

Workshop Program Descriptions - Wednesday, September 13, 2006

Start Time	Conf #	Workshop Title	Description	LEAD LAST NAME	Session Room
<i>Pre-registration programs require a ticket and are GREEN; Meetings and Special Events are in shaded in BLUE</i>					
8:00 am - 5:30 pm	4071	7 Habits for Managers	Franklin Covey's, The 7 Habits for Managers workshop is an intensive application-oriented learning experience that focuses on the fundamentals of great leadership. This workshop gives new and experienced managers a set of tools that will help them meet all of today's management challenges, including: conflict resolution, prioritization, performance management, accountability and trust, execution, collaboratin, team and employee development. (For additional information, refer to the separate flyer posted on the ASBDC website.) PRE-REGISTRATION REQUIRED.	Allen	340AB
8:00 am - 5:30 pm	4084	FastTrac Marketing Administrator Training <i>(Sponsored by Ewing Marion Kauffman Foundation)</i>	Certification - For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Horvath	342
8:00 am - 12:00 pm	450	NASBITE Nat'l Certification Exam	For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Foley	343B
8:00 am - 12:00 pm	427	IFA Franchising Basics <i>(Sponsored by Exxon Mobil)</i>	For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Brathwaite	Lanier A
11:00 am - 12:00 pm	402	Conference Orientation	Conference Orientation 101 for 1st Timers	Langlinais & Brown	Lanier B
2:15 pm - 3:45 pm	257	Best Practices of High Performance Entrepreneurs	Growing a successful business quickly is usually difficult. Most entrepreneurs average 20 years of hard knocks before building a sustainable business. Using Best Practices, clients move quicker from high potential to high performance. Most experience annual growth of 50% to 1,000% and increased profitability and equity. Many experience multimillion dollar increases and some have won local and national awards for growth. Best Practices works for clients who are competent and wanting to build growth. A standalone version has been used by a few SBDC advisors in California and Washington. The training introduces unique techniques and provides certification.	Hansen	Lanier L
2:15 pm - 3:45 pm	274	Utilizing Technology to Enhance Sales	This interactive presentation explores how technology creates opportunities to dramatically enhance the sales process. Whether for new or existing accounts, the sales process involves research, lead generation, ongoing communication, negotiation, and customer relationship management. Participants learn specific techniques that dramatically enhance every aspect of the sales process; both individually, and as an organization. A lot of technology is already in place in organizations. The challenge lies not in purchasing more technology, but in discovering keys to the effective use of the technology that is already available!	Eager	335A

2:15 pm - 3:45 pm	299	Interactive Strategies (Including E-Commerce) for SBDC Operations & Customers	The internet and especially the worldwide web have introduced new complexities and challenges to the world of business since the early 90's. Small businesses, and specifically the SBDC and its field offices throughout the USA, can gain significant economies by using interactive web technology, particularly in the areas of E-Commerce, Marketing and Technology to grow and extend their business organizations. Likewise, these organizations, with a focus on the SBDC in its endeavors, can better serve their customers, employees, vendors and other stakeholders by using the enhanced communications, improved profitability and expanded productivity associated with understanding and effectively using website technology that is powerful, yet user-friendly. A fundamental premise of any good interactive strategy is to make it dynamic, changeable and relevant in day-to-day activities. Another premise is to use technology that is easy to master while empowering users to engage it in their daily activities on behalf of the business organization.	Kline	336AB
2:15:00 PM	404	Peachtree Software Training: Get the Right Numbers, Make Better Business Decisions and Achieve Results with Peachtree by Sage 2007 <i>(Sponsored by Sage Software)</i>	Small business owners who are serious about managing their cash flow and understanding their business can benefit from the powerful features of Peachtree by Sage Accounting. This introductory overview led by Jennifer O'Brien, a Certified Consultant for Peachtree, will showcase Peachtree Complete Accounting 2007. This session will also provide the tools to prepare for and provide internal training opportunities at your location. Getting the numbers right: Case study - Turn key solutions for inventory management Case study - Turn key solutions for a service business Making better business decisions: Customize Peachtree for your business - Financial Reporting. PRE-REGISTRATION REQUIRED.	O'Brien	Lanier K
2:15 pm - 3:45 pm	238	Building Effective Partnerships with Certified Development Companies	The program will explore ways to effectively build partnerships with Certified Development Companies (CDCs). Many SBDC consultants know CDCs only as an organization that packages SBA 504 loans. The reality is that the majority of CDCs provide a number of other functions, and CDCs can become one of the SBDC's best allies and referral sources if the relationship is cultivated. The workshop examines the history, structure and purpose of CDCs. Additionally, it examines the relationship between two Georgia based CDCs and their unique relationship with their SBDC counterparts.	Lewis	346AB
2:15 pm - 3:45 pm	4001	"Is Your Researcher Some Yahoo Named Google? Fourth R Biz Info Resources to Help You and Your Client Succeed"	Learn how to effectively use popular search engines and the powerful business information tools and resources available to SBDC Counselors and Clients through the Hill Library. Get the right information the first time, every time, to ensure your client has a sound business plan and the ongoing support for business success.	Richter	339 AB

2:15 pm - 5:30 pm	4151	T CORE COMPETENCY – IP Protection and Licensing (PART I)	<p>This session is Part I of a CORE COMPETENCY WORKSHOP which will fulfill the IP Protection & Licensing Core Competency requirement for counselors seeking "T" Counselor Certification. This two part program is designed for the experienced Counselor who needs in-depth information on IP, specifically in support of counseling activities with technology-based businesses. You must attend both days' sessions of this Core Competency Workshop to receive credit toward "T" Certification. Prerequisites include a basic understanding of Intellectual Property and the Patent process, some work with technology clients and willingness to participate in case study assessments and small discussions. We intend to discover the best practices among IP professionals as well as within our membership. Pre-registration required; Seating is limited.</p>	Sherman	335 BC
2:15 pm - 5:30 pm	2811	Leadership Skills for Anyone	<p>Whether you are a Director, Manager, Counselor, Independent Contractor, or Volunteer, you deal with others. Regardless of the role, having strong leadership skills makes you valuable to the people with whom you associate. Attend this session and you will learn how to develop those leadership skills that will enhance your ability to work with others and make your relationships more meaningful.</p>	Anderson	Lanier A
2:15 pm - 5:30 pm	401	Successful Business Research – Straight to the Numbers You Need	<p>Where do your clients find the numbers they need? How do you point them in the right direction to get the data they need – fast and inexpensively? This workshop shows you the best resources – most of them FREE – for finding information. In particular, it focuses on three of the most important types of data your clients seek: industry, target markets, and companies and competition. This workshop not only points you to these resources but shows you how to navigate these resources to find exactly the data you – or your clients – need immediately!</p>	Abrams	Lanier B
2:15 pm - 5:30 pm	117	Learn How to Sell on eBay the Right Way!	<p>Also included in this workshop are smart research tips and tricks. Learn how to become a power searcher of business databases and general search engines. Help your clients find the data they need for: business plans, deciding on strategy and expansion, marketing plans, securing funding, and more.</p>	Kleber	Lanier C

2:15 pm - 5:30 pm	298	The Latino Experience: Working Effectively With the Latino Entrepreneur	<p>Latino entrepreneurship is a rapidly growing sector of business development- particularly in rural regions of the United States. In 2004-05, researchers at the University of Northern Iowa partnered with the UNI SBDC to evaluate Latino business needs, and create a manual to assist SBDC's nationwide in working more effectively with this unique population. Learn about this culturally diverse market and how their entrepreneurial spirit is changing the face of commercial business districts across the country. Learn to effectively counsel Latino entrepreneurs and accelerate their business growth. All participants will receive a copy of "A Service Providers Guide to Latino Entrepreneurship".</p>	Collins-Williams	Lanier J
2:15 pm - 5:30 pm	136	Business Viability Analysis (Can I Make Any Money From My Idea?)	<p>Your client has an idea. You have an hour. Before any money is put on the table, both need to know if the business idea is economically viable. This course covers the art of the viability analysis using a three-step format, plenty of free online resources, and numerous useful tools.</p>	Scott	337 AB
2:15 pm - 5:30 pm	406	SBDC Accreditation Training	<p>This interactive session will provide a detailed description of the ASBDC accreditation process and how the process integrates the Malcolm Baldrige Quality Criteria. The presenters will describe how the Standards will assist SBDC leadership in routinely addressing organizational values and performance expectations; establish a clear focus on customers and other stakeholders; empower employees; stimulate learning and innovation; and set organizational directions. Presenters will explain the requirements of the accreditation process and the expectation of the team when they arrive in your state or region.</p>	Summers	343A
2:15 pm - 5:30 pm	228	Financial Projections Made Easy	<p>The presentation demonstrates the Financial Model developed by the presenter that allows for QUICK and COMPREHENSIVE financial projections and financial evaluations for SBDC consultants and business owners. The model allows for detailed customization and includes preformatted worksheets for various types of businesses and industries. The model links easy to understand assumptions about the business directly to financial statements and financial and operational evaluation tools. The presentation will demonstrate and explain the model and then will provide for the participants to work with the model in groups using a case study exercise. The interactive experience will demonstrate how easy it is to use the model while working with clients. The model also allows the nonfinancial professional the ability to work with clients to begin the financial portion of the business plan and will help the consultant and client evaluate start-up and working capital requirements for the business. The presentation will also demonstrate the ON-LINE resources available to support the r Applebaum</p>		344AB

4:00 pm - 5:30 pm	405	ACT! Software Training: Help your Clients Market and Sell More Effectively by using ACT! <i>(Sponsored by Sage Software)</i>	Learn how the industry's most popular contact and customer management software, ACT!, is helping all types of businesses manage marketing campaigns and key sales relationships that drive company growth. From mass e-mail campaigns to tracking conversations, activities, and to-dos, ACT! has you covered. Join Susan Clark, our ACT! Certified Consultant, as she provides real life examples of how you can leverage this easy-to-use product for marketing SBDC services and managing daily activities ...and how you can teach your members to do the same. PRE-REGISTRATION REQUIRED.	Clark	Lanier K
4:00 pm - 5:30 pm	226	The Power of Research & Planning: Harnessing Decision-Making Information	This session will focus on how to identify and harness decision-making information that will guide and shape your clients' strategic thinking, marketing and communications, bringing about the results they desire. You will learn how to gather insights, not just ideas, that can be interpreted and integrated into a seamless marketing strategy affecting every aspect of your client's organization. Learn to guide your clients' evolution toward a "Totally Integrated Marketing model", well beyond just communications. Put simply, carefully executed market research leads to meaningful insights that, in turn, lead to opportunities.	Walker	339 AB
4:00 pm - 5:30 pm	319	Growth Urgency - A Cool Concept or Vital Necessity?	A presentation to be delivered by Curt Clinkinbeard, the author of the HYPERGROW YOUR BUSINESS system which highlights the importance of revenue growth within a business. Survey SBDC counselors about their expertise in functional areas and you will find a comfort level with startup planning, business plans, cashflow projections, and accounting systems. Enter into marketing, advertising, and growing revenues and you start to see the level of confidence decrease. "I'm not a marketing person" is a common sentiment. In his presentation, Clinkinbeard will highlight the importance of profitable revenue growth and provide tools to the counselors to take positive action on this matter.	Clinkinbeard	Lanier L
4:00 pm - 5:30 pm	430	Trends in Technology	This interactive presentation explores how technology creates opportunities to dramatically enhance the sales process. Whether for new or existing accounts, the sales process involves research, lead generation, ongoing communication, negotiation, and customer relationship management. Participants learn specific techniques that dramatically enhance every aspect of the sales process; both individually, and as an organization. A lot of technology is already in place in organizations. The challenge lies not in purchasing more technology, but in discovering keys to the effective use of the technology that is already available!	Eager	335A

4:00 pm - 5:30 pm	1881	Sales Gain Without Pain!	Increasing sales is a major goal of every business owner. This seminar teaches a sales system that will significantly improve sales for any business owner from the moment they begin using it. Learn the 5 P's of selling, that lead to huge profits and avoid the costly trial and error phase that puts so many start ups out of business. The Sales gain without pain system simplifies selling for counseling making the concepts easy to grasp and apply. Ideal for all counselors to enhance their current sales counseling. Attendees will receive reproducible handouts outlining the sales gain system, along with a copy of the worksheet 101 instant sales strategies.	Hill	336AB
4:00 pm - 5:30 pm	240	Fatal Flaws--Strategic Solutions for Family Owned Businesses	Addresses the Five Fatal Flaws encountered by most family businesses as identified by Price Group national research and learn how to help these businesses avoid the fatal flaws and enhance their business value.	Price	346AB
4:00 pm - 5:30 pm	275	Mastering "Schedule C" Is Key to Smooth Tax Preparation and Business Planning for Sole Proprietors	Understanding the rules and nuances of the "Schedule C" tax form will help entrepreneurs avoid costly mistakes that can trigger an IRS audit. Mistakes are easy to make, since the IRS has very specific rules for categorizing expenses and deduction qualifications. NASE President Robert Hughes, a CPA by profession, will walk participants through the rules and regulations in easy, everyday language. Learn the top 10 tax tips micro-business owners need to know to succeed and more. As an added bonus, each seminar attendee will receive a complimentary copy of Hughes' book, Schedule C from A-Z: The Micro-Business Owner's Guide to Tax Savings.	Hughes	343B
7:30:00 PM	600	California Director Meeting	California Director's Only	Pham	Lanier J

Workshop Program Descriptions - Thursday, September 14, 2006

Start Time	Conf #	Workshop Title	Description	LEAD LAST NAME	Session Room
<i>Pre-registration programs require a ticket and are GREEN; Meetings and Special Events are in shaded in BLUE</i>					
9:00 am - 5:45 pm	4085	T CORE COMPETENCY – IP Protection and Licensing (PART II)	This session is Part II of a CORE COMPETENCY WORKSHOP which will fulfill the IP Protection & Licensing Core Competency requirement for counselors seeking “T” Counselor Certification. This two part program is designed for the experienced Counselor who needs in-depth information on IP, specifically in support of counseling activities with technology-based businesses. You must attend both days’ sessions of this Core Competency Workshop to receive credit toward “T” Certification. Prerequisites include a basic understanding of Intellectual Property and the Patent process, some work with technology clients and willingness to participate in case study assessments and small discussions. We intend to discover the best practices among IP professionals as well as within our membership. PRE-REGISTRATION REQUIRED; Seating is limited.	Sweet	335 BC
9:00 am - 5:45 pm	440	SBDC Center DIRECTOR HPLS TOOLKIT WORKSHOP	This workshop is to be introduced at the ASBDC Annual Conference in Houston, TX Sept 12-16, 2006. State, Regional or Center Directors attending this workshop, will receive professional training and software tools aimed at significantly improving economic impact in your service areas and creating efficiency and resource optimization in your service centers. You will learn Fortune 500 leading edge tools and practices that you can apply in your Center. You will learn how to use your time wisely and efficiently, without loss of client satisfaction or wasted counseling time. Some of the tools you receive create program income for your Center and help your clients start right, survive and grow.	Mitchell	Lanier C
9:00 am - 5:45 pm	4072	7 Habits for Managers	Franklin Covey's, The 7 Habits for Managers workshop is an intensive application-oriented learning experience that focuses on the fundamentals of great leadership. This workshop gives new and experienced managers a set of tools that will help them meet all of today's management challenges, including: conflict resolution, prioritization, performance management, accountability and trust, execution, collaboratin, team and employee development. (For additional information, refer to the separate flyer posted on the ASBDC website.) PRE-REGISTRATION REQUIRED.	Allen	340AB
9:00 am - 5:45 pm	417	NxLevel Instructor Certification Training (<i>Sponsored by NxLevel Education Foundation</i>)	For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Rowley	338

9:00 am - 5:45 pm	4083	NEW FastTrac NewVenture™/ GrowthVenture™ * (Sponsored by Ewing Marion Kauffman Foundation)	Certification - For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Horvath	346AB
9:00 am - 5:45 pm	4085	NEW FastTrac TechVenture™ * (Sponsored by Ewing Marion Kauffman Foundation)	Certification -For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Horvath	342
9:00 am - 10:30 am	411	Growing Your Small Business Development Center in the 21st Century	In this timely and informative session, Inc. Magazine Senior Consultant Steven S. Little will present what it takes to grow your SBDC effectively and profitably with his list of seven proven rules of growth. By combining a thorough understanding of SBDCs with specific knowledge of trends affecting small business in general, participants will leave the session with their own concrete list of "go-dos." In clear, no-nonsense language, Steve shares his actionable information with you: The best predictor of whether your organization will grow. The most important rule today for SBDC growth The Milk Shake Rule and other irreverent views on growth.	Little	Lanier K
9:00 am - 10:30 am	4131	Everything You Need to Know About Accepting Credit Cards (Sponsored by Intuit, Inc.)	In today's fast paced market place, small business owners are overwhelmed with various merchant service offers and understanding which solutions are best suited for their needs. According to a Federal Reserve Study conducted in 2004, by 2008, nearly 63% of all customer purchases will be made using credit, debit and other forms of electronic payments. As a small business owner, offering customers the ability to make purchases with a card is no longer a luxury, it's a necessity. Unfortunately, however, many new and existing business owners are not accepting credit cards because they lack important information and don't know who to trust with long term contracts, rate plans and the expenses associated with credit card processing.	DiClemente	Lanier B
9:00 am - 10:30 am	235	The Interactive Guide to Starting a Business	The Interactive Guide to Starting a Business is a localized interactive CD that makes the process of starting and managing a small business easy! It places all the tools required by entrepreneurs at their fingertips, beginning with the city or county where the business is located, and proceeding through all state and federal levels. Produced by the Community College Workforce Alliance, The Interactive Guide to Starting a Business has won rave reviews from numerous economic development units throughout Virginia and North Carolina.	Neal	336 AB
9:00 am - 10:30 am	420	The Small Business Toolbox - Part I (Sponsored by Microsoft)	For the trainer, an overview and a detailed look at the small business tools needed to start and develop a small business from Microsoft.	Goldberg	Lanier L

9:00 am - 10:30 am	221	The Power of Relationships: Educating Small Businesses on Building Customer Relationships, Customer Loyalty, and Boosting Sales with Email Marketing	Studies show that businesses that increase customer loyalty by as little as five percent can boost profits by at least 20 percent; and up to as much as 80 percent. Keeping in touch with customers is one of the most effective ways to maintain customer loyalty, and for as little as \$15 per month for an email service, there's no more cost effective way to build customer relationships than with email communications. This workshop covers the fundamentals of email marketing and shows why email marketing is one of the most powerful and affordable marketing tools used by small businesses today.	Groves	Lanier J
9:00 am - 10:30 am	2402	Fatal Flaws--Strategic Solutions for Family Owned Businesses	Addresses the Five Fatal Flaws encountered by most family businesses as identified by Price Group national research and learn how to help these businesses avoid the fatal flaws and enhance their business value.	Price	339 AB
9:00 am - 10:30 am	436	Financial Resources and Best Practices Round Table	Examine the individual Center Strengths and Weaknesses; Determine the current resources which Centers are utilizing and where they would like additional resources. Looking to support the following areas: - Business Plan Financials, - Business Evaluation Tools. -Other Business Tools (Software, on-line, etc.), -Financing Alternatives; - Recordkeeping; -Tax Issues; -Business Registration; -Other; Survey's and resource worksheets will be distributed to begin to gather information on the items discussed.	Applebaum	343B
9:00 am - 10:30 am	2262	The Power of Research & Planning: Harnessing Decision-Making Information	This session will focus on how to identify and harness decision-making information that will guide and shape your clients' strategic thinking, marketing and communications, bringing about the results they desire. You will learn how to gather insights, not just ideas, that can be interpreted and integrated into a seamless marketing strategy affecting every aspect of your client's organization. Learn to guide your clients' evolution toward a "Totally Integrated Marketing" model, well beyond just communications. Put simply, carefully executed market research leads to meaningful insights that, in turn, lead to opportunities.	Walker	344AB
9:00 am - 12:15 pm	252	Coaching Skills for SBDC Counselors: Helping Your Clients Set and Achieve Bigger and Better Goals	While many people have heard of coaching, there are a lot of misconceptions about what coaching really is and how to do it effectively. That's a shame, because it's an extremely valuable skill for the small business advisor. This workshop will clarify what coaching is and what it isn't, and how it can be used to help business clients achieve bigger and better goals. Participants in this hands-on workshop will get the opportunity to practice coaching, including effective listening skills, as well as giving and receiving feedback. Participants will also learn how to coach their clients to set SMART goals.	Owen	Lanier A

9:00 am - 12:15 pm	2812	Leadership Skills for Anyone	Whether you are a Director, Manager, Counselor, Independent Contractor, or Volunteer, you deal with others. Regardless of the role, having strong leadership skills makes you valuable to the people with whom you associate. Attend this session and you will learn how to develop those leadership skills that will enhance your ability to work with others and make your relationships more meaningful.	Anderson	337 AB
9:00 am - 12:15 pm	432	Understanding Mergers and Acquisitions From Both the Buyer's and Seller's Perspective	This program will cover the basic legal, strategic and operational aspects of M&A planning including key trends and an overview of current market conditions. In addition, the impact of Sarbanes-Oxley in planning effective mergers and acquisitions will be discussed.	Sherman	335A
9:00 am - 12:15 pm	4062	SBDC Accreditation Training	This interactive session will provide a detailed description of the ASBDC accreditation process and how the process integrates the Malcolm Baldrige Quality Criteria. The presenters will describe how the Standards will assist SBDC leadership in routinely addressing organizational values and performance expectations; establish a clear focus on customers and other stakeholders; empower employees; stimulate learning and innovation; and set organizational directions. Presenters will explain the requirements of the accreditation process and the expectation of the team when they arrive in your state or region.	Summers	343A
10:45 am - 12:15 pm	414	PR IN-A-BOX (<i>Sponsored by Intuit, Inc.</i>)	Learn how to create a do-it-yourself public relations program that can help your center thrive. Intuit's Senior Manager of corporate communications, leads a training session that gives centers the tools they need to get free news coverage, offer themselves as a resource and more effectively reach their target audience. Attendees receive a PR toolkit of essential basics, such as case study templates and instruction on how to become a press resource. This is an outstanding opportunity to learn how to use the power of effective communication in easy steps. Program is being sponsored by Intuit, Inc.	Runzler	Lanier B
10:45 am - 12:15 pm	1882	Sales Gain without Pain!	Increasing sales is a major goal of every business owner. This seminar teaches a sales system that will significantly improve sales for any business owner from the moment they begin using it. Learn the 5 P's of selling, that lead to huge profits and avoid the costly trial and error phase that puts so many start ups out of business. The Sales gain without pain system simplifies selling for counseling making the concepts easy to grasp and apply. Ideal for all counselors to enhance their current sales counseling. Attendees will receive reproducible handouts outlining the sales gain system, along with a copy of the worksheet 101 instant sales strategies.	Hill	Lanier J

10:45 am - 12:15 pm	440	The Small Business Toolbox - Part II <i>(Sponsored by Microsoft)</i>	Part II will provide a detailed look at the newest accounting package, Business Contact Manager with a sneak preview of the newest features coming in the next version of Small Business Accounting 2007."	Goldberg	Lanier L
10:45 am - 12:15 pm	3342	e-Commerce: Fundamentals of Building the Web-based Business	The Internet and ecommerce are proving to be the great equalizer for small businesses. During the 2005 holiday shopping season, Forrester Research estimated 45 percent of online sales came from small retailers, an increase from 42 percent in 2004. Chris Tsakalakis of eBay Inc. will illuminate how to manage and develop an online business. Ecommerce can be utilized by small businesses as a primary or complementary sales channel to extend business to a national, and even international, audience. Tsakalakis will discuss different options for setting up an online storefront such as eBay's ProStores product or an eBay Store.	Green	Lanier K
10:45 am - 12:15 pm	251	SBDC Outreach Programs in Emerging Hispanic Market	This is a follow-up to the presentation at the Baltimore 2005 ASBDC Annual Conference. Mr. Lopez will lead the group in reviewing the opportunities and obstacles of serving an emerging Hispanic market. Emphasis will be placed on reviewing successful programs in the state of Georgia and giving participants tools to implement in their home offices and areas. Strategies will include identifying important characteristics of new immigrants to an area, such as services needed; demographic profiles, and businesses likely to be started by this segment. In addition, the obstacles that create resistance to assistance from government agencies will be reviewed.	Lopez	336 AB
10:45 am - 12:15 pm	170	Minding Your Own Business - The Dollars and Sense of Drug-Free Workplace Programs	Drug and alcohol abuse is a workforce issue. The impact to Small Businesses can be high, but manageable with the creation of policies and procedures aimed at protecting employer and employee.	Gulley	339 AB
10:45 am - 12:15 pm	202	The Home Office From Hell? How to Escape to a Real Office Without Having to Sell Your Soul!	It's hard to be competitive when my office is in Barnes and Noble, - Arthur L. writes, a home-based entrepreneur from Houston, Texas. This sample entry from Offices2share.com's Home Office from Hell Contest illustrates how challenging it is for entrepreneurs to grow their business and be taken seriously when they work from home. Jeff Landers` seminars help entrepreneurs take the leap out of their homes and into a real office. His practical, insider advice keeps his clients out of the "hellish" maze of classified ads, landlords, brokers and business-killing long-term leases by giving them easy, affordable alternatives for growing their business.	Landers	344 AB

2:30 pm - 4:00 pm	321	GIS Demographics in Small Business Research	Geographical Information Systems (GIS) has emerged as an enhancing set of spatial analysis tools for the current economic climate in small business and marketing needs in general. GIS presents a great solution for operation and management challenges for small businesses in the XXI century. However, training in GIS programs lacks the educational factors for maximizing the software of choice. Furthermore, this training (along with the software) is of considerable cost, especially to a small business entrepreneur. The SBDCNet provides GIServices at no-cost to the SBDC community (business counselor/advisor).	Lomeli	336 AB
2:30 pm - 4:00 pm	285	Business Blogs: What You Should Already Be Doing	How would you like your or your client's product or service to be in the top 10 on Internet search engines? Did you know that dozens of businesses have been quietly exploiting a new Internet technology to do just that? Now is your opportunity to learn it too! This seminar, taught by one of the Association's most popular technology speakers, will introduce you to web logs (blogs) and show you how to use simple, low cost resources to position a product or service far ahead of its competitors. Learn why blogs are the new "killer app" and blogging is the most important business skill of this decade.	Lee	Lanier C
2:30 pm - 4:00 pm	242	K.I.S.S. Financial Forecasting	Too often the uncertainty of financial forecasting is complicated by the complexity of our methodology. The approach and the spreadsheet tool used in this workshop to project financial data will allow the consultant to more simply provide the client and the lender with quality profit/loss and cash flow projections, as well as a breakeven analysis, yet will do so in a timely manner. What-if analysis is also greatly enhanced.	Dunn	335 A
2:30 pm - 4:00 pm	217	Using Baldrige Tools to Lead a Growth Oriented Organization	Help clients to take their business to the next level?using a framework that can help effectively plan in an uncertain environment, measure performance, and ensure a focus on results. Whether an organization is small or large, is involved in service or manufacturing, Baldrige Criteria-based tools can help align resources with approaches such as ISO 9000, Lean, Balanced Scorecard, and Six Sigma; improve communication, productivity, and effectiveness; sustain growth, and achieve strategic goals. In addition, the same framework can assist you in managing your own SBDC. This session will provide practice using one of the Baldrige tools and information about how to access this and other free tools and further information.	Hilton	Lanier B

2:30 pm - 4:00 pm	412	The 7 Irrefutable Rules of Small Business Growth (and the Future of Opportunity for Mexico's SBDCs)	Steven S. Little, (currently a Senior Consultant with Inc. Magazine and formerly President of three fast growth companies) will present proven rules your SBDC needs to know in order to facilitate growth within your community of privately held businesses. Through his experience running three fast-growth companies, Steve has developed a unique understanding of what small business owners need from any outside advisor, regardless of their geography. He also lives in Merida, MX a significant part of the year, giving him unique perspectives into many of the issues facing Mexican business owners: The greatest challenges facing your clients today. A definition of "growth" for the privately held business in Mexico The 21st century's social, economic, environmental, and political macro- changes most likely to affect your client's opportunity for success.	Little	339 AB
2:30 pm - 5:45 pm	441	Finding and Securing Angel Investors	Angel capital investment is growing in the US, with nearly 50,000 companies receiving angel investment in 2005, totaling \$23.1 billion! Angel investors are the largest source of outside startup and seed capital, with 55% of angel money going to these early-stage companies. Help your clients learn how to find and land an angel investor for their business and better understand and prepare for the complicated angel investor process. In this workshop, you'll learn: •how to find both individual angels and angel groups •how to make yourself or your client a good catch for an angel investor •what types of companies are successful in getting angel financing • tips and tricks on presenting to angels, both individuals and groups •trends in angel finance and angel groups Importantly, you'll also learn the basics of angel finance deals, including: •term sheets •key deal terms •negotiating strategies •basics of dilution • "rounds" – how much to ask for and when Rhonda Abrams writes the nation's most widely-circulated column on entrepreneurship and small business in the US, distributed to o Abrams "If you can't measure it, you can't manage it." Be enlightened in this session and learn how to more effectively work with your clients to identify, measure and manage the key "drivers" of profits and cash flow; and how to benchmark client performance against their peers. Learn to use a unique Financial Road Map and a Profit Mastery- Assessment as invaluable advisory tools to help you illustrate for your clients how different parts of a company can drive financial performance.	Abrams	Lanier A
2:30 pm - 5:45 pm	337	The Financial Road Map: Assessment Tools To Help Your Clients Measure and Improve Financial Performance	Angel capital investment is growing in the US, with nearly 50,000 companies receiving angel investment in 2005, totaling \$23.1 billion! Angel investors are the largest source of outside startup and seed capital, with 55% of angel money going to these early-stage companies. Help your clients learn how to find and land an angel investor for their business and better understand and prepare for the complicated angel investor process. In this workshop, you'll learn: •how to find both individual angels and angel groups •how to make yourself or your client a good catch for an angel investor •what types of companies are successful in getting angel financing • tips and tricks on presenting to angels, both individuals and groups •trends in angel finance and angel groups Importantly, you'll also learn the basics of angel finance deals, including: •term sheets •key deal terms •negotiating strategies •basics of dilution • "rounds" – how much to ask for and when Rhonda Abrams writes the nation's most widely-circulated column on entrepreneurship and small business in the US, distributed to o Abrams "If you can't measure it, you can't manage it." Be enlightened in this session and learn how to more effectively work with your clients to identify, measure and manage the key "drivers" of profits and cash flow; and how to benchmark client performance against their peers. Learn to use a unique Financial Road Map and a Profit Mastery- Assessment as invaluable advisory tools to help you illustrate for your clients how different parts of a company can drive financial performance.	Lefever	Lanier L

2:30 pm - 5:45 pm	197	"The Act of Selling" - The Anatomy of a Sale	No one is a "born salesperson", yet we all live by selling something. Regardless of one's role in business, strategic selling skills know-how helps to meet today's challenges and to succeed. Based upon a relationship-building, customer-driven approach, this "selling system" is a valuable resource that gives salespeople the confidence to achieve their goals. The "Anatomy of a Sale" gives businesspeople confidence to unleash their earning potential.	Morgan	Lanier K
2:30 pm - 5:45 pm	141	Building Disaster-Resilient Small Businesses	Disasters occur more frequently than most people realize. Did you know that in 2001, the year of the terrorist attacks, the federal government recognized major disasters in 46 of the 50 states? This does not include so-called "minor" or localized disasters, such as human errors, power outages, fires, computer crashes and the like, which can be ruinous to small businesses. Small businesses are uniquely vulnerable to disasters. According to the Federal Emergency Management Agency, 40% of small businesses fail to re-open following a major disaster, a figure it believes could be improved with modest investments in preparation. This presentation will give you the tools that have been proved to be powerful in helping small businesses to develop cost-effective, comprehensive disaster preparedness plans.	Childs	337 AB
2:30 pm - 5:45 pm	439	What To Expect During Your SBA Financial Examination	This session will cover changes in both the SBA financial and program examination processes and changes in the way SBA determines SBDC goals. Discussion will cover SBA training programs and new roles for the SBA project officers at the district offices in supporting SBDC oversight, and general observations on grant processing. AGENDA: A snapshot of network performance - A primer of the SBA Program Examination Process including recent changes - - The role of your SBA project officer and how they can help you - Management of your SBA Cooperative Agreement - SBDC goals and metrics	Holcombe	343A
2:30 pm - 5:45 pm	446	SBIR/STTR from the Client's" Point of View	This course is from the prospective of the small business client on how an SBIR/STTR award can impact it both financially and the overall direction of the company. Considerations a small business must take to participate in SBIR/STTR, time, budgeting, intellectual property, and new technology commercialization. Dr. Oliver Murphy, as co-founder and President of Lynntech, Inc., is Texas most prolific SBIR/STTR award winner. Dr. Murphy will discuss the basic program, the award process, and how a small business should focus its future (business) for additional awards.	Murphy	344 AB
4:15 pm - 5:45 pm	700	Intuit Town Hall Meeting (Sponsored by Intuit, Inc.)	Intuit Town Hall Meeting - Attendance By Invitation Only	BALL	331

4:15 pm - 5:45 pm	122	The Resiliency Spring: Your Path to True Business Confidence	Barry Moltz demonstrates four foundations for developing true business confidence. 1) Failure is an Option. Never set out expecting to fail, but recognize, accept, and embrace that failures will almost certainly come. 2) Develop the "Resiliency Spring" through the willingness to endure failure for failure's sake. It will arrive when you are able to observe and learn the lessons that failure teaches you, without blaming or condemning yourself because you failed. 3) Retrain Your Ego and Develop Humility. Humility is the freedom from the burden of personal arrogance that tells us that we are the only one who determines our future business outcome. 4) The Courage to Experience: View failure as a different kind of success. Stop imagining how terrible it would be to fail, and replace that with the willingness to experience whatever outcome arrives. Be willing to blur the lines between failure and success. He explains how to approach the ups and downs one will most certainly face when involved in a start-up, and the true personal tools needed for survival.	Moltz	Lanier B
4:15 pm - 5:45 pm	3341	e-Commerce: Fundamentals of Building the Web-based Business	The Internet and ecommerce are proving to be the great equalizer for small businesses. During the 2005 holiday shopping season, Forrester Research estimated 45 percent of online sales came from small retailers, an increase from 42 percent in 2004. Chris Tsakalakis of eBay Inc. will illuminate how to manage and develop an online business. Ecommerce can be utilized by small businesses as a primary or complementary sales channel to extend business to a national, and even international, audience. Tsakalakis will discuss different options for setting up an online storefront such as eBay's ProStores product or an eBay Store.	Green	Lanier C
4:15 pm - 5:45 pm	2871	Perception: Do You Know What They're Really Thinking About You?	Have you thought of how others are perceiving you? Identify and assess how you want them to perceive you - let your own personal style come through every time you communicate with others, regardless of the situation. There will be opportunities for some to deliver an impromptu company overview in front of the group. The group will then define the ideal SBDC image - describing the way they wish to be perceived by other organizations, clients, and agencies.	Paulsen	335 A

4:15 pm - 5:45 pm	448	U.S. – Mexico SBDC Matchmaking Session	<p>The ASBDC International Interest Section will be hosting matchmaking sessions for U.S. and Mexican SBDCs that are interested in forming organizational partnerships at the ASBDC Annual Conference in Houston, Texas. The 30-minute matchmaking sessions will take place on Thursday, September 14th from 2:30 pm to 5:45 pm and will be scheduled on a first-come, first-serve basis. Some of the benefits for forming a partnership with a Mexican SBDC are as follows: Provide international trade opportunities for clients Ability to develop innovative joint training and counseling programs Source Spanish language training materials for Hispanic clients Prestige of having an international partner for your community Leading the expansion of the SBDC program in Mexico - In just three years, the Mexican Association of SBDCs (http://www.uv.mx/amcdpe/) has grown from just a few centers to now over forty. During the next two years, it is projected that another fifty SBDCs will start-up operations and begin serving small businesses in every state in Mexico. Over twenty SBDCs from cities all over Mexico will be attending.</p>	Paredes	339 AB
4:15 pm - 5:45 pm	255	All Wheel Drive TRACTION: Inventor/Entrepreneur's Off-road Guide to Commercialization	<p>Don Kelly's frequently requested seminar addresses the practical aspects of developing, protecting and exploiting intellectual property - - strictly from a small business perspective. In an easy-to-follow dialogue, often interactive and always entertaining, this presentation is spiced with rich examples drawn from the distant past and today's headlines - - tales of well-known invention successes and never-known invention disasters. Kelly's humorous yet informative down-to-earth explanations of complex aspects of patent law are put to good use when couched in an entrepreneur's perspective and woven into little-known anecdotes. His ten keys to inventor success have enabled SBDC professionals throughout America to offer sound advice to struggling innovators. Superbly useful handouts and on-line follow-up.</p>	Kelly	336 AB

Workshop Program Descriptions - Friday, September 15, 2006

Start Time	Conf #	WorkshopTitle	Description	LEAD LAST NAME	Session Room
<i>Pre-registration programs require a ticket and are GREEN; Meetings and Special Events are in shaded in BLUE</i>					
8:00:00 AM					
INFOMERCIALS			Sponsor/Exhibitor Programs for SBDC Network Attendees. See Separate Description Sheet		
8:00 am - 12:15 pm	418	Intuit Academy: Advanced QuickBooks Training <i>(Sponsored by Intuit, Inc.)</i>	Designed as a session for those who already have some QuickBooks knowledge, this in-depth training will provide helpful tips and tricks to increase your confidence in counseling clients on using QuickBooks. The session will also highlight the new features of QuickBooks 2007--truly not-to-be-missed if you have clients using QuickBooks. PRE-REGISTRATION REQUIRED.	Madeira	Lanier B
8:00 am - 4:00 pm	438	Accreditation Committee Meeting	Accreditation Committee	Mleynek	344 AB
8:00 am - 5:00 pm	700	T Core Competency - Alternative/Equity Capital	For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Ruckdeschel	337 AB
8:00 am - 5:00 pm	700	New State Director Training	New State Director Training PRE-REGISTRATION REQUIRED.	Tymes	331
8:00 am - 5:00 pm	4086	FastTrac Facilitator Certification Training <i>(Sponsored by Ewing Marion Kauffman Foundation)</i>	Certification - Pre-Registration Required. Please go to Conference Home Page for complete information. PRE-REGISTRATION REQUIRED.	Horvath	346 A
8:00 am - 5:00 pm	437	NxLevel Instructor Certification Training <i>(Sponsored by NxLevel Education Foundation)</i>	For additional information, refer to the separate flyer posted on the ASBDC website. PRE-REGISTRATION REQUIRED.	Rowley	342
9:00 am - 10:30 pm	4002	"Is Your Researcher Some Yahoo Named Google? Fourth R Biz Info Resources to Help You and Your Client Succeed"	Learn how to effectively use popular search engines and the powerful business information tools and resources available to SBDC Counselors and Clients through the Hill Library. Get the right information the first time, every time, to ensure your client has a sound business plan and the ongoing support for business success.	Richter	339 AB
9:00 am - 10:30 pm	322	Help Your Clients Attract & Hire TOP Performing Employees	The number one business issue today is profitability followed closely by recruiting and hiring productive employees. TOP Performing employees are 5 to 8 times more productive and profitable than "average" employees. The Organizations the have created and follow best practices for recruiting and hiring TOP Performers are dominating their marketplace. Their counterparts are struggling with "Culture, Team and Job Fit" and 74% of new hires fail to meet expectations in the first year. The outcome is most small business owners are failing to meet their sales and financial goals and have yet to become profitable.	Robinson	Lanier J

9:00 am - 10:30 pm	120	You Need To Be Crazy: The Truth About Starting and Growing Your Own Business	Barry Moltz takes you on a journey like no other. Barry debunks the myths of business start-ups by telling the truth: You have to be crazy to start a business. He delivers irreverent, humorous and straight talk about the complex intersection of start-up business, financial health, physical well-being, spiritual wholeness and family life. His perspective is augmented with other personal tales from the entrepreneurial front.	Moltz	Lanier K
9:00 am - 10:30 pm	223	The Ultimate Reality Game: A Business Plan Contest with 10,000 Reasons to Play!	With entrepreneurship gaining acceptance as a primary economic development strategy, SBDC's are searching for ways to forge partnerships within the communities they serve to enhance and promote small business ownership. In Valdosta, Georgia, a unique twist on the traditional university-sponsored business plan contest was launched with an amazing response. Contestants vied for \$10,000 in cash and \$40,000 in in-kind prizes. The program will cover the history, partnership formation, acquisition of prize money, marketing the contest, as well as the SBDC's role in providing technical assistance and leading the effort. Participants will receive a package of marketing and development materials to help them create their own contests.	Barnett	335 BC
9:00 am - 10:30 pm	422	How to Partner with MEP	The session will give concrete examples of how collaborating has helped to leverage each program's reach into the local small manufacturing marketplace and how working together emphasizes the "P" in Manufacturing Extension Partnership.	Thomas	343 A
9:00:00 AM	2872	Perception: Do You Know What They're Really Thinking About You?	Have you thought of how others are perceiving you? Identify and assess how you want them to perceive you - let your own personal style come through every time you communicate with others, regardless of the situation. There will be opportunities for some to deliver an impromptu company overview in front of the group. The group will then define the ideal SBDC image - describing the way they wish to be perceived by other organizations, clients, and agencies.	Paulsen	335 A
9:00 am - 10:30 pm	320	Creating a System for Entrepreneurial Support	The Wisconsin Entrepreneurs' Network (WEN) is a new way of thinking about SBDC assets. The model is based on the concept of taking an SBDC asset - the communication and reporting infrastructure - and making it available to public sector organizations and educational institutions throughout the state. This workshop is a description of the system created in Wisconsin through WEN.	Kauten	338
9:00 am - 10:30 pm	429	Ag/ Rural Interest Section Meeting	Rural/Ag Development - Open to all with interest in Rural/Ag development.	Ryan	336 AB

9:00 am - 12:15 pm	335	The Cup and the Gap: Your Absolute Best Tools to Identify and Manage Key Profit and Cash Flow	The P & L and the balance sheet are such powerful story telling and planning tools - and we'll help you understand how to coach your clients to become profitable, stay profitable, and "grow" smart. The P & L and balance sheet "link" to form the most sophisticated yet easy-to-use integrated tools to concurrently focus on both profit and cash flow drivers. Using traditional financial concepts of break-even analysis and financial gap, you'll learn how to communicate these concepts to your clients in practical, plain-English terms.	LeFever	Lanier L
9:00 am - 12:15 pm	222	Professional Selling Skills for Non-Sales Persons (Like SBDC Counselors)	This fun and interactive session will take SBDC counselors through the selling game and will enable them to effectively counsel clients in how to sell. This event begins with techniques to separate "Prospects" from "Suspects", moves quickly to "Getting Past the Gatekeeper", engages the audience in a probing, fun filled game of "Q&A", leading quickly into a "Features & Benefits" needs analysis. The "Identification of Buying Signs" sets up the "Presentation" and "Close" portion of the class. "Handling of Objections" signals the end of the day. If time permits, "Time Management Tips from the Pros" will be included.	Simmons	Lanier A
9:00 am - 12:15 pm	317	Grow Your SBDC! How I used the HYPERGROW! - laws to turnaround a struggling SBDC and how you can use them to develop yours!	Learn how to use the nine natural and unavoidable laws of HYPERGROW! to improve the results and impact of your SBDC. Like our clients, SBDC centers are either growing or shrinking and growing a not-for-profit organization has parallels to growing a business. This seminar explains a business growth system, developed by the presenter, and its ramifications on growing an SBDC, whether the goals are increasing its budget, staff, or economic impact. The presenter shows how he used the HYPERGROW! laws when he took over a declining SBDC center. Attendees will be provided an extensive presentation handout and will gain access to a website www.growyoursbdc.com which has a large number of tools the SBDC director can use to chart the growth of their center.	Clinkinbeard	Lanier C
9:00 am - 12:15 pm	1412	Building Disaster-Resilient Small Businesses	Disasters occur more frequently than most people realize. Did you know that in 2001, the year of the terrorist attacks, the federal government recognized major disasters in 46 of the 50 states? This does not include so-called "minor" or localized disasters, such as human errors, power outages, fires, computer crashes and the like, which can be ruinous to small businesses. Small businesses are uniquely vulnerable to disasters. According to the Federal Emergency Management Agency, 40% of small businesses fail to re-open following a major disaster, a figure it believes could be improved with modest investments in preparation. This presentation will give you the tools that have been proved to be powerful in helping small businesses to develop cost-effective, comprehensive disaster preparedness plans.	Childs	340 AB

The Art of Loan Analysis will encompass a nationally recognized 5-step process that aids SBDC consultants in determining if a company's historical performance provides an opportunity to seek financing. In addition, techniques will be applied to determine the best loan structure possible for the deal. The procedure and economic development financing templates and spreadsheets utilized in this session were developed by the National Development Council (NDC). Copies will be made available to attendees. A case study will be employed to present methodology

9:00 am - 12:15 pm	262	The Art of Loan Analysis		Rassel	343 B
10:00:00 AM	700	Education on Wheels Microsoft <i>(Sponsored by Microsoft)</i>	The Microsoft Educational Truck OPEN FOR TOUR		Level 1 - Hotel Entrance by Convention Center
10:45 am - 12:15 pm		Open Forum with the ASBDC President	An opportunity for anyone who desires, to meet with ASBDC President, Donald T. Wilson to discuss the association.	Wilson	342
10:45 am - 12:15 pm	425	Regulatory Interest Section Meeting	Regulatory Interest Issues - Open to all with interest in regulatory issues.	Ryan	339 AB
10:45 am - 12:15 pm	341	Building High Performance Teams	High performance teams get more done, in less time, with less management and fewer mistakes than the majority. Would you like a team like that? Learn how to direct for results, motivate for achievement, and create self-directing, self-resolving, self-evaluating work teams.	Milkovich	Lanier K
10:45 am - 12:15 pm	273	Building Long Term Relationships with Diverse Minority Clients and Communities	This program is a follow-up to the 2002 and 2003 ASBDC presentation entitled, "Marketing to diverse minority SBDC clients". The presenter will lead a look at outreach, client intake procedures, training programs and development of ongoing relationships with not only diverse clients but the communities they represent. The presentation will cover overcoming the obstacles in building strong relationships and the development of strategies that will insure the best retention and positive public relations with a diverse communities.	Bonaparte	335 BC

10:45 am - 12:15 pm	254	No More Bullets Through the Foot ~ Keeping the Marketplace in Your Sights	This humorous and informative presentation suggests preemptive measures to avoid the seven most common missteps along the path to market. Experienced speakers Anne and Don Kelly's interactive lecture and case studies explore relatively untapped and low-cost resources for assessing a technology based marketplace and identifying the keenest competition prior to major investment. Presentation includes constructive suggestions for developing customer centric strategies while constructing barriers to market entry by others. A popular feature of this presentation will be an audience role-play scenario that illustrates the definite don'ts of new product presentations/demonstrations, for example at trade expositions and pitches to prospective investors or licensees.	Kelly	Lanier J
10:45 am - 12:15 pm	445	The Essentials of Export Logistics	Learn the essentials of export logistics from one of the leading international freight forwarders in the U.S. and the current President of the Houston Customs Brokers and Freight Forwarders Association - Wayne Krennerich. Topics include a step-by-step overview of the logistics process, selecting the right freight forwarder, obtaining shipping quotes, using the correct Incoterm, utilizing the right payment terms, how to select the right method of transportation and preparing your goods for international shipment. Krennerich provides a solid overview of the logistics process in an easy to understand and entertaining manner and has experience in presenting similar material for SBDC small business clients. The Essentials of Export Logistics will provide attending SBDC counselors with the necessary information to help their clients successfully navigate the international shipping process in an efficient and effective manner.	Krennerich	335 A
10:45 am - 12:15 pm	309	MyEntreNet: A Rural Entrepreneurship Development System	In Iowa, an innovative entrepreneurship development system is creating big changes in rural regions. The system, called MyEntreNet, creates community-based support networks for entrepreneurs, provides start-up and existing companies with advanced technical assistance and training, and networks entrepreneurs with services, people, capital and information through technology. Learn how to engage entire communities in entrepreneurial development- creating a supportive network for business start up and expansion. Come experience live technology driven entrepreneurship services, including blogs, chats, research assistance, live video presentations and online training/coaching. Learn how your state can take the lead in rural entrepreneurship development through this effective, proven approach.	Collins-Williams	336 AB

10:45 am - 12:15 pm	447	Latest Developments in the SBA Loan Programs	A representative from SBA's Office of Financial Assistance will discuss the latest developments in the Agency's loan programs, including recent trends in 7(a), 504, and Microloan loan volumes with projections for FY 2006, status of SBA's loan program transformation and centralization, key features of centralization, and the status of the CommunityExpress program, which is a cooperative effort between the Offices of Financial Assistance and Entrepreneurial Development.	Thomas	343 A
12:30:00 PM	700	Lunch & Learn <i>(Sponsored by Microsoft)</i>	Find out about all the new products coming out for smaller businesses. Included in this session we will review: Microsoft OfficeLive - One of the best ways for a smaller business to get "online"; WIndows Live OneCare - The all-in-one protection and maintenance service for your Windows XP PC that includes antivirus, antispysware, firewall, performance tune-ups and data backup and restore; plus a first look at Small Business Accounting 2007. Tickets are required	Goldberg	Lanier Ballroom
1:45 pm - 5:00 pm	419	Intuit Academy: Beginners QuickBooks Training <i>(Sponsored by Intuit, Inc.)</i>	This session will provide you with a basic overview of QuickBooks software and how it can help your clients spend less time on accounting and more time on business. The session will also include information on each of the QuickBooks offerings, explaining which is right for different company types and sizes, pairing business needs with features and pricing. PRE-REGISTRATION REQUIRED.	Chapman	Lanier B
1:45 pm - 5:00 pm	426	IFA Advanced Franchising <i>(Sponsored by Exxon Mobil)</i>	Pre-Registration Required. Please go to Conference Home Page for complete information. PRE-REGISTRATION REQUIRED.	Brathwaite	Lanier A
1:45 pm - 5:00 pm	144	Business Research: Finding Your Free Lunches	This class covers small business research resources and strategies. Coverage will include industry, local market, competitor and customer information available on the Internet or through free library resources. In addition to research strategies, basic online business reference tools, information sources and databases are introduced.	Lasher	Lanier C
1:45 pm - 5:00 pm	428	Associate State/ Regional Director Meeting	Associate State Directors are encouraged to attend.	Necarsulmer	335 BC

1:45 pm - 3:15 pm	4132	Everything You Need to Know About Credit Card Processing <i>(Sponsored by Intuit, Inc.)</i>	In today's fast paced market place, small business owners are overwhelmed with various merchant service offers and understanding which solutions are best suited for their needs. According to a Federal Reserve Study conducted in 2004, by 2008, nearly 63% of all customer purchases will be made using credit, debit and other forms of electronic payments. As a small business owner, offering customers the ability to make purchases with a card is no longer a luxury, it's a necessity. Unfortunately, however, many new and existing business owners are not accepting credit cards because they lack important information and don't know who to trust with long term contracts, rate plans and the expenses associated with credit card processing. Whether your clients are brand new business owners or currently processing credit cards, this is an ideal course session for directors and counselors to teach and share valuable information regarding everything your clients need to know about accepting credit cards.	DiClemente	Lanier K
1:45 pm - 3:15 pm	169	Enough with the Negative Energy!	Although we can't always define a negative attitude, we can sure call one when we see it. In today's worker-protective atmosphere that requires a job-related, behavior-modification approach to employee discipline, it's harder and harder to get rid of the indefinable but clearly identifiable bad apples in the bunch. Learn how to address negativity, badmouthing, backstabbing, and interpersonal conflict in a most supportive and effective manner without ever resorting to bad-guy tactics.	Milkovich	339 AB
1:45 pm - 3:15 pm	214	Dealing With Change - Successfully!	In the 21st century, ever-faster, all-enveloping change affects business and SBDC Directors, counselors and staff. This highly interactive workshop examines the many reactions to change, working with those who resist change, encouraging necessary change in clients, co-workers and ourselves, and teaching skills to deal most effectively with change. Participants will do a self-assessment of personal style, develop individual survival skills and take home practical materials and strategies for dealing with change - successfully!	Ryan	Lanier L

1:45 pm - 3:15 pm	310	US- Mexico SBDCs, Bridging the Culturally Diverse Hispanic Market	<p>It was estimated that by 2010 Hispanics would be the largest minority in the US. In 2003, the Hispanic population reached that milestone. However, purchasing behavior is a challenge to track because of the diverse economic and cultural background of the various segment of the Hispanic market. Through the relationship between US and Mexican SBDCs, a new awareness of each others culture and business practices has created a climate conducive to business transactions among small business in both countries. This session will examine the opportunities created through this collaboration and strategies on how a US SBDC can better understand the growing Hispanic market in the US.</p>	Cano	335 A
1:45 pm - 3:15 pm	302	An E-Strategy for blended Learning Opportunities for entrepreneurs and the marketing of an SBDC.	<p>Our presentation will provide the attendees with a case study of an individual Small Business Development Center's E-Strategy for learning and marketing. Our presentation will start with the demonstration of our E-Newsletter: Success Connection. Our newsletter started with 600 monthly subscribers and currently has 7,000 subscribers. Second, we will demonstrate our web based business planning tool which approximately 1,000 entrepreneurs use each calendar year on our website. Third, we will demonstrate on online learning course on business planning that is related to our business planning tool and we will discuss our blended learning approach as the best way to achieve impact. Fourth, we will demonstrate how we use a web based Forum software for level one knowledge management of inquires from entrepreneurs. The second part of the presentation will be a panel discussion that will elicit from the panelist their perspectives of the E-Learning and Marketing Strategy. So you will hear the perspective of an SBDC Director, SBDC Educational Coordinator, the President of a small business, and</p>	Martin	336 AB
1:45 pm - 3:15 pm	444	DISASTER VOLUNTEER Reunion	<p>DISASTER VOLUNTEER Reunion for those who went to the Gulf Coast and provided consulting services for devastated small businesses in the aftermath of Hurrricanes Katrina and Rita.</p>	Ettenson	340 AB
1:45 pm - 3:15 pm	3222	Help Your Clients Attract & Hire TOP Performing Employees	<p>The number one business issue today is profitability followed closely by recruiting and hiring productive employees. TOP Performing employees are 5 to 8 times more productive and profitable than "average" employees. The Organizations the have created and follow best practices for recruiting and hiring TOP Performers are dominating their marketplace. Their counterparts are struggling with "Culture, Team and Job Fit" and 74% of new hires fail to meet expectations in the first year. The outcome is most small business owners are failing to meet their sales and financial goals and have yet to become profitable.</p>	Robinson	Lanier J

Need a Veteran's training program? The goal of this seminar is to share information on the materials that can be used to develop a Veteran's training program. Kelly Manning from Colorado will share their successful program in providing entrepreneurial classes and conferences to Veteran's. The participants will also be asked to share their experiences in providing Veteran's educational classes.

1:45 pm - 3:15 pm	423	Veteran's Support Seminar		Hogge/ Manning	343 A
3:30 pm - 4:15 pm		INFOMERCIALS	Sponsor/Exhibitor Programs for SBDC Network Attendees. See Separate Description Sheet		
3:30:00 PM	424	International Interest Section Meeting	Open to anyone with an interest in International Trade.	Paredes	335 A