



## Smart & Simple Strategies for Small Business

Wednesday, September 16, 2009 - Microsoft Campus



Go to Market: Market & Selling your Services				Start Up or Rev Up: Infuse your Business with Innovative Ideas and Solutions				
Sessions	Presenters	Details	Room	Time	Sessions	Presenters	Details	Room
Opening remarks	Fred Studer	Future of technology for small business	McKinley	Breakfast Presentation 8:30 - 8:55 a.m.	Opening remarks	Fred Studer	Future of technology for small business	McKinley
Office 2010 Preview	Jaana Linsenmeyer		McKinley	8:55 - 9:15 a.m.	Office 2010 Preview	Jaana Linsenmeyer		McKinley
You say you want a REVOLUTION: Using Social Media	Monica Guzman (M) - Chris Pirillo - Ethan Yarbrough - Shauna Causey	An interactive and audience driven look into the building and advancing your business' social media strategy	Hood	9:30 - 10:15 a.m.	HELP!: Cost Effective IT Solutions	Jamison West - Skip Chilcott - Grant Thompson	Tools for implementing cost-effective IT solutions into your small business	Baker
REMEMBER THE NAME: Branding	Tracy Corley (M) - Lance Becker - Martin Rincon - Cori Ready	Tips on creating a cohesive branding package	Hood	10:30 - 11:15 a.m.	MONEY (THAT'S WHAT I WANT): Stimulus Funding	Dan Bernard (M) - Min Song - Mark Costello - Eric Schinfeld	Learn how your small business can benefit from stimulus funding	Baker
Presenting Speaker	Chris Brogan - Julien Smith	Award-winning authors & social media innovators discuss their NYTimes Bestseller "Trust Agents"	McKinley	Lunch Presentation 11:30 a.m. - 12:25 p.m.	Presenting Speaker	Chris Brogan - Julien Smith	Award-winning authors & social media innovators discuss their NYTimes Bestseller "Trust Agents"	McKinley
Windows 7 Preview	Jane Boulware		McKinley	12:25 - 1:00 p.m.	Windows 7 Preview	Jane Boulware		McKinley
STAND BY ME: Customer Loyalty	Travis Daniel (M) - Bill Detlor - Jabez LeBret	How to attract and maintain loyal customers	Hood	1:15 - 2:00 p.m.	MONEY, MONEY, MONEY: Finance Tools	Glenn Gregory (M) - Denise Marinacci - Barbara Overstreet	Tips and tricks for cash flow management, choosing a banking institution, record keeping & other finance tools	Baker
CHANGES: What's next for small business?	Lorraine Howell (M) - Skip Rowland - Brad Benner - Derek Johnson	Adjust your business to accommodate for social, economic & industry changes	Hood	2:15 - 3:00 p.m.	SAFETY DANCE: Data Protection and Security	Dale Jordan (M) - Seaton Daly - Dan Griffin - Jon Bach	Keeping you and your clients data safe	Baker
COME TOGETHER: Building Partnerships	Emmy Jordan (M) - Kathy Parks - Jessica Efta - Mike McCarty - Steve Cooper - Travis Hagens	How to bundle services and build relationships between businesses	Hood	3:15 - 4:00 p.m.	WHY CAN'T WE BE FRIENDS?: Customer Relationships and Client Management	Elizabeth Bowman (M) - Tyler Alfred - Shane Hazard	How to effectively create, maintain & manage customer relationships	Baker

Please join us for a Networking Reception & Showcase in the McKinley room from 4:00 - 5:00 p.m.