



Conference Program

All workshop rooms are located in the Hyatt Regency Chicago. ASBDC will be using both East Tower and West Tower meeting rooms.

East Tower rooms are shown in orange type. Listings in violet – Advanced registration required - No additional seating available.

C - CORE A - ADVANCED E - EXECUTIVE

Wednesday, September 3

TIME	CATEGORY	CONF#	PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
7:00 AM - 6:00 PM			Conference Registration Open		Grand Ballroom Foyer
7:00 AM - 7:45 AM			Accreditation Committee Breakfast	Mike Young	Bistro at 151
8:00 AM - 5:15 PM	Sp. Interest	284	C FOCUS Facilitator Certification Training	Sydne Kalet	New Orleans
	Sp. Interest	286	C 7 Habits Facilitator Training	Jeff Cleary	Atlanta
8:00 AM - 12:00 PM	Int'l. Trade	282	A NASBITE Certification Exam	James Foley	Columbus G
8:00 AM - 11:45 AM	Franchising	277	C Access to Capital: Show Me the Money to Buy A Franchise while Building Local Businesses, One Opportunity at a Time	Miriam Brewer	Regency A
			Accreditation Committee Meeting	Mike Young	Water Tower
	Leadership	338	E FranklinCovey Leadership Module I (State Director's Only)	Mike Wuergler	Toronto
	Technology	340	A Technology Counselor Certification Exam	Andrew J. Sherman, Esq.	Gold Coast
8:00 AM - 10:00 AM	Management	341	C FranklinCovey FOCUS for Outlook Workshop	Dave Green	Regency B
8:30 AM - 11:45 AM	Accounting	199	C Introduction to QuickBooks	Leslie Caphietti	Columbus I-J
	Marketing	278	C Successful Marketing: Secrets & Strategies Training & Certification Workshop	Rhonda Abrams	Regency C
	Technology	280	A Microsoft Train-the-Trainer: Office 2007 Including Microsoft Office Accounting 2008	Allen Goldberg	Columbus K-L
	Accounting	218	C Peachtree by Sage 2009	Jennifer O'Brien	Wrigley
			Associate State Directors Meeting	Richard Werner	Crystal C
8:30 AM - 10:00 AM			Conference Orientation	Rod Hollenstine	Columbus C-D
	Sp. Interest	113	C Go Green to Stay in the Black: Sustainable Strategies for Small Business	Mark Buckley	Columbus E-F
	Sp. Interest	364	C Growing Rural Based Businesses with USDA	James Mitchell	Columbus H
	Leadership	137	A Better Understanding the Baldrige Criteria through Role Model Examples	Patricia Hilton	Hong Kong

Wednesday, September 3 (continued)

TIME	CATEGORY	CONF#		PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
8:30 AM - 10:00 AM	Finance	241	A	Counseling the Small Business CEO - What Every CEO Needs from Their CFO (Even if They Don't Have One)	Roger Pell	Columbus A-B
10:15 AM - 11:45 AM				Conference Orientation	Rod Hollenstine	Columbus C-D
	Marketing	194	A	Retail Merchandising	Luanne Mayorga	Regency B
	Technology	36	C	Blogging with the SBDC – Implementing Web 2.0 Technologies at Your Center	Roger Green	Columbus A-B
	Marketing	138	C	Marketing Boot Camp for Non-Marketing SBDC Counselors	Donna Rockin	Regency D
	Counseling	192	C	The Family Business: Just Like Every Other Small Business But More...	John Duoba	Columbus E-F
	Sp. Interest	355	C	Using HillSearch to Help Your Clients Create a Plan for Success	Jim Poole	Columbus H
	Finance	269	C	Small Business Retirement	Bill Hunter	Hong Kong
12:00 PM - 1:45 PM				GENERAL SESSION/OPENING LUNCHEON <i>Sponsored by Intuit, Inc.</i>		Grand Ballroom
2:00 PM - 5:15 PM	Accounting	201	A	QuickBooks Ask the Expert	Craig Baker	Columbus I-J
	Sp. Interest	287	C	FastTrac® Listening To Your Business	Jeff Horvath	Comiskey
	Self-Improve.	147	A	How to Deliver Totally! Awesome Training	Monica Cornetti	Regency B
	Technology	200	C	Homestead Website Building Training	John Clinton	Regency D
	Sp. Interest	263	A	Putting It all Together: Creating an Entrepreneurship Development System	Erik Pages	Regency A
	Finance	102	C	Art of Growth Analysis	Peter Rassel	Gold Coast
	Leadership	339	E	FranklinCovey Leadership Module II (State & Associate State Directors Only)	Mike Wuergler	Toronto
				Accreditation Committee Meeting New Member Core Training I	Mike Young	Board of Trade
2:00 PM - 3:30 PM	Sp. Interest	357	C	Veterans in Business - Still Serving America!	Elizabeth Torres	Wrigley
	Counseling	45	A	The Misperception Regarding Personal Liability and the Corporate Shield	Patrick Geho	Columbus H
	Marketing	172	A	Develop a WINning Proposal Using the 17-Step Process	Joseph Jablonski	Columbus E-F
	Counseling	82	C	The Sky's the Limit: Moving Ahead with GIS and SBDC Net	Judith Johnson	Columbus C-D

C - CORE A - ADVANCED E - EXECUTIVE

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Wednesday, September 3 *(continued)*

TIME	CATEGORY	CONF#	PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
2:00 PM - 3:30 PM	Planning	61	A Balanced Scorecard - Data Assisted Decisions	Nancy Boese	Hong Kong
	Int'l. Trade	89	A A Road Map for Exporting to Greater China Market	Brian Su	Columbus G
	Technology	132	C eBay Education Specialist Program	Sharon Guldner	Regency C
	Planning	272	A After The Loan: 10 Ways To Engage Long-term, High-impact Clients to Your Center	Curt Clinkinbeard	Columbus K-L
	Sp. Interest	376	C Hot Businesses and Trends for 2009	Rieva Lesonsky	Water Tower
2:00 PM - 3:10 PM	Management	318	E SBA's Performance Oversight Process	Bruce Purdy	Columbus A-B
3:45 PM - 5:15 PM	Int'l. Trade		International Interest Section Meeting	James Foley	Columbus G
	Manufact.	232	E Stemming the Tide of Manufacturing Plant Closures	Katherine Arno	Columbus C-D
	Technology	273	C Online Training Tools for Rural Markets	Marita L. Fairfield	Hong Kong
	Finance	73	C Mastering 'Schedule C' Is Key to Smooth Tax Preparation and Business Planning for Sole Proprietors	Robert Hughes	Columbus H
	Leadership	216	A Recession Proofing the Business	Jim Lindell	Regency C
	Sp. Interest	161	A Generating Cash for Your SBDC	Michael Singleton	Wrigley
	Counseling	159	A Turnaround Strategies for Distressed Businesses	Charles Evans	Columbus K-L
	Planning	173	C The Plan-As-You-Go Business Plan	Tim Berry	Columbus E-F
	Finance	319	A SBA's New Financial Oversight Process for Grants	Jean Holcombe	Columbus A-B
5:30 PM			Exhibit Hall Ribbon Cutting		Riverside Center Exhibit Hall
5:30 PM - 8:00 PM			Exhibit Hall Open		
5:30 PM - 7:30 PM			Welcome Reception (Cash Bar) <i>Sponsored by Visa, Inc.</i>		

Thursday, September 4

7:00 AM - 6:00 PM			Conference Registration Open		Grand Ballroom Foyer
7:30 AM - 10:30 AM			EXHIBIT HALL OPEN		Riverside Center Exhibit Hall
7:30 AM - 8:30 AM			Continental Breakfast in Hall		
8:00 AM - 5:15 PM	Counseling	288	A NxLevel Certification	Mike Finnerty	Hong Kong
	Sp. Interest	284	C FOCUS Facilitator Certification Training	Sydne Kalet	New Orleans

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Thursday, September 4 (continued)

TIME	CATEGORY	CONF#	PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
8:00 AM - 5:15 PM	Sp. Interest	286	C 7 Habits Facilitator Training	Jeff Cleary	Atlanta
	Technology	290	A FastTrac® Tech Venture	Donovan Moxey	Wrigley
	Management	310	A FastTrac® NewVenture™ and GrowthVenture™	Kay Saunders	Comiskey
	Sp. Interest	274	A SBDC Accreditation Training for Membership	Mike Young	Toronto
8:30 AM - 5:15 PM			SBA Advisory Board Meeting	Dennis Bradford	Haymarket
	Int'l. Trade	116	A TPCC Intl Trade Certificate Course - Part I: Identifying Export Readiness/ Market and Partner Selection	James Foley	Crystal A
	Sp. Interest	279	A SBDC Accreditation Training for Membership (Repeat)	Max Summers	Acapulco
	Sp. Interest	276	E T-Core Competency Training - Intellectual Property	Andrew J. Sherman, Esq. Erick Robinson	Regency A
8:30 AM - 11:45 AM	Management	160	A Shake that ETHICS Brain!	Joel Saltzman	Columbus K-L
	Finance	245	C Understanding Agricultural Financial Statements	Powell (Pat) Calhoun	Columbus H
	Finance	136	C The Financial Roadmap: Assessment Tools to Measure Improve Business Performance	Steve LeFever	Regency C
	Sales	178	C E-Commerce: Fundamentals of Building Web-Based Businesses	Timothy Lee	Regency D
	Marketing	28	C From Kitchen to Market - How to Succeed in Specialty Food Marketing	Stephen Hall	Columbus A-B
	Sp. Interest	90	A Opening the Gates to Successful Innovation	John Cronin	Columbus G
	Self-Improve.	313	A How to Deliver Totally Awesome Training! (Repeat)	Monica Cornetti	Columbus E-F
	Marketing	278	C Successful Marketing (Repeat)	Rhonda Abrams	Crystal C
8:30 AM - 10:00 AM	Planning	152	A Business Plan Pro Training	Sabrina Parsons	Columbus I-J
	Sp.. Interest	299	C Networking - Sharing Best Practices	Drew Tonsmeire	Crystal B
	Counseling	221	C Restaurant Reality: How to Help Open and Grow Successfully	Chris Tripoli	Regency B
	Sp. Interest	234	A Sustainability: The Creative Entrepreneur's Guide to a Happy, Healthy, Profitable and Green Business	Diane Wolverton	Columbus C-D
			ASBDC Veterans Committee Meeting	Kelly Manning	Board of Trade

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Thursday, September 4 (continued)

TIME	CATEGORY	CONF#		PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
10:15 AM - 11:45 AM	Self-Improve.	250	C	Failure Isn't Fatal...Lessons from a Serial Entrepreneur	John L. Herman, Jr.	Crystal B
10:15 AM - 11:45 AM	Counseling	225	C	Restaurant Reality: Operations	Chris Tripoli	Regency B
	Leadership	212	C	The Successful Family Business	Jim Lindell	Columbus I-J
	Planning	177	A	NxLevel On-line—Reaching New Clients	Jim Hogge	Columbus C-D
	Int'l. Trade	359	A	TPCC Intl. Trade Certificate Course - Part II: International Trade Finance	James Foley	Crystal A
12:00 PM - 1:45 PM	General Session/Luncheon <i>Sponsored by VistaPrint</i>					Grand Ballroom
2:00 PM - 5:15 PM	Finance	135	C	The Cup and the Gap: Your Absolute Best Tools to Identify and Manage Key Profit and Cash Flow Drivers	Steve LeFever	Regency C
	Counseling	67	C	Leadership and Coaching Strategies	John Grubbs	Regency D
	Planning	114	C	Emergency Preparedness - Is Your Business Ready?	Mark Lupo	Columbus G
	Self-Improve.	206	C	Presentation Firepower: Facilitate. Present. Train	Pauline Shirley	Columbus C-D
	Marketing	185	A	Marketing Plans the Right Way	John Jantsch	Columbus I-J
2:00 PM - 5:00 PM	Finance	247	A	Farm Loans for Dummies	Powell (Pat) Calhoun	Columbus H
2:00 PM - 3:30 PM	Self-Improve.	167	C	Shake That INNOVATION Brain!	Joel Saltzman	Columbus K-L
	Marketing	183	C	Boost the Impact of Your SBDC Using E-mail Marketing	Steve Robinson	Columbus E-F
	Counseling	222	C	Restaurant Reality: Industry Trends - What Is Hot and What Is Not	Chris Tripoli	Regency B
	Finance	110	A	Capital Access Forums Bring Funding Sources to Your Center	Lydia Jones	Columbus A-B
	Int'l. Trade	360	A	TPCC Intl Trade Certificate Course - Part III: Free Trade Agreements and What they Mean to Small Businesses	James Foley	Crystal A
3:30 PM - 7:00 PM	EXHIBIT HALL OPEN					Riverside Center Exhibit Hall
3:45 PM - 5:15 PM	Marketing	271	A	15 Marketing Mistakes SBDCs Make: And What We Are Doing In Kansas To Fix Them.	Curt Clinkinbeard	Regency B
	Sp. Interest	356	C	Innovative Ways to Grow, Manage & Connect Your Business During Challenging Times	Alex Craddock	Columbus E-F
3:45 PM - 5:15 PM	Intuit Town Hall Meeting <i>(By Invitation Only)</i>				Amy Ball	Board of Trade

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Thursday, September 4 (continued)

TIME	CATEGORY	CONF#	PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
	HR	312	C Diversity in the Workplace: More than Skin Deep	Elisabeth Anderson	Columbus A-B
	Self-Improve.	250	C Failure Isn't Fatal...Lessons From a Serial Entrepreneur (Repeat)	John L. Herman, Jr.	Crystal B
	Int'l Trade	361	A TPCC Intl Trade Certificate Course - Part IV: Understanding and Utilizing TPCC Resources to Engage in International Trade	James Foley	Crystal A
	Marketing	188	C Get in the Big Game: Creating, Promoting and Protecting Your Online Brand	Lori Martinek	Columbus K-L
5:30 PM - 7:00 PM			EXHIBIT HALL OPEN - Pizza Party (Cash Bar) <i>Sponsored by Pitney Bowes, Staples and ASBDC</i>		Riverside Center Exhibit Hall

Friday, September 5

7:30 AM - 2:00 PM			Conference Registration Open		Grand Ballroom Foyer
7:30 AM - 10:30 AM			EXHIBIT HALL OPEN		Riverside Center Exhibit Hall
7:30 AM - 8:30 AM			Continental Breakfast in Hall		
8:00 AM - 5:15 PM	Sp. Interest	286	C 7 Habits Facilitator Training	Jeff Cleary	Atlanta
	Management	311	A FastTrac® Facilitator Training	Jeff Horvath	Comiskey
8:00 AM - 5:00 PM	Counseling	288	A NxLevel Certification	Mike Finnerty	Hong Kong
	Sp. Interest	284	C FOCUS Facilitator Certification Training	Sydne Kalet	New Orleans
8:00 AM - 12:00 PM			Accreditation Committee Meeting New Member Core Training II	Max Summers	Haymarket
8:30 AM - 5:15 PM	Sp. Interest	315	A SBDC Accreditation Training for Membership (Repeat)	Barbara Necarsulmer	Columbus A-B
	Sales	156	A Power Tools: Sales	Stephen Woessner	Dusable
			New State Director Training	Carol Lopucki	Board of Trade
	Technology	285	A T-Core Competency Training – Alternative Equity Capital	Lisa Ruckdeshel	Regency A
8:30 AM - 11:45 AM	Sp. Interest	208	A Disaster Recovery: Where Do SBDCs Fit In?	Jerry Cartwright	Columbus C-D
	Sp. Interest	98	C SBA 8a Certification Step by Step: A Consultant's Guide	Lloyd Atkins	Columbus H
	Management	62	C Good to Great	John Grubbs	Regency B

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Friday, September 5 (continued)

TIME	CATEGORY	CONF#	PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
8:30 AM - 11:45 AM	Marketing	93	A GUERRILLA MARKETING PLAN: Big Results on a Small Budget	Vicki Lynne Morgan	Regency C
	Marketing	229	C The Domino Effect: Help Your Customers Dominate the Marketplace with New Business & New Product Development	Steve Rosen	Regency D
	Marketing	185	A Marketing Plans the Right Way (Repeat)	John Jantsch	Columbus I-J
	Marketing	28	C From Kitchen to Market (Repeat)	Stephen Hall	Columbus K-L
	Management	198	A Effective Leadership through a Balanced Strategy Execution Program	Gary Harpst	Columbus E-F
8:30 AM - 10:00 AM			ASBDC Counselor Certification Task Group Meeting	Katherine Hoelscher	Buckingham
	Training	380	A Optimist User Workshop	Roger Pell	Toronto
			Regulatory Interest Section Meeting	Christopher Lynch	Columbus G
	HR	312	C Diversity in the Workplace: More than Skin Deep	Elisabeth Anderson	Acapulco
9:00 AM - 10:30 AM			SBA Advisory Board Town Hall Meeting	Dennis Bradford	Crystal B
10:15 AM - 11:45 AM	Planning	272	A After the Loan: 10 Ways to Engage Long-term, High-impact Clients to Your Center	Curt Clinkinbeard	Toronto
	Leadership	162	C Changing the Way We REACT to Change	Joel Saltzman	Acapulco
	Sp. Interest	366	C Going Green - Lessons from a Local Sustainable Business	Burt Klein	Columbus G
12:00 PM - 2:00 PM			EXHIBIT HALL OPEN		Riverside Center Exhibit Hall
2:00 PM - 5:15 PM	Management	198	A Effective Leadership through a Balanced Strategy Execution Program (Repeat)	Gary Harpst	Columbus E-F
	Marketing	126	A SBDC EXHIBITORS & THEIR CLIENTS: Unlock the Power of Your Trade & Expo Showmanship	Vicki Lynne Morgan	Regency C
			SBA Advisory Board Meeting	Dennis Bradford	Grand Suite 2A
	Management	342	A FastTrac® Breakouts	Jeff Horvath Donovan Moxey Kaye Saunders	Buckingham Haymarket Picasso
2:00 PM - 4:00 PM	Management	341	C FranklinCovey FOCUS for Outlook Workshop	Dave Green	Columbus I-J
			Sage Software Focus Group Meeting (By Invitation Only)	Lisa Keller	Soldier Field
2:00 PM - 3:30 PM			Agricultural & Rural Interest Section Meeting	John Hemmingstad	Columbus G

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Friday, September 5 (continued)

TIME	CATEGORY	CONF#		PROGRAM - WORKSHOP TITLE	LEAD PRESENTER	ROOM
2:00 PM - 3:30 PM	Counseling	158	C	Building Impact Through Client Assessment	Wendy Harrington	Columbus C-D
	Management	96	C	Planning for Profits	Michael Wholihan	Toronto
	Gov. Affairs	257	C	Veteran-Owned Business Programs - Providing Important Assistance to Our Soldiers	Carole Hart	Acapulco
	Finance	363	C	Accessing Private Debt or Equity Capital for Small Businesses	Harry Haskins	Columbus K-L
3:45 PM - 5:15 PM	Sp. Interest	176	A	Best Practices in Business Programming	Christina Trombey	Columbus C-D
	Management	100	A	Creating A Successful Innovation Program	Debra Malewicki	Acapulco
				EDMIS Meeting	Greg Panichello	Columbus G
	Sp. Interest	99	E	Developing a Mentoring Relationship to Support Your SBDC	Deborah Schueneman	Columbus H
	Marketing	172	A	Develop a WINning Proposal Using the 17-Step Process (Repeat)	Joseph Jablonski	Columbus K-L
5:30 PM - 6:30 PM				State Star Reception <i>Sponsored by MyBizHomepage, Inc.</i>		Crystal B
6:00 PM - 7:00 PM				ASBDC Reception (Cash Bar)		Grand Ballroom Foyer
7:00 PM - 9:15 PM				ASBDC Closing Banquet <i>Sponsored by Administaff, Inc. and IBM</i>		Grand Ballroom