

## small BIZ VT summit Workshop Schedule – March 26, 2014, Sheraton Hotel

|                | Starting Your Small Business Track<br>Emerald Ballroom I  | Stabilizing & Growing Your Small Business Track<br>Emerald Ballroom II  |
|----------------|---|---|
| 8:30-9:00 am   | Doors Open and Time with the Vendors – Barista Bar <b>sponsored by VEDA</b>   |   |
| 9:00-10:00 am  | <p>“Resources to Jump Start a Business”<br/> <i>Steve Densham, Small Business Development Center</i><br/> <i>Vallerie Morse, U.S. Small Business Administration</i><br/> <i>Phil Smith, KeyBank</i></p>   | <p>“Unifying Your Marketing + Sales : Creating an Inbound Marketing + Sales Strategy to Grow Your Business”<br/> <i>Patrick Biddiscombe Vice President of Sales &amp; Strategy at New Breed Marketing</i></p>   |
| 10:00-10:30 am | Break and Time with the Vendors   |   |
| 10:30-11:30 am | <p>“Social Media for Small Business”<br/> <i>Galen Mooney, Owner of Success Measured</i><br/> <i>Elaine Young, Professor, Champlain College</i></p>   | <p>“Brand Advocates: How to Amplify Your Marketing With Social Media”<br/> <i>Alexandra Tursi, Social Media Strategist, Fletcher Allen Health Care, Sarah DeGray, Owner of REV Fitness</i></p>  |
| 12:00-1:30 pm  | <p><b>Keynote Luncheon – Emerald Ballroom III</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: left;"> <p>Sponsored by:</p>  <p>Innovative<br/>Entrepreneurial<br/>Experienced</p> </div> <div style="text-align: center;">  <p><b>Josie Leavitt</b><br/> <b>“Comedy in Business”</b></p> </div> </div> <p>The ability to laugh at ourselves and the situations we find ourselves in can be an incredibly powerful tool for any entrepreneur. Small business owner and stand-up comic, Josie Leavitt, will speak about the ability of humor to make connections, survive hardships and make your business stand out. Participants will leave with some new ways to look at work that will make every day easier and a lot more fun.</p> <p><a href="#">Josie Leavitt</a> got her start in New York City, playing clubs like Caroline’s and Stand-Up New. Since moving to Vermont, Josie has performed all over the state and her two one-woman shows, Piece of Cake and Horrified But Laughing were sold-out successes. She has performed benefits for the Humane Society, Partners in Adventure, RU12, WBON, and more. As stand-up comedy teacher, Josie has taught well over 250 comics in the last eight years and has been teaching incarcerated women for the past year. Josie also co-owns the <a href="#">Flying Pig Bookstore</a> in Shelburne, VT and writes the Shelftaker blog for Publishers Weekly.</p> |   |
| 1:30-2:30 pm   | <p>“When is it Time to Hire and When is it Time to Use Interns and Independent Contractors”<br/> <i>Beth Gilpin, Principal, Beth Gilpin Consulting</i><br/> <i>Beth Peters, Founder, Vivid Workplace</i></p>  | <p>“Best Places to Work Panel Discussion”<br/> <i>Doug Goldsmith, All Earth Renewables</i><br/> <i>Sarah Morris, Basin Harbor Club</i><br/> <i>Anita Prouty, Liquid Measurement</i></p>   |
| 2:30-3:00 pm   | Break and Time with the Vendors   |   |
| 3:00-4:00 pm   | <p>“Legal Pitfalls for Small Businesses”<br/> <i>Jeff Nolan, Esq., Dinse, Knapp &amp; McAndrew, P.C.</i><br/> <i>Leigh Cole, Esq., Dinse, Knapp &amp; McAndrew, P.C.</i><br/> <i>Stacey Hamblett, Owner/Founder, Urban Salon</i></p>  | <p>“Capital and Cash Flow – What You Need to Know to Grow Your Business”<br/> <i>Marie Dussault, Commercial Loan Officer, Vermont Economic Development Authority</i><br/> <i>Maureen Golden, Commercial/Residential Lender, Peoples Trust Company</i><br/> <i>Lee Bouyea, Managing Director, Fresh Tracks Capital</i></p> |
| 4:00-5:00 pm   | Cocktail Reception and Announcement of the Top Six Candidates for the Launch VT Pitch Competition in the Exhibition Hall <b>sponsored by Global Classroom</b>   |   |

