



2011 Professional Development Conference
June 21-24 • Crowne Plaza Melbourne Beachfront

Conference Agenda *at a Glance* 6/13/11
Reaching for the Stars—
Innovating for Success

Admin/Support Staff
Marketing
Finance/Cashflow Mgmt
Behavioral
Pre & Post Sessions

Pre-Conference

MONDAY, June 20

8:00 am - 5:00 pm	Technology Core Competency and Regional BTC Lead CBA Training <i>Robert Myers, CBA, SBDC at UNF, Jacksonville, in coordination with Michael Myhre, State Office, Pensacola</i>
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TUESDAY, June 21

7:00 am - Noon	Golf Tournament, Majors Golf Course <i>Coordinated by Larry Strain, Regional Director, SBDC at UWF, Pensacola</i>
10:00 am - 5:00 pm	Growth Acceleration Program PD (Required for GAP Consultants; others by invitation only) <i>Jim Parrish, GAP Program Manager, SBDC at USF, Tampa</i>
Noon - 5:00 pm	Registration Open
Noon - 5:00 pm	Exhibitor Setup
1:00 pm - 5:00 pm	PTAC Training/Meeting
1:00 pm - 5:00 pm	SBRN Coordinators' Meeting
2:00 pm - 5:00 pm	Executive Leadership Legislative Engagement Training (Mandatory for Regional Directors; others by invitation only) <i>Keyna Cory, SBRAC Council Member and President, Public Affairs Consultants, Tallahassee</i>
5:30 pm - 7:30 pm	Welcome Reception

Full Conference

WEDNESDAY, June 22

7:00 am - 5:00 pm	Registration Open
7:00 am - 5:00 pm	Exhibit Area Open
7:30 am - 8:30 am	Breakfast
8:00 am - 11:00 am	GENERAL SESSION <i>Welcome and Sponsors Recognized—Jerry Cartwright, State Director</i> <i>Sponsor Presentation—Fred Crispen, Executive Vice President, Borrego Springs Bank</i> <i>A National Perspective—Tee Rowe, President ASBDC</i> <i>State of the State Address—Jerry Cartwright, State Director</i> <i>UWF OEDE—Rick Harper, OEDE Director</i> <i>Where Do We Go From Here: The Future of the FSBDC Network—Mike Myhre, Deputy State Director</i>
11:00 am - Noon	BREAK
Noon - 1:30 pm	Awards Luncheon

WEDNESDAY, June 22 (continued)

PM CONCURRENT SESSIONS				
1:45 pm - 3:15 pm	SBDC Contract Administration—Cradle to Grave <i>David Weeks, Associate State Director of Finance and Lois Knox, Budget Manager, State Office, Pensacola</i>	PTAC Training (Optional for PTAC Specialists)	Marketing Research for Small Businesses – From Start to Finish <i>Nancy Ulrich, PRC, President, Ulrich Research Service, Inc. and SBRN Member, Orange Park</i>	Profit Mastery (Required for GAP Consultants who have not been through Profit Master previously; others with Regional Director approval; limited to 40) <i>Elaine Hansen, Northeast MnSBDC Regional Director and Jennifer Pontinen, Northeast MnSBDC Professional Business Consultant</i>
3:15 pm - 3:30 pm	BREAK			
3:30 pm - 5:00 pm	Center EX 101: The Basics <i>Heather Allen, Administrative Support Specialist, SBDC at Brevard Community College</i>			

THURSDAY, June 23

7:00 am - 5:00 pm	Registration Open				
7:00 am - 5:00 pm	Exhibit Area Open				
7:30 am - 8:30 am	Breakfast				
7:45 am - 8:30 am	Best Practice Presentations - 10 min. each 7:45 - 7:55 am Creating Winning Stakeholder Communications, Stephanie Royal, SBDC at UNF 7:55 - 8:05 am SBDC/Score Comment Card, Dan Regelski, SBDC at FGCU 8:05 - 8:15 am Business Continuity as a Tool in the CBA Toolbox, Cathy Hagan & Bob Myers, SBDC at UNF 8:15 - 8:25 am EDI VIP Events, Jan Pagano, SBDC at IRSC				
AM CONCURRENT SESSIONS					
8:45 am - 10:15 am	Center EX 201: Directors & Managers <i>Larry Strain, Regional Director, SBDC at UWF, Pensacola</i>	Google Tools <i>Heather Bender, CBA, SBDC at USF, Tampa</i>	Profit Mastery (continued)		
10:15 am - 10:30 am	BREAK				
10:30 am - Noon	Center EX 301: Intermediate/Advanced <i>Jerald Jackson, IT Manager, State Office, Pensacola</i>				
Noon - 1:30 pm	Luncheon				
12:30 pm - 1:30 pm	<i>Sponsor Presentation—Sam Willett, East Central Florida Market President, Bank of America</i> Keynote - Florida Economic Outlook by Sean Snaith				
PM CONCURRENT SESSIONS					
1:45 pm - 3:15 pm	Administrative Roundtable <i>Mike Myhre, Deputy State Director, State Office, Pensacola</i>	Expanding Markets Through International Trade <i>Eileen Rodriguez, Regional Director/CBA and Maria Yepes, CBA, SBDC at USF, Tampa</i>	Profit Mastery (continued)		
3:15 pm - 3:30 pm					BREAK
3:30 pm - 5:00 pm					

FRIDAY, June 24

7:00 am - Noon	Registration Open		
7:00 am - Noon	Exhibit Area Open/Breakdown		
7:30 am - 8:30 am	Breakfast		
7:45 am - 8:30 am	Fun & Games Committee Wrap-up Presentation of Weekend Giveaway		
AM CONCURRENT SESSIONS			
8:30 am - Noon	Directors' Meeting		
8:45 am - 10:15 am	Communication Essentials— Three Powerful Action Steps to Success! <i>Lorna Kibbey, SBDC at FGCU SBRN Coordinator and Owner, Lorna Kibbey Leadership Solutions, Fort Myers</i>	Creating a Social Media Plan for Your Clients <i>Amy Jantzer, Social Media Consultant, Weedott, Orlando</i>	Profit Mastery (continued)
10:15 am - 10:30 am BREAK			
10:30 am - Noon			
General Conference Adjourns			
Noon - 1:00 pm	Lunch on Your Own		
POST-CONFERENCE SESSION			
1:00 pm - 4:00 pm	Florida CBAs Gain Credibility in Business Continuity: Certifications, Tools, Partnerships, Funding <i>Cathy Hagan and Robert Myers, CBAs, SBDC at UNF, Jacksonville</i>		