



# Press Release

## PRESS OFFICE

**Release Date:** May 13, 2004

**Release Number:** 04-36

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## SBA Expo '04 Schedule of Events; 3,000 Small Business Owners Expected to Attend May 19-21<sup>st</sup>

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***Bill Rancic, winner of NBC's "The Apprentice" To Speak at Awards Luncheon on Wednesday, May 19***

***Highlights to include Women's Breakfast, Hall of Fame, Business Matchmaking, Trade Show and Business Sessions on Small Business Financing, Marketing and International Trade.***

**WASHINGTON** - Three thousand small business owners from across the country are expected to attend the U.S. Small Business Administration's *SBA Expo '04*, in Orlando, Florida, May 19-21, 2004, at the Orange County Convention Center. Expo celebrates the contributions of small businesses during National Small Business Week.

SBA Expo '04 events include:

- The announcement of ***National Small Business Person of the Year*** for 2004;
- The ***Celebrating Women in Business Breakfast*** to honor a dynamic group of women entrepreneurs from across the country. These women represent the changing face of entrepreneurship, heading companies ranging from a construction firm to a shoe designer;
- The ***SBA Hall of Fame*** where several notable U.S. companies that received SBA assistance will be inducted;
- A ***Trade Show & Expo*** featuring over **300 exhibitors**, including small businesses, corporate entities, federal and state government representatives;
- ***Business Matchmaking*** which will pair corporate and government buyers with small businesses to make business deals;
- ***Business Sessions*** designed to provide small businesses with advice on small business financing, marketing, management, trends, and international trade opportunities; and
- A ***Town Hall Meeting*** hosted by Ken and Daria Dolan of CNNfn's "Dolans Unscripted" where small business owners and corporate representatives will discuss the top issues of today's entrepreneurs.

***For Full Schedule, see page 2.***

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## ***SCHEDULE OF EVENTS***

### **Tuesday, May 18**

2:00 — 5:00 pm      SBA Expo Pre-Registration Opens  
Orange County Convention Center

### **Wednesday, May 19**

9:00 am — 5:00 pm      Exhibitors Move-In

12:00 pm — 2:00 pm      Champions Awards Luncheon  
*Sponsored by Advanta*  
*Featuring: Bill Rancic, winner of NBC's "The Apprentice;" and Dennis Alter, Chairman and CEO, Advanta*

2:30 pm — 4:00 pm      Business Session  
Doing Business with the Department of Defense

7:00 pm — 11:00 pm      Welcome Reception at Disney's Animal Kingdom  
*Featuring: Richard Crotty, Chairman, Orange County, FL and Mike Holfield, news anchor, WKMG-TV6*

### **Thursday, May 20**

8:30 am — 10:30 am      Celebrating Women in Business Breakfast  
*Sponsored by HP*  
*Featuring: Toni Jennings, Lt. Governor (FL); Marcela Perez de Alonso, Executive Vice President, Human Resources, HP; and SBA Deputy Administrator Melanie R. Sabelhaus*

10:30 am — 11:00 am      Ribbon Cutting Ceremony for Expo Floor

10:30 am — 12: 00 pm      Business Sessions (6 Concurrent Sessions)  
? Show me the Money! Funding your Growing Business  
? The Balancing Act: Managing Your Business in a Dynamic Economy  
? Connecting to the Government Marketplace  
? Tomorrow is Today: Trends in Small Business  
? Marketing Strategies: A Tool Kit for Surviving and Thriving  
? The International Marketplace: Opening The Door To A World Of Opportunities

11:00 am — 5:30 pm	Expo Floor Open
11:00 am — 11:30 am	Signing of Strategic Alliance Memorandum between the SBA and the Florida Minority Community Reinvestment Coalition
12:00 pm — 2:00 pm	National Awards Luncheon Honoring State Small Business Winners <i>Sponsored by Sam's Club</i> <b>Featuring: Pat Williams, Vice President, Orlando Magic; Jack Faris, President and CEO, National Federation of Independent Business; Greg Spragg, Executive Vice President, Operations, Sam's Club; and Antonio Guernica, General Manager, WVEN-TV 26</b>
2:30 pm — 4:00 pm	Business Sessions (6 Concurrent Sessions) ? Show me the Money! Funding your Growing Business ? The Balancing Act: Managing Your Business in a Dynamic Economy ? Connecting to the Government Marketplace ? Tomorrow is Today: Trends in Small Business ? Marketing Strategies: A Tool Kit for Surviving and Thriving ? The International Marketplace: Opening The Door To A World Of Opportunities
2:30 pm — 6:00 pm	Business Matchmaking
8:30 pm — 11:00 pm	Evening Reception at Disney MGM Studios - Honoring Asian Pacific American Heritage Month <i>Sponsored by Minority Business Roundtable</i> <b>Featuring: Susan Au Allen, President of US Pan-Asian American Chamber of Commerce; Roger Campos, President and CEO, Minority Business Round Table; and Jeff and Rich Sloan, hosts of StartupNation</b>

### **Friday, May 21**

8:00 am — 9:30 am	Phoenix Awards Breakfast Honoring Outstanding Contributions to Disaster Recovery <i>Sponsored by Johnson and Johnson</i> <b>Featuring: Anne Mullen, Director of Supplier Diversity, Johnson and Johnson</b>
8:30 am — 12:00 pm	Business Matchmaking
8:30 am — 5:30 pm	Expo Floor Open
10:15 am — 11:45 am	Town Hall Meeting

*Sponsored by IBM*

*Featuring: **Ken and Daria Dolan of CNNfn's "Dolans Unscripted" on CNNfn, and US Commerce Secretary Donald Evans***

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| 12:00 pm — 1:30 pm | National Awards Luncheon Honoring Government Procurement Winners<br><i>Sponsored by Ewing Marion Kauffman Foundation</i><br><i>Featuring: <b>Florida State Representative John Quiñones; Kate Pope Hodel, Ewing Marion Kauffman Foundation; and Jim Blasingame, host of the Small Business Advocate</b></i> |
| 2:00 pm — 5:30 pm  | Business Matchmaking  |
| 2:00 pm — 5:00 pm  | National Regulatory Fairness Hearing  |
| 6:00 pm — 7:30 pm  | Pre-Gala Reception<br><i>Sponsored by American Airlines</i><br><i>Featuring: <b>Buzz Aldrin, astronaut; and Roger Frizzell, Vice President, Corporate Communications, American Airlines</b></i>   |
| 8:00 pm — 10:00 pm | Hall of Fame Gala<br><i>Sponsored By Office Depot</i><br><i>Featuring: <b>Monica Luechtefeld, Executive Vice President of Global E-Commerce, Office Depot; SBA Administrator Hector V. Barreto; and Ed McMahon</b></i>  |
|                    | Hall of Fame Unveiling  |

**NOTE:**

To schedule an interview with a U.S. Small Business Administration spokesperson regarding SBA Expo '04, or to schedule an interview with an award winner, please contact Seth Becker at (202) 619-0379. A complete list of events and winners may be available at [www.sba.gov/50](http://www.sba.gov/50).

The Press Office telephone numbers at the Orange County Convention Center are (407) 685-4425 and (407) 685-4429. The Press office at the Convention Center will be open Tuesday evening, May 18.

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