
53 McCormick Hall E5
54 Metcalf School D5
55 Milner Library C7
56 Motorcycle Driving Range A1
57 Motorcycle Safety Program Office C7
58 Moulton Hall D7
59 Nelson Smith Building C1
60 Office of Residential Life Building E4
61 Old Union E7
62 Parking and Transportation Building, Bill Waller B7
63 Parking Garage, North University Street C6
64 Parking Garage, School Street F8
65 Parking Garage, South University Street F4
66 Parking, Visitor C7 and F4
67 Planetarium D8
68 Professional Development Annex D3
69 Professional Development Building D3
70 Quad E6
71 Rachel Cooper D4
72 Rambo House D5
73 Recreation Services Building C5
74 Redbird Arena C2
75 Ropp Agriculture Building C5
76 Schroeder Hall D6
77 Science Laboratory Building D9
78 Shelbourne Apartments B10
79 Southeast Chiller Plant F9
80 Stevenson Hall E8
81 Stroud Auditorium B6
82 Student Accounts Building D2
83 Student Fitness and Kinesiology Recreation Building (under construction) E4
84 Student Recreation Building C10
85 Student Services Building C5
86 Turner Hall C3
87 University Galleries F5
88 University High School B5
89 University High School Tennis Courts B5
90 University (President's) Residence A3
91 Vidette Building C6
92 Vitro Center B5
93 Watterson Dining Center E10
94 Watterson Towers E9
95 Welbring Golf Club A2
96 Westhoff Theatre F6
97 Whitten Hall E3
98 Wilkins Hall C2
99 Williams Hall E7
100 Wright Hall B2
101 211 North University Street C5

BONE STUDENT CENTER
Illinois State University

First floor (Orchestra)

C	Faculty/Staff Conference Room
E	E-mail Express
Ea	East Lounge
F	Family Restroom
L	Lobby Shop
M	Men's restroom
N	Campus Signage Solutions
P	Programming Office
S	Spotlight Room
UPB	University Program Board
We	West Lounge
W	Women's restroom
$	ATM
☒	Elevator

- Lounge Space
- Meeting Rooms
- Retail
- University Departments/ Services
- Other