

Your Business 2009

The Governor's Entrepreneurial Business Conference
CHASE CENTER on the RIVERFRONT, Wilmington, Delaware

June 5, 2009

AGENDA

7:30 a.m. **Registration and Continental Breakfast – Main Lobby**

8:00 a.m. **Opening Remarks – Christina Ballroom**
Ken Anderson
Director, Entrepreneurial and Small Business Support
Delaware Economic Development Office (DEDO)

8:15 a.m. **Welcome**
Hon. James M. Baker
Mayor, City of Wilmington

8:30 a.m. **Growing Businesses, Growing Jobs, Growing Delaware: The Critical Importance of Delaware Small Businesses**
Hon. Alan Levin
Director, Delaware Economic Development Office

9:00 a.m. **Outrageous Optimism - Wisdom for the Entrepreneurial Journey**
Steve Czetli
Co-Author, *Outrageous Optimism- Wisdom for the Entrepreneurial Journey*

9:30 a.m. **Looking Ahead: Opportunities and Challenges for Entrepreneurship and Small Business Owners**
Chad Moutray, Ph.D.
Chief Economist & Director of Economic Research
U.S. Small Business Administration, Office of Advocacy
Washington, D.C.

9:55 a.m. Networking with Exhibitors

10:30 a.m. **Delaware's Workforce and its Importance to Delaware Small Businesses and Economic Development**
Hon. John McMahon
Secretary, Delaware Department of Labor

10:50 a.m. **Future Legislative Initiatives and Potential Impact to Delaware Small Businesses**
Hon. Bryon Short
Delaware House of Representatives; Small Business Caucus

11:15 a.m. Networking with Exhibitors

11:30 a.m. **Lunch - Riverfront Ballroom**

12:05 p.m. **Remarks and Introduction of Gov. Jack Markell**

Hon. Christopher Coons
New Castle County Executive

12:15 p.m. **Keynote Address**

Hon. Jack Markell
Governor

12:45 p.m. **Delaware Emerging Technology Center 2009 Business Plan Competition Award Presentations**

Ken Anderson

1:00 p.m. – **Workshops and Roundtables**
4:30 p.m.

CONCURRENT WORKSHOPS:

YIELD TO THE RIGHT WAY

1:00 p.m. - 2:30 p.m.
Lobdell Room

Avoiding Roadblocks...Legal and Tax Aspects of Doing Business in Delaware

[Margolis Edelstein](#)

Anthony J. Testa, Jr., Esq.

YOUR PATH TO INCREASED PROFITS

1:00 p.m. - 2:30 p.m.
Dravo Auditorium

Small Business Marketing Best Practices and Trends for the Future

[Shop Talk with Margie Johnson](#)

Margie Johnson

ACCESS TO CAPITAL

1:00 p.m. - 2:30 p.m.
Harlan & Hollingsworth Room "A"

Funding & Loan Programs for Your Small Business

U.S. Small Business Administration
Arline Brex

First State Community Loan Fund
Vandell Hampton

Strategies for Small Business
Sue Malone

WEDCO
Phyllis Breer

DEDO
Joe Zilcosky

DOING BUSINESS WITH THE STATE OF DELAWARE

1:00 p.m. - 2:30 p.m.
Pusey & Jones Room

Delaware Procurement Officials Tell You How

DHSS, Division of Management Services
Wendy Brown

OMB GSS
Dean Stotler

DNREC
Alex Rittberg

OMWBE
Jay Burks

Delaware National Guard
Rick Meir

DelDOT
Richard Rexrode

ALL ABOARD!!

2:00 p.m. – 3:15 p.m.
Harlan & Hollingsworth Room "B"

It's Not Just a Board...It's A Mover

Delaware Workforce Investment Board
Bill Potter

Perdue Farms Inc.
Michael Paterson

DEDO
Sonia Aguilar

Kent General Hospital Bayhealth Medical Center
Gretchen Kaufman

National Association of Workforce Boards
Patrick Cassidy

MINORITY MATTERS

2:30 p.m. - 3:30 p.m.
Dravo Auditorium

Minority and Women-Owned Businesses Matter in Delaware: The Path to Increased Opportunity & Success in the First State

OMWBE

Jay Burks

Delaware Hispanic Association

Nancy Lopez (*invited*)

DelMarva Black Chamber of Commerce

Clay Hammond

Business Women's Network

Ellyn Herbert

City of Wilmington

Lorraine Watson

NAWBO

Dr. Devona Williams

Provest Realty Associates, Inc.

Vincent White, Owner

LOWERING OVERHEAD COSTS TO INCREASE PROFIT

2:30 p.m. - 3:30 p.m.
Pusey & Jones Room

Overcoming the High Costs of Healthcare, Workman's Compensation and Taxes on Delaware Businesses

Delaware House of Representatives

Hon. Bryon Short

DSCC

John Taylor (*invited*)

Margolis Edelstein

Anthony J. Testa, Jr., Esq.

Elzufon Austin Reardon Tarlov and Mondell

Scott B. Mondell, Esq.

USING THE INTERNET TO PROPEL YOUR BUSINESS

2:45 p.m. - 3:30 p.m.
Harlan & Hollingsworth Room "A"

How to Use the Internet to Build Any Business

LadyBug Shop

Daniel Bond

ACCESSING YOUR RESOURCES

2:35 p.m. - 3:30 p.m.
Lobdell Room

Who We Are, What We Do, and What We Do Best for Delaware Small Businesses: A panel presentation by the SBA, SBDC, DEDO, DEMEP, DWIB, SCORE and YWCA Center for Women's Entrepreneurship

U.S. SBA

Jayne Armstrong

DEMEP

Steve Quindlen

SBDC

Barbara Necarsulmer

DWIB

Gwendolyn Jones

DEDO

Tom McCarthy

YWCA Center for Women's Entrepreneurship

Darnyelle Jervey

SCORE

Herb Konowitz

ON THE HORIZON

2:30 - 3:25 p.m.
Christina Ballroom

Recovery Act Contract Opportunities for Your Small Business

DEDO

Ken Anderson

U.S. SBA

Arline Brex

DELDOT

Brett Taylor

SBDC

Clinton Tymes

DHSS

Frank O'Connor

OMWBE

Jay Burks

DOE

Daniel E. Cruce, Esq.

DEDO

Joe Zilcosky

DSHA

Kim Brockenbrough

USDA Rural Development

Bruce Weaver

SECRETS OF SUCCESSFUL BUSINESS OWNERS IN DELAWARE

3:30 p.m. - 4:30 p.m.
Christina Ballroom

It's Not About Arriving...It's Not about Surviving...It's about Thriving

Brightfields, Inc.
Marian Young

SSD Technology Partners
Barbara Hines

K-LAK Technical Enterprises
Leah and Ken Cole

PowderKuff
Chuck Wagner

Goeins-Williams Associates, Inc.
Dr. Devona Williams

MySherpa
Greg Gurev

First State Manufacturing
Sher Valenzuela

McCabe Training & Consulting, LLC
Caren P. McCabe

SPEAKING THEIR LANGUAGE

3:35 p.m. – 4:30 p.m.
Pusey & Jones Room

What Delaware Banks Want to See to Say “Yes”

WSFS Bank
Ralph Citinio

Wachovia, A Wells Fargo Company
Emilio Cooper

Wilmington Trust
Phil Patrone

Christiana Bank and Trust
Tim Chretien

SECOND STOP

3:15 p.m. - 4:30 p.m.
Harlan & Hollingsworth Room “B”

It's not Just HR....It's a Headache Reduction Movement

HR Strategies, LLC
Tricia Clendening, GPHR, SPHR

ROUNDTABLE DISCUSSIONS: GOVERNOR'S HALL

Roundtable discussions will take place throughout the afternoon in Governor's Hall and will operate on demand. Feel free to stop by and continue the Workshop Panel discussions with your peers!

OKAY, NOW THAT'S NEGOTIATING

When it comes to staring across that long conference room table during a negotiation, only the informed do as well as they might. This discussion will prepare you for those friendly or not-so-friendly negotiations.

MARKETING ... MORE THAN JUST FOUR P'S IN A POD

You've heard the lingo before -- product, price, place, and promotion. But what does it all mean? Come to this Roundtable and find out how, or if, the four P's apply to your business.

INTERNET MARKETING IS EASY ... IF HOPE IS A METHOD

\$204 billion. Let's say it again -- \$204 billion. That's what the experts say internet sales were last year. Come to this session and see how this tool might help you. 'Nuff said.

MINORITY AND WOMEN OWNED

Breaking the glass ceiling or kicking doors down for any small or new business can be tough, but Minority and Women Owned Businesses face unique challenges --- and opportunities. Learn about both at this special Roundtable.

WE'RE FROM THE GOVERNMENT AND HERE TO HELP

Make this sentence true in your business by learning how to compete for state and federal contracts at this exciting session.

YOU NEED TO BE THIS CERTIFIED TO RIDE THIS OPPORTUNITY

Like little kids trying to get on a roller coaster, government contracts go to those who meet the requirements. This Roundtable will highlight what you need to do to get certified and ride the ride of your life.

I DO ... WANT TO WRITE A PROPOSAL

To get to the 'yes' you're looking for requires understanding proposals. This Roundtable will help you avoid being turned down when you propose.

FEDERAL CONTRACT SUCCESS ... IT'S NOT AN ACCIDENT (OR A MYTH)

This group of Delaware businesses has been there and wants to share their success stories, strategies, and techniques with you. This is a not-to-miss Roundtable.

HOW MUCH?

It seems more Americans are making buying decisions based on cost. Learn how to swing this trend in your favor by correctly pricing your service. I'd pay \$1 million for this info.

STRATEGIC THINKING AND PLANNING ...IN A SMALL BUSINESS OR START UP

It's a strategic mistake to think your business is too small for strategic planning. These retired executives will show you how to devise and use a plan to your advantage.

TECHNOLOGY AND YOU ... MORE THAN THE INTERNET

Technology can help you take on bigger jobs, bigger profits, and bigger competitors. Learn how to level the playing field in this Roundtable.

AMERICA IS LEANING ON PRODUCTION

Manufacturing isn't dead – not by a long shot. Find out how to make the most of lean concepts in everything from custom manufacturing to contracting.

YIKES ... THAT REALLY HURT ... MY BOTTOM LINE

Safety is more than a moral obligation; it can also have a direct impact on your income and your company's future. Learn what a good safety program looks like in this important Roundtable.

TRAINING? I'M TOO SMALL FOR A TRAINING BUDGET

That may be true, but the Delaware Workforce Investment Board isn't. Find out how to access the pool of newly trained workers or experienced hands at this incisive Roundtable.

WORKER'S COMPENSATION

Long a thorny issue, this Roundtable will show you how to navigate the ins and outs of the program and clarify some of the finer points you might not know.

WHAT'S THE GOING RATE?

This Roundtable will discuss compensation with a focus on bonuses and incentives. What's the right mix? What can you do? What works?

IT'S NOT JUST HR ... IT'S HEADACHE REDUCTION

This Roundtable is about HR best practices for entrepreneurs and small businesses. This is one of several discussions/presentations you asked for when you designed your conference.

IN-SHORING PROFITS...EXPORTING PRODUCTS

Learn from DEDO how to find your niche in the global economy in this one of a kind Roundtable.

LEGISLATIVE INITIATIVES

Delaware businesses of all sizes are an important constituency and the Delaware State Chamber of Commerce can show you in this Roundtable how to leverage your size for the biggest impact on policy makers.

4:30 p.m.

Adjournment