

**The Florida Small Business & Entrepreneur Forum 2015**  
**Wednesday, March 25**  
**Agenda**

7:30 - 8:30 AM

**Registration, Breakfast & Networking – Treasure Island Ballroom**

8:30 - 8:35 AM

**Opening Remarks – Treasure Island Ballroom**

- ERIC SALVAREZZA, ArrowCon Events

8:35 - 9:30 AM

**Small Business Financing: Capital Raising Options for your Business**

PANELISTS:

- DENISE CLEMENCE, Bay Cities Bank

- CHERYL GOWEN, Alternative Funding Options

- CHARLES LONG, U.S. Small Business Administration

- MICHAEL O'DONNELL, UCF Center of Innovation & Entrepreneurship

- SALLY OUTLAW, peerbackers.com

- CHUCK PAPAGEORGIU, Ideasphere Partners (Moderator)

### **Small Business Owner Track – Lido Room (2<sup>nd</sup> Floor)**

9:45 - 10:45 AM

#### **Exploring Programs through Bank Loans and the U.S. Small Business Administration**

- ROBERT CHAVARRIA, U.S. Small Business Administration
- RON REUSS, GulfCoast Business Finance
- YANINA ROSARIO, FSBDC at the University of South Florida (Moderator)
- GARRY THOMAS, Florida Department of Economic Opportunity
- GARRETT VONEYE, USAmeriBank

10:45 - 11:30 AM

#### **What is the Current Lending and Investment Environment for Franchised Businesses?**

- PAT DEERING, FranNet
- RON HOLT, Two Maids & A Mop
- MARK KAYDO, Navy Federal Credit Union
- JAMIE KULAGA, Two Maids & A Mop (Moderator)
- MICHAEL MILDENBERGER, Funding Wonder

11:30 - 11:55 AM

#### **Programs for Women Owned Businesses**

- STACEY BANKS-HOUSTON, Helen Gordon Davis Women's Business Centre

11:55 - 12:25 PM

#### **Programs for Veteran Owned Businesses**

- SUE MILLER, Navy Federal Credit Union

### **Start-Up & Entrepreneur Track – Coquina Room (2<sup>nd</sup> Floor)**

9:45 - 10:15 AM

#### **Cash from the Crowd: Strategies for Successful Rewards-based Crowdfunding**

- SALLY OUTLAW, peerbackers.com

10:15 - 11:15 AM

#### **Preparing and Positioning for Angel Investment**

- DAVID CHITESTER, Florida Funders
- BLAIRE MARTIN, Florida Angel Nexus (Moderator)
- DOUG STORER, Night Runner
- CARL TRELEAVEN, Westlake Ventures, New World Angels

11:15 - 11:35 AM

#### **Strategies for Detecting and Avoiding the Pitfalls that can Lead to Bankruptcy**

- ALBERTO GOMEZ, JR., Johnson Pope

11:35 - 12:25 PM

#### **Are you Prepared for Venture Capital Investment?**

- DAVID CHITESTER, Florida Funders
- KATHY CHIU, Florida Angel Nexus
- IRV COHEN, Innovations Capital Group
- DIANA HAYES, Trenam Kemker (Moderator)

12:30 - 1:30 PM

### **Networking Luncheon and Keynote Presentation – Treasure Island Ballroom**

**“Positioning & Preparing Your Business for Growth & Success”**

**Keynote Speaker: CARI COATS, Executive Director, Center for Advanced Entrepreneurship at Rollins College**

## Small Business Owner Track – Lido Room (2<sup>nd</sup> Floor)

1:30 - 2:15 PM

### **Raising Capital On-Line using Marketplace Lending and Crowdfunding**

- ROLAND CHASE, Hill Ward Henderson
- MICHAEL MILDENBERGER, Funding Wonder
- SALLY OUTLAW, peerbackers.com

2:15 - 2:40 PM

### **Programs for Hispanic Owned Businesses**

- LEONELA COLE, Hispanic Business Initiative Fund

2:40 - 3:25 PM

### **Discover the Secrets of Small Business Legal Tax Avoidance and Liability Protection Strategies**

- TODD UNBEHAGEN, Unbehagen Advisors
- JOE RUSSO, Donnelly & Russo

3:25 - 4:05 PM

### **50 Shades of SBA: Taking Control of your Loan Submission**

- DENISE CLEMENCE, Bay Cities Bank

4:05 - 4:45 PM

### **Programs for Minority Owned Businesses**

- LYN BLAISE, Access Florida Finance Corporation
- ALBERT LEE, Tampa Bay Black Business Investment Corporation
- DUANE LEWIS, BBIF Florida
- LATANYA WHITE - Open Book Innovation Institute for Minorities (Moderator)

4:45 - 5:30 PM

### **Escaping Financial Pitfalls: Saving Money by Avoiding Common Mistakes**

- ALI WALTER, Ali Ann & Co. (Moderator)
- SAMANTHA ABRAHAM, My Paper Pusher
- CHRISTOPHER BLEAKLY, One Payment US
- JOYCE FRUSTACI, Juice Marketing & Design
- ASHLEY JOHNSON, Ameriprise Financial Services
- CARRIE RUTTER, Combined Worksite Solutions

## Start-Up & Entrepreneur Track – Coquina Room (2<sup>nd</sup> Floor)

1:30 - 2:20 PM

### **Intellectual Property: How to Protect and Monetize your Ideas and Inventions**

- JEFF BOYLES, Allen, Dyer, Doppelt, Milbrath & Gilchrist
- RICH EHRLICKMAN, IPOfferings
- BRITTANY MAXEY, Maxey Law Offices (Moderator)
- CHARLES MURRAY, PPI Technologies
- JARETT RIEGER, Moffitt Cancer Center

2:20 - 2:45 PM

### **Hire Right: Grow Your Business by Hiring the Right Talent**

- SUZI LEMEN, Dynamic Corporate Solutions

2:45 - 3:45 PM

### **Invoice Factoring, Asset Based Lending, Payroll Funding, Unsecured Business Loans and Inventory Financing**

- CHERYL GOWEN, Alternative Funding Options
- JEFF MITCHELL, Crestmark
- DARREN PALESTINE, Crossroads Financial
- DOUG SCHMITZER, OnDemand Capital

3:45 - 4:20 PM

### **FEATURED SPEAKER: How to Become a Key Person of Influence**

- TOPHER MORRISON, Key Person of Influence - USA

4:20 - 5:05 PM

### **Exiting Your Business & Protecting Your Wealth: Strategies for Business Owners & Advisors**

- CAROL JOHNS, FSBDC at Hillsborough County Entrepreneur Collaborative Center
- JOHN WOBBLETON, Strategic Advisors, Inc.

5:45 - 6:45 PM - **The Florida Small Business Forum Cocktail Reception – Treasure Island Ballroom**

**Keynote Speaker: CHRIS RADACK, CMO, Rockwell Watches; Former Owner, iCandy**