



ASSOCIATION OF SMALL BUSINESS  
DEVELOPMENT CENTERS

# ANNUAL CONFERENCE

SEPTEMBER 21-24, 2010 ♦ GRAND HYATT SAN ANTONIO ♦ SAN ANTONIO, TEXAS



## Conference Schedule Overview

(Schedule Revised as of 8/6/10)

### Sunday, September 19, 2010

2:00 pm  
**ASBDC Golf Outing**  
The Quarry Golf Club – San Antonio

### Monday, September 20, 2010

7:15 am – 8:15 am  
**ASBDC Board of Directors' Breakfast**

8:00 am – 5:30 pm  
**\* Profit Mastery Facilitator Certification Training**  
*Day 1 of 2 day training program; must attend both days.*

8:30 am – 5:00 pm  
**ASBDC Board of Directors Meeting**

12:00 pm – 1:00 pm  
**ASBDC Board of Directors' Lunch**

2:00 pm – 5:00 pm  
**Kit Stuffing Set-up/Test**

### Tuesday, September 21, 2010

7:15 am – 8:15 am  
**ASBDC Membership Breakfast**  
*For State/Regional Directors and Associate Directors Only*

8:00 am – 5:30 pm  
**\* Profit Mastery Facilitator Certification**  
*Day 2 of 2 day training program; must attend both days.*

8:30 am – 5:00 pm  
**OAS Meeting**

8:30 am – 5:00 pm  
**ASBDC Annual Membership Meeting**  
*For State/Regional Directors and Associate Directors Only*

9:00 am – 5:00 pm  
**ASBDC Kit Stuffing**  
*Volunteers needed – sign up when you register*

12:00 pm – 1:30 pm  
**ASBDC Membership Luncheon**  
*For State/Regional Directors and Associate Directors Only*

### Tuesday, September 21, 2010 (Continued)

12:30 pm – 5:00 pm  
**Exhibitor-Sponsor Registration Open**

1:00 pm – 5:00pm  
**South-West Border Region SBDC Office Tours**

1:00 pm – 5:00 pm  
**Exhibit Hall – Lg. Booth Only Set-up\*\*\***  
*\*\*\* Special Set-up Pass Required*

4:00 pm – 7:00 pm  
**ASBDC Conference Registration Open**

5:00 pm – 6:30 pm  
**California SBDC Network Meeting**  
**Communications and Marketing**  
**Committee Meeting**

5:30 pm – 6:30 pm  
**Constant Contact Reception**  
*By Invitation Only*

### Wednesday, September 22, 2010

7:00 am – 6:00 pm  
**ASBDC Conference Registration Open**

7:30 am – 11:30 am  
**\* Technology Counselor Certification Exam**  
*UTSA Campus – Directions will be provided to approved applicants*

7:30 am – 4:00 pm  
**Exhibitor-Sponsor Registration Open**

8:30 am – 5:00 pm  
**OAS Meeting**

8:00 am – 4:00 pm  
**Exhibitor-Sponsor Booth Set-up**

8:30 am - 10:00 am  
**ASBDC Conference Orientation**  
*Learn how to make the most of your conference experience*

## ASBDC 2010 Annual Conference Schedule Overview

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### Wednesday, September 22, 2010 (Continued)

8:30 am – 9:30 am  
9:45 am – 10:45 am  
11:00 am – 12:00 pm

#### Industry Insight Networking Sessions

8:30 am – 10:00 am  
8:30 am – 11:45 am  
8:30 am – 5:15 pm

#### Workshops

8:30 am – 11:45 am

#### \* Franklin Covey Leadership Modular Series: Leading Across Generations

*For State/Regional Directors and Associate Directors Only*

9:00 am – 4:00 pm

#### SBA Advisory Board Meeting

10:15 am – 11:45 am

#### Workshops

#### Veteran's Interest Section Meeting

12:00 pm – 1:45 pm

#### General Session – Opening Luncheon

*Sponsored by Intuit*

2:00 pm – 3:30 pm

#### Workshops

#### Disaster Assistance & Recovery Interest Section Meeting

2:00 pm – 5:15 pm

#### Workshops

2:00 pm – 5:15 pm

#### \* Franklin Covey Leadership Modular Series: Building Process Excellence

#### \*\* Technology Counselor Competency Training: Managing and Harvesting the Intellectual Assets of a Growing Company

#### ASBDC-SBA-NIST Baldrige Quality Program Mtg.

3:45 pm – 5:15 pm

#### Workshops

#### Women's Entrepreneurship Interest Section Meeting

4:00 pm – 5:00 pm

#### International Reception

*Hosted by the South-West Border Region SBDC  
By Invitation Only*

5:30 pm

#### ASBDC Exhibit Hall – Ribbon Cutting

### Wednesday, September 22, 2010 (Continued)

5:30 pm – 8:00 pm

#### Exhibit Hall Open

*5:30 pm – 7:30 pm*

#### Welcome Reception

*Sponsored by Constant Contact and  
Corporate Turnaround*

### Thursday, September 23, 2010

7:00 am – 12:00 pm

#### ASBDC Registration Open

7:00 am – 5:00 pm

#### Exhibitor-Sponsor Registration Open

7:30 am – 10:30 am

#### Exhibit Hall Open

8:30 am – 9:30 am

9:45 am – 10:45 am

11:00 am – 12:00 pm

#### Industry Insight Networking Sessions

8:30 am – 10:00 am

8:30 am – 11:45 am

8:30 am – 5:15 pm

#### Workshops

8:30 am – 5:15 pm

#### \*\* New State/Regional Director Training

#### \* NxLevel™ Instructor Certification Training

*Sponsored by NxLevel Education Foundation*

#### \*\* Technology Counselor Competency Training: Investor Ready Entrepreneurs

10:15 am – 11:45 am

#### Minority Outreach Interest Section Meeting

#### Technology Interest Section Meeting

12:00 pm – 1:45 pm

#### General Session/ Luncheon

*Sponsored by Bank of America*

2:00 pm – 3:30 pm

2:00 pm – 5:15 pm

3:45 pm – 5:15 pm

#### Workshops

2:00 pm – 3:30 pm

#### Associate State Directors Meeting

#### Sustainability & Regulatory Compliance

#### Interest Section Meeting

3:30 pm – 6:30 pm

#### Exhibit Hall Open

#### Evening – On Your Own

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\* Indicated program requires pre-registration; additional fees required; please see description for details.

\*\* Indicates program requires pre-registration to guarantee seating and determine material requirements.

## ASBDC 2010 Annual Conference Schedule Overview

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### Friday, September 24, 2010

7:00 am – 12:00 pm  
**ASBDC Information/Registration Desk Open**

7:30 am – 1:30 pm  
**Exhibit Hall Open**  
**Continental Breakfast – Exhibit Hall**

*Local small business community is invited to participate in the **New Markets for Small Business** program. Registration is required.*

*7:30 am – 8:30 am  
 Continental Breakfast - Exhibit Hall*

8:30 am – 9:30 am  
 9:45 am – 10:45 am  
 11:00 am – 12:00 pm  
**Industry Insight Networking Sessions**

8:30 am – 10:00 am  
 8:30 am – 11:45 am  
 8:30 am – 5:15 pm  
**Workshops**

8:30 am – 11:45 am  
**\*\* Technology Counselor Competency Training:  
 Roadmapping for Technology Companies**  
**\*\* Listening to Your Business**  
*Sponsored by Kauffman FastTrac®*

### Friday, September 24, 2010 (Continued)

8:30 am – 5:15 pm  
**Accreditation Committee Meeting**

10:15 am – 11:45 am  
**Agricultural & Rural Interest Section Meeting**

12:00 pm – 1:00 pm  
**Accreditation Committee Lunch**

2:00 pm – 3:00 pm  
**Industry Insight Networking Session**

2:00 pm – 3:30 pm  
 2:00 pm – 5:15 pm  
 3:45 pm – 5:15 pm  
**Workshops**

3:45 pm – 5:15 pm  
**EDMIS Update**

5:30 pm – 6:30 pm  
**State Star Reception**  
*Sponsored by Sage Software*  
*By Invitation Only*

6:30 pm – 8:00 pm  
**Taste of Texas – Celebrating 30 Years!**  
*Sponsored by Sprint*

### **New Markets for Small Business**

With the assistance of the South-West Texas Border SBDC Network, ASBDC will offer local entrepreneurs access to the trade show floor to visit with exhibitors. In addition, an impressive two-track training agenda consisting of topics pertinent to the local economy will be offered: **International Trade** and **Procurement**. As well, a matchmaking event with government officials and prime contractors will be conducted. Small business attendees will consist of SBDC clients and other area small businesses interested in taking their business operations to the next level.

7:00 am	Registration
7:30 am – 1:30 pm	Exhibit Hall Open
7:30 am – 8:30 am	Continental Breakfast
8:45 am	General Session
9:30 am – 12:00 pm	Matchmaking Event
9:30 am – 10:30 am	Workshops
10:45 am – 11:45 am	Workshops
12:00 pm – 1:00 pm	Workshops

**REGISTRATION REQUIRED**

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