



<http://www.GrowSmartBusiness.com>

Agenda

TIME	SESSION	DURATION	SPEAKERS/PANELISTS
7:00AM-8:30AM	Registration & Continental Breakfast	1 hr	N/A
8:30AM-8:50AM	Welcome Note	20 min	Roy Dunbar, Network Solutions
8:50AM-10:05AM	Keynote	1hr and 15 min	Chris Anderson, Wired Magazine (45 hour for speaking and 30 minutes for questions)
10:05AM-10:25AM	Special Note	20min	Senator Mark S. Warner
10:25AM-10:50AM	BREAK	25 min	N/A
10:50-11AM	SmallBiz Quick Tips	10 min	Rohit Bhargava: Adding Personality to Your Business
11-11:45AM	Panel 1: Driving Small Business Performance with Marketing & Innovation	45 min	Steve King, Emergent Research (Moderator) Ramon Ray, SmallBizTechnology Bob London, London, Ink Marissa Levin, Information Experts John Arnold, Constant Contact
11:45AM-11:55AM	SmallBiz Quick Tips	10 min	Randy Windsor: SEO/SEM
11:55AM-12:40PM	Panel 2: Raising Capital with Effective Finance Strategies	45 min	Kristina Bouweiri, Reston Limo (Moderator) Denise O'Berry, The Small Business Edge Corp. Shannon Nash, Nash Management Edward Tuviv, Capital Bank, N.A. Jeremy Brown, RapidAdvance, LLC
12:40PM-12:50PM	SmallBiz Quick Tips	10 min	Rieva Lesonsky: Becoming an Entrepreneurial Leader
12:50PM-2:10PM	LUNCH	80 min	N/A
2:10PM-2:20PM	SmallBiz Quick Tips	10 min	Anthony Pappas: Brand Building 101
2:20PM-3:05PM	Panel 3: Staying Ahead in the Current Economy	45 min	Christine Banning, SCORE (Moderator) Charles Colby, Rockbridge Associates Jody Keenan, Virginia Small Business Development Center (SBDC) Anita Campbell, Small Business Trends Jake Weatherly, Palo Alto Software Michael Reed, Paychex
3:05PM – 3:30PM	Special Presentation: Where do you stand on the Small Business Success Index?	20 min	Dr. P.K. Kannan, UMD Maryland Smith School of Business Gina Woodall, Rockbridge Associates
3:30PM-3:40PM	SmallBiz Quick Tips	10 min	Alex Orfinger: Effective use of the WashBizJournal
3:40PM-4:05PM	BREAK	25 min	N/A
4:05PM-4:15PM	SmallBiz Quick Tips	10 min	Steve Fisher: 10 Rules for Killer Business Cards
4:15PM-5PM	Panel 4: Integrating Traditional Marketing with Social Media	45 min	Jill Foster, DC Media Makers (Moderator) Terri Holley, Creative Marketing Solutions Brent Leary, CRM Essentials Danilo Bogdanovic, Loudoun Scene Joanna Pineda, Matrix Group International
5PM-5:05PM	Closing Remarks	5 min	Alex Orfinger/Roy Dunbar