



## Statewide Conference Agenda


### Day 1: Tuesday, November 7, 2017

Time	Event	Room	
9:00 a.m.-10:00 a.m.	Registration/Sign In/Breakfast	OCLC Atrium	
10:00 a.m.-11:15 a.m.	<b>Welcome / Introductions</b> Presenters: <b>Jim Laipply</b> , State Director, Ohio SBDC <i>Topic: Introduction</i> <b>Craig Chambers</b> , Deputy Chief, Business Services Div. Office of Small Business and Entrepreneurship <i>Topic: Office Grant Programs / Counselors Connect</i> <b>Steven Kelley</b> , Senior Economist, ODSA <i>Topic: Overview of Ohio's Economy &amp; Small Business</i>	General Session Room	
11:15 a.m.—11:30 a.m.	Break		
11:30 a.m.-12:45 p.m.	<b>Lunch / Welcoming Comments</b> Presenters: <b>Rick Garcia</b> , District Director, SBA Columbus District <b>Gil Goldberg</b> , District Director, SBA Cleveland District	General Session Room	
1:00 p.m.-1:45 p.m.	<b>State of the SBDC</b> <ul style="list-style-type: none"> <li>➤ 2017 Successes!</li> <li>➤ Strategies for 2018</li> <li>➤ Impact Metrics</li> </ul> Presenter: <b>Jim Laipply</b> , State Director, Ohio SBDC	General Session Room	
1:45 p.m.—2:00 p.m.	Break		
<b>WORKSHOPS 2:00 p.m.—3:00 p.m.</b>			
<b>Enrich Quality of Services</b>	<b>Maximize Economic Impact</b>	<b>Strengthen Our Team</b>	<b>Maximize Economic Impact</b>
<b>HR FOR SMALL BUSINESS:</b> Onboarding Employees for Small Business  Presenter: <b>Susan Boothe</b> Chief HR Officer Office of Human Resources ODSA	<b>ACCESS TO CAPITAL:</b> <ul style="list-style-type: none"> <li>• Crowdfunding</li> <li>• CRF Loans</li> <li>• SBA Loans (Resources, Process, How-to)</li> </ul> Presenters: <b>I. Andre Gibson</b> Regional Dir. Business Dev. Community Reinvestment Fund, USA  <b>Dave Townsend</b> Lead Lender Relations Spc. SBA Columbus Dist. Office  <b>Lily Vail</b> KIVA Ohio: Program Lead	<b>EFFECTIVE PRESENTATIONS:</b> Know yourself Know your audience Best practices  Presenter: <b>Anita Web Weaver</b>	<b>COMMERCE:</b> The best software tools to help merchants manage, streamline, and assess their businesses  Presenter: <b>James Brown</b> Founder Digipoint LLC
<b>TRAINING ROOM 3</b>	<b>GENERAL SESSION RM</b>	<b>TRAINING ROOM 6</b>	<b>TRAINING ROOM 4</b>
3:00 p.m.—3:15 p.m.	Break		

**WORKSHOPS 3:15 p.m.— 4:15 p.m.**

<b>Enrich Quality of Service</b>	<b>Maximize Economic Impact</b>	<b>Strengthen Our Team</b>	<b>Enhance Visibility</b>
<p><b>FEATURED INDUSTRY: OHIO'S BIOSCIENCE INDUSTRY:</b>  <b>"Cures, Crutches, Cars"</b>                      Opportunities in Ohio's diverse bioscience industry</p> <p><i>Presenter:</i>                      Drew Cook                      Project &amp; Content Manager                      BioOhio</p> <p><b>TRAINING ROOM 6</b></p>	<p><b>CASH FLOW AND FINANCIAL MANAGEMENT:</b>                      Financial Modeling:                      Less Work, More Impact,                      Smarter Clients</p> <p><i>Presenter:</i>                      Jason Heyman                      Strategize, LLC and                      Consultant, SBDC @ YSU</p> <p><b>TRAINING ROOM 3</b></p>	<p><b>CRITICAL THINKING:</b>                      Understanding critical thinking and its value in the workplace</p> <p><i>Presenter:</i>                      Anita Web Weaver</p> <p><b>GENERAL SESSION RM</b></p>	<p><b>MARKETING FOR BOTH CENTER AND SMALL BUSINESS:</b></p> <ul style="list-style-type: none"> <li>• Social Media</li> <li>• Without a Budget</li> </ul> <p><i>Presenters:</i>                      Rusty Allison                      Google City Ambassador</p> <hr/> <p><i>Jessika Philips</i>                      Owner, NOW Marketing &amp;                      An SBDC client</p> <p><b>TRAINING ROOM 4</b></p>

**WORKSHOPS 4:30 p.m.—5:30 p.m.**

<b>Enrich Quality of Services</b>	<b>Maximize Economic Impact</b>	<b>Strengthen Our Team</b>	<b>Enrich Quality of Services</b>
<p><b>CYBERSECURITY:</b>                      Tools to Preparing SMBs for Cyber Threats.</p> <p><i>Presenter:</i>                      James R. Gast, Jr.                      CEO                      SpliceNet Legal Tech</p> <p><b>TRAINING ROOM 3</b></p>	<p><b>E-COMMERCE:</b>                      Helping Our Clients Grow a Business Online</p> <p><i>Presenter:</i>                      Connie Spruill                      Micro-Enterprise-Workforce                      Development Consultant</p> <p><b>GENERAL SESSION RM</b></p>	<p><b>TIME MANAGEMENT:</b>                      Managing Priorities to Maximize Your Day</p> <p><i>Presenter:</i>                      Anita Web Weaver</p> <p><b>TRAINING ROOM 6</b></p>	<p><b>WORKPLACE SECURITY:</b></p>  <p>Best Practices                      White Collar Crime                      Workplace Violence/Disaster Preparedness</p> <p><i>Presenter:</i>                      Jonathan Skaggs                      Special Agent, FBI - Columbus</p> <p><b>TRAINING ROOM 4</b></p>

*You are cordially invited to attend*

**SBDC NETWORK RECEPTION**

OCLC Lakeside Room

5:30 p.m.—7:00 p.m.


*Sponsored by:*



## Day 2: Wednesday, November 8, 2017

Time	Event	Room
7:45 a.m.—8:15 a.m.	Registration/Sign-In	OCLC Atrium
8:15 a.m.—9:15 a.m.	<b>Breakfast / Plenary Session:</b> Moderator: <i>Jim Laipply</i> , State Director, Ohio SBDC Topic: <i>Ohio SBDC Export Assistance: Opportunities for Collaboration</i> Panel: <i>Export Assistance Network</i>	General Session Room
9:15 a.m.—9:30 a.m.	Break	

### WORKSHOPS: 9:30 a.m.—10:30 a.m.

Enrich Quality of Services	Maximize Economic Impact	Strengthen Our Team	Enrich Quality of Services
<b>ACCESS TO CAPITAL USING 7A LOANS</b> Driving economic impact, capital formation, and job growth through capital access   <i>“GEARSHIFT” SPONSOR</i> Network Reception  <b>Presenter:</b> <i>Fred Crispen, Sr. Vice President</i> <i>United Midwest Savings Bank</i>	<b>BUSINESS VALUATIONS:</b> Help clients understand the various methods used to value their business  <b>Presenter:</b> <i>Scott S. Shields, CPA</i> <i>Shields Blice &amp; Co.</i>	<b>CREATIVE THINKING:</b> <ul style="list-style-type: none"> <li>• Explore ways to break out of limiting behaviors</li> <li>• Identify factors that influence creativity</li> </ul> <b>Presenter:</b> <i>Angie Hollerich</i> <i>Brass Ring Productions Ltd.</i>	<b>THE DIGITAL TRANSFORMATION OF A SMALL BUSINESS</b> Trend-setting digital products and services that help businesses succeed  <b>Presenter:</b> <i>Douglas Acker</i> <i>Group R66</i>
GENERAL SESSION RM	TRAINING ROOM 3	TRAINING ROOM 6	TRAINING ROOM 4

10:30 a.m.-10:45 a.m.

Break

10:45 a.m.—10:55 a.m.

All Network Members Pre-Roundtable Meeting

General Session Rm

### NETWORK ROUNDTABLES 10:55 a.m.—11:45 a.m.

Administrative Support	(Facilitator: Crystal M. Volinchak)	Training Room 6
SBDC Advisors	(Facilitator: Brian Walters)	General Session Room
SBDC Directors	(Facilitator: Jim Laipply)	Training Room 4
Export Assistance Directors	(Facilitator: Kathy Marshalek)	Training Room 3

Time	Event	Room
12:00 p.m.—1:30 p.m.	<b>Lunch / Plenary Session</b> <b>Workforce Transformation &amp; Ohio Means Jobs / OhioMeansJobs.com</b>  Presenter: <b>Mark Birnbrich</b> , Project Manager Ohio Department of Job & Family Services (ODJFS) and Governor’s Office of Workforce Transformation	General Session Room
1:30 p.m.—2:15 p.m.	<b>NETWORK ROUNDTABLE REVIEW</b>	General Session Room
2:15 p.m.—3:30 p.m.	<i>Recognition Award Program</i>	General Session Room
3:30 p.m.—3:45 p.m.	Closing Remarks / Adjourn	General Session Room