



# CALIFORNIA SMALL BUSINESS SUMMIT: BUILDING LOCAL ECONOMIES

Wednesday, January 30, 2019 | California Endowment Center, 1000 Alameda Street, Los Angeles, CA 90012

## PROGRAM – 8 AM TO 4:00 PM

<b>8:00 AM</b>	<b>REGISTRATION</b>
<b>8:30 AM</b>	<b>WELCOME &amp; OPENING REMARKS</b> <ul style="list-style-type: none"> <li>• <b>John Arensmeyer</b>, <i>Founder &amp; CEO</i>, Small Business Majority</li> <li>• <b>Xiomara Peña</b>, <i>California Deputy Director &amp; National Latino Outreach Manager</i>, Small Business Majority</li> </ul>
<b>8:45 AM</b>	<b>ICEBREAKER</b>
<b>9:00 AM</b>	<b>PANEL: STARTING AND BUILDING YOUR BUSINESS</b> <p>Business owners with access to a mentor are more likely to start a business and have higher revenues and higher rates of employment. Entrepreneurs who have a strong understanding of the resources available in their communities are also more likely to succeed in launching and growing a business. In this session, learn about local programs and business assistance providers that support small businesses and aspiring entrepreneurs, and hear small business owners share their personal stories of how tapping into their small business community has helped them grow their businesses.</p> <ul style="list-style-type: none"> <li>• Moderator: <b>Claudia Moreno</b>, <i>Southern California Outreach Manager</i>, Small Business Majority</li> <li>• <b>Claudia Shah</b>, <i>Business Advisor</i>, SBDC East Los Angeles Initiative</li> <li>• <b>Veronica Corona</b>, <i>Owner</i>, CM Cleaning Solutions</li> <li>• <b>Kimberly Rolfe</b>, <i>Professor</i>, University of Southern California</li> <li>• <b>Remy Meraz</b>, <i>Founder</i>, MeTyme Network</li> </ul>
<b>9:45 AM</b>	<b>PRESENTATION: RESOURCES FOR WOMEN ENTREPRENEURS</b> <p>Women are starting businesses at a higher rate than men, but too many are struggling to access the resources they need to succeed. Learn about local programs that focus on supporting women small business owners and entrepreneurs.</p> <ul style="list-style-type: none"> <li>• <b>Gail Lara</b>, <i>Executive Director</i>, Women’s Collaborative Mentoring Program</li> <li>• <b>Marsha Olson</b>, <i>Director</i>, Community Partnerships &amp; Programs at Wurwand Foundation</li> <li>• <b>Elsa Macias</b>, <i>Research Analyst</i>, Hispanas Organized for Political Equality (HOPE)</li> </ul>
<b>10:30 AM</b>	<b>PANEL: GETTING CASH TO EXPAND AND BUILD YOUR BUSINESS USING VENTURIZE</b> <p>Join a panel of experts to learn how to prepare for a small business loan. We’ll cover loan products like SBA loans, online loans, microloans and more! You’ll also hear directly from a small business owner who has launched successful crowdfunding campaigns to grow her business.</p> <ul style="list-style-type: none"> <li>• Moderator: <b>Richard Pallay</b>, <i>BusinessSource Program Manager</i>, Economic and Workforce Development Department, City of Los Angeles</li> <li>• <b>Anna Marie Cruz</b>, <i>Loan Officer</i>, Small Business Finance CDC</li> <li>• <b>Daniel Fernandez</b>, <i>Director of Microlending</i>, Opportunity Fund</li> <li>• <b>Kateri Gutierrez</b>, <i>Co-Owner</i>, Collective Avenue Coffee</li> <li>• <b>Yvette Salas</b>, <i>Relationship Manager</i>, Camino Financial</li> </ul>

<b>11:30 AM</b>	<p><b>BREAKOUT SESSIONS</b></p> <ul style="list-style-type: none"> <li>• <b>TRACK A: Nuts and Bolts of Small Business Lending: You see the gap, you know the players, now what?</b> • Cabrillo Room This workshop will build on previous sessions and take a closer look at what you need to know to successfully fund your business. You will learn about business credit, how to avoid predatory loans and how to use Venturize to your benefit.</li> <li>• <b>TRACK B: Crowdfunding for Established Businesses</b> • Yosemite B Room In this workshop, learn about crowdfunding and how it can open up new options for entrepreneurs to raise capital for their businesses. This session will discuss how small businesses and entrepreneurs can utilize crowdfunding to finance their ventures.</li> </ul>
<b>12:15 PM</b>	<p><b>LUNCH WITH PANEL DISCUSSION: PUBLIC-PRIVATE PARTNERSHIPS TO SUPPORT SMALL BUSINESSES</b></p> <p>There are many tools, resources and programs that the state of California and the City of Los Angeles provide that support economic opportunity and small business growth. During our luncheon session, you will hear about California's new retirement savings program, CalSavers, and learn about how Mayor Eric Garcetti's office is supporting entrepreneurs throughout the city.</p> <ul style="list-style-type: none"> <li>• Moderator: <b>Mark Herbert</b>, <i>California Director</i>, Small Business Majority</li> <li>• <b>Jonathan Herrera</b>, <i>Outreach &amp; Marketing Manager</i>, CalSavers</li> <li>• <b>Sonya Blake</b>, <i>Director of Community Business</i>, Mayor's Office of Economic Development City of Los Angeles</li> </ul>
<b>1:00 PM</b>	<p><b>PANEL: HIRING AND KEEPING YOUR EMPLOYEES</b></p> <p>Attracting and retaining talented employees is one of the biggest issues facing small employers. In this panel discussion, successful small business owners will discuss the strategies they have found most effective in hiring and maintaining a talented workforce.</p> <ul style="list-style-type: none"> <li>• Moderator: <b>Xiomara Peña</b>, <i>California Deputy Director</i>, Small Business Majority</li> <li>• <b>Andrew McDowell</b>, <i>Owner</i>, With Love Market &amp; Café</li> <li>• <b>Diego Cartagena</b>, <i>Vice President</i>, Legal Programs, Bet Tzedek Legal Services</li> <li>• <b>LaShondra Mercurius</b>, <i>President</i>, JLM Strategic Partners</li> </ul>
<b>2:00 PM</b>	<p><b>POLICY AND ADVOCACY 101: HOW TO BECOME A SMALL BUSINESS SPOKESPERSON</b></p> <p>In this session, we'll provide an overview of how Small Business Majority engages small business owners on local and national policy issues and ensures small businesses are heard during critical policy debates. You'll also hear from fellow entrepreneurs about how they've shared their story to enact change on a local, state and federal level and learn how to share your own story with policymakers in Sacramento and Washington, DC.</p> <ul style="list-style-type: none"> <li>• <b>Mark Herbert</b>, <i>California Director</i>, Small Business Majority</li> <li>• <b>Adam Rochon</b>, <i>Owner</i>, Sequoia Employee Benefits &amp; Insurance Solutions &amp; member of Small Business Majority's Small Business Council</li> <li>• <b>Heather Altman</b>, <i>Owner</i>, Altman Environmental Consulting</li> </ul>
<b>2:45 PM</b>	<p><b>REACH CUSTOMERS ONLINE WITH GOOGLE</b></p> <p>Learn how consumers find your business online and how to increase your online presence using search engine optimization (SEO) and online advertising. We'll also introduce tools that will help you run your business online, including Google Analytics and Trends.</p> <ul style="list-style-type: none"> <li>• <b>Robert Martinez</b>, <i>National Speaker &amp; Digital Coach</i>, Google</li> </ul>
<b>3:30 PM</b>	<p><b>CLOSING REMARKS</b></p>

**HAPPY HOUR & MEET THE LENDER – 4:00 PM TO 6:00 PM**

**#CASmIBizSummit**