

Small Business is Big Business

2014 IESBGA Conference

Wednesday, May 28 through Friday, May 30

State Farm Hall of Business, Illinois State University, Normal, IL

BIG DREAMS FOR SMALL BUSINESS

Celebrating 30 Years of Small Business Success



Illinois
Department of Commerce
& Economic Opportunity



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Important Information

Sponsors

The Illinois Entrepreneurship and Small Business Growth Association would like to thank the 2014 Conference Sponsors: the Illinois Department of Commerce and Economic Opportunity/Illinois SBDC, Growth Corp and Constant Contact.

Certification Hours

Certification hours will be available for each session. A listing of all participants registered prior to May 22 will be available in the back of each general session and workshop. To receive credit for attending the session, please initial next to your name. If your registration was received after May 22, please print your name on a blank line provided at the end of each sheet.

Special Notes

The conference will utilize multiple buildings at ISU. The planning committee encourages participants to bring umbrellas and jackets in case of cool weather or rain.

No food and beverages are allowed in classrooms. Bottled water is allowed.

2014 IESBGA Conference Planning Committee

Ken Klotz, Chair
Elizabeth Binning
Sheri Ericson
Rod Hollenstine
Vicky Miller
Tim Montague
Mark Petrilli
James Ryan
Chad Stamper

2014 IESBGA Coordinating Council

James Ryan, *President*
Joel Youngs, *Vice-President*
Steve Groner, *Treasurer*
Harriet Parker, *Secretary*
Elizabeth Binning
Barney Brumfiel
Ken Crite
Steve DeBretto
Ken Klotz
Kevin Lust
Mary Turner



Small Business is Big Business

TUESDAY, May 27, 2014

11:30 AM-3:00 PM

Atrium, State Farm Hall of Business

Registration/Check-in

12:00 PM-2:30 PM

Room 430, State Farm Hall of Business

Module 1 - Code of Professional Performance

Bev Malooley

2:30 PM- 5:00 PM

Room 430, State Farm Hall of Business

Module 2 - Counseling Techniques

Bev Malooley

WEDNESDAY, May 28, 2014

7:30 AM-4:00 PM

Registration will close during lunch

Atrium, State Farm Hall of Business

Registration/Check-in

8:00 AM-10:00 AM

Room 430 State Farm Hall of Business

Module 3 - Cross-Selling Network Services

Darryl Thomas

10:00 AM-11:00 AM

Room 402, State Farm Hall of Business

Executive Committee Meeting

10:00 AM-12:00 PM

Room 412, State Farm Hall of Business

SBDC Advisory Board Meeting

10:00 AM -12:00 PM

Room 430, State Farm Hall of Business

Module 4 - Government Regulations

Darryl Thomas

11:00 AM-12:00 PM

Room 150, State Farm Hall of Business

Professional Development Committee

Ken Klotz

11:00 AM-12:00 PM

Room 135, State Farm Hall of Business

Membership/Communication Committee

Barney Brumfiel/Ken Crite

11:00 AM-12:00 PM

Room 133, State Farm Hall of Business

Certification Committee

Harriet Parker

12:30 PM-1:50 PM
Old Main, Bone Student Center

Welcome, Lunch & General Session
Harlan Geiser

When Elizabeth Binning asked me if I would speak with you at your conference, my response was, "You know me Elizabeth, what do I have to share that would be of interest?" Her response was, " They will be interested in your story as an entrepreneur, as an owner and founder of businesses and as a consultant. They want to hear from someone who has actually done what you have done." So, the presentation for you will include a brief background about myself which will give insight as to why and how I did what I did. We will touch on "open book management", "succession planning" and other "general business situations." Our time together will be interactive– questions are welcome at any time during the presentation. There will also be time for questions and answers at the end. I am looking forward to spending time with you. I hope our time together will be both enjoyable and productive for you!



Harlan Geiser is Founder of Integrity Technology Solutions, a successful \$5M technology and business consulting company employing 34. Integrity was founded in 1993 (www.integrityts.com). Harlan is presently in the final year of successful 5 year succession plan with integrity.

With Integrity, Harlan wanted to create more than a great technology company. He assembled a team of skilled IT and business professionals who understand the important role technology plays in meeting key business objectives. In order to build this business-minded team, Harlan actively encouraged all team members to "think and act like owners" of the business by offering regular financial forecasting that gives all employees a line of sight into the business. Because all team members understand business, Integrity is able to effectively offer sound strategic and business planning advice, along with technology recommendations that enable clients to meet their business goals.

Harlan's personal values align with the company's value: improvement, community, relationships, integrity and fun. He is the past Chair of both the American Red Cross of the Heartland and the Economic Development Council of Bloomington-Normal. He enjoys sharing his passion, knowledge, and experiences with others and frequently speaks to groups of business owners and students about his experience as an entrepreneur. A trusted mentor for many, Harlan enjoys assisting others as they improve their businesses and communities. Outside the office, Harlan enjoys reading, study, music, and spending time with friends and family.

Harlan is also Founder of Integrity Schools, which he sold in 2011. He presently owns commercial and residential rental properties in Central Illinois.

1:50 PM-2:00 PM Walking Break

2:00 PM-3:30 PM Session I Workshops

1) Writing Winning Bid Match Search Profiles

Colette Williams, OutreachSystems

Room 22G, State Farm Hall of Business

This presentation focuses on the strategies behind the creation of great search profiles for bid matching. We'll explore profile structure and logic as well as review important processes and online resources that will make creating and maintaining profiles easier. We will use the brand new profiling screens in Neoserra and help you navigate through Bid Match panel in Neoserra.

Colette Williams has been working with OutreachSystems (previously called Softshare) for over twenty years. Colette has a degree in Business Administration from UCSB and a minor in computer science.

2) Microfinance & Credit Building

Amy Clinton, Accion Chicago

Galen Gondolfi, Justine PETERSEN

Mike Cohen, SBDC at The Duman Center

Room 150, State Farm Hall of Business

SBDC advisers often see clients with damaged credit histories, making it almost impossible to access bank financing. Microfinance programs can be the solution. Our panelists represent two of the most widely utilized microfinance programs in the state—Accion Chicago, and Justine PETERSEN. Learn how to use these programs to obtain the capital needed by your clients.

Amy Clinton joined Accion as the Marketing and Community Outreach Coordinator through the AmeriCorps*Vista program in 2011 and became a Loan Officer at the end of her AmeriCorps tenure. Before coming to Accion, she was a young fellow for Se Mas Microfinanzas in Puerto Vallarta, Mexico where she focused on new product development and social impact monitoring. Amy has been published in Cost Management and is fluent in Spanish. She graduated from Hope College with a B.A. in International Studies and Business Management. During her time at Hope, she studied and interned in Chile, India, and the Dominican Republic.

Galen Gondolfi is a Senior Loan Counselor and Chief Communications Officer with St. Louis-based Justine PETERSEN, a nationally recognized asset development organization and microlender. In his 12 years with Justine PETERSEN, Galen has held positions in housing, microlending, and most recently communications and development.

Galen routinely speaks publicly on the issues of microfinance, community-driven economic development and the plight of the underbanked; he has been quoted in The New York Times., The Washington Post, Bloomberg, and American Banker, among other media outlets. He has previously worked for community development organizations in Chicago, Boston, and Washington D.C.

Mike Cohen is the Manager of Financial Services for the SBDC at The Duman Center of JVS Chicago. He administers their loan program for small business entrepreneurs. The center lends primarily to start-up companies in amounts of up to \$15K per loan. He serves as a business analyst with the SBDC and manages the credit building program as well. He is a chemical engineer by degree with a Masters in Information Systems Management. Mike is the longtime owner of SPECTRUM Real Estate Group, LLC in Chicago. In 2010, he published his first book about the residential real estate market in Chicago.

3) SBIR/STTR Grant Basics & Agency Differences

David Kellner, Cogent Innovations

Room 135, State Farm Hall of Business

The SBIR program provides grants or contracts to small businesses for innovative research initiatives. This money is non-dilutive, and does not need to be paid back in any manner. There are 11 federal agencies that are mandated to fund this research, and the application procedure for each agency is similar. Phase I of the SBIR program provides money to prove feasibility of project, and typically covers a six month project. Phase II provides additional funding (and more money) to continue the research and development for the project. Agencies vary based on the funding mechanism (grant v. contract), as well as frequency of solicitation, focus on topics, etc. Understanding the mission of the agencies, as well as the intricacies of proposal preparation and submission, can be key to receiving funding. Key points on agency similarities and differences will be presented to give an overview of the SBIR process, and how it can be leveraged for product development by small businesses.

David Kellner is a serial entrepreneur that has been involved in numerous high-tech start-up companies. He is currently the President, and CEO of Cogent Innovations, a business consulting company that helps start-ups develop funding strategies, and can assist on all levels of project management and business strategy. Mr. Kellner has had numerous roles in technology companies, including CEO, VP of engineering, and VP of Product Development. In these roles, he has been instrumental in securing funding from the SBIR programs, as well as numerous other funding mechanisms. Mr. Kellner has been involved in SBIR projects from numerous agencies including DOT, EPA, NIH, NSF, USMC, and USAF. He has also directed projects with Honeywell, DARPA, DoE, NASA, US Army, and others. He is a frequently invited speaker on funding sources, small business development, entrepreneurship, and high-tech start-ups.

4) Lean Startup and the Lean Canvas for Business Planning

Tim Montague, Champaign County EDC

Room 135, State Farm Hall of Business

In this session we'll discuss the Lean Startup model of business planning and product/service development including the Lean Canvas and how SBDC advisors can use the Lean Canvas to help early stage and growth stage companies. We'll explore the history and methodology of lean which aims to shorten product development cycles by adopting iterative product releases. www.leanstack.com

Tim Montague is the Technology Innovation Entrepreneurship Specialist for the IL Small Business Development Center at the Champaign County EDC (CUSBDC). He advises early stage and growth stage companies– many of them science based ventures– on various marketing, management, and financing related matters. Tim lives in Urbana, IL with his two sons. He is active in the community and serves as a board member of the Illinois Green Business Association and the Association of Fundraising Professionals East Central Illinois Chapter (AFPECI).

3:30 PM-4:00 PM Networking Break
Atrium, State Farm Hall of Business

4:00 PM-5:30 PM Session II Workshops
1) Transitioning from WebCATS to Neoserra
Colette Williams, OutreachSystems
Room 22G, State Farm Hall of Business

Neoserra is the new Client Activity Tracking System offered by OutreachSystems and it will replace WebCATS by the end of 2014. This presentation is designed to provide you with a hands-on introduction to the new Neoserra interface and provide you with the skills necessary to start working with the new application. During the presentation, you will learn how to add clients, counseling sessions, milestones and training events. Additionally, we will highlight the new professional development module and how you can integrate more closely with external applications such as Microsoft Outlook and/or Google Calendar. The presentation will provide tips and tricks on how to be more efficient and take advantage of the many new features offered in Neoserra.

2) Best Practices in Using Growth Wheel
Barney Brumfiel, IL SBDC at Illinois Eastern Community College
Brian McIntyre, IL SBDC at Rocky Valley College
Room 150, State Farm Hall of Business

Growth Wheel is a tool for decision making in startup and growth companies. It helps business advisors and entrepreneurs get focused, set agendas, make decisions and take action.

This session will be led by SBDC advisors who will share best practices including:

- Do “new timers” accept the tool more than “old timers?”
- Is it a “complete” system or a “customizable” system
- Is it stand alone OR can it be used with other systems
- It allows for a common platform and language
- Helps the client and counselor “keep their place”

Barney Brumfiel was raised on a family farm in east central Indiana. Barney was employed in the agri-business industry for eight years after attending Purdue University; experienced in crop and livestock production; bootstrapped from agri-business to real estate where he became proficient in sale and management of farmland; transitioned from farm land to commercial-investment real estate during the recession of the early 80s. He is a past president of Century 21 Investment Society of Indiana/Kentucky and he



is also experienced in sales, management, acquisition, and valuation of commercial-investment real estate and small businesses. Barney has been associated with the IL Small Business Development Center Network since March of 1997.

Brian McIntyre was raised in Rockford, IL. He graduated from Rock Valley and Arizona State University. He's lived in Phoenix , Los Angeles, Tampa, and St. Louis before returning home to Rockford in 2001. Most of his career has been spent leading small businesses whose revenues were between \$5M and \$15M. He has been a director of operations, sales manager, general manager, and president with a number of organizations. Prior to working for the small business development center, he provided due diligence for a Chicago Investment firm that invested in, and acquired, small businesses. He is accredited in the Apogee Business Exit Planning process, a Certified Family Business Advisor with Galliard; and has been licensed to use Growth Wheel since 2011.

3) Identifying Small Business Opportunities within a Big Business World

George Van Horn, IBISWorld, Inc.

Room 133, State Farm Hall of Business

For both new and current SBDC users, this presentation will review IBISWorld Industry Research content and it's applicability to small business consulting. A visit to the website will address navigation and search topics with a focus on identifying the best industry title for a specific company. Using IBISWorld Industry Research allows SBDC's to work smarter, faster, and be more successful.

George Van Horn joined IBISWorld in 2005 and has held positions within Business Development , Media Relations and currently Corporate Client Services.

Van Horn brings 25 years of experience in the information services industry. Prior to joining IBISWorld, Mr. Van Horn originated financial and industry analysis for responsibilities for economic, industry and consumer analytical services.

Van Horn received his Bachelor of Science degree in finance from Valparaiso University and completed his MBA in finance at DePaul University. His academic work was recognized by membership in Omicron Delta Epsilon, the International Honor Society for Economics.

4) An Insider's Look at Evaluating Equity Financing Requests

Stan Lynall, LMA Consulting, LLC

Dennis Beard, Serra Ventures, Inc.

Graham Peck, TalkTracer

Room 135, State Farm Hall of Business

It often can be difficult to explain to a client, the factors a potential investor will use. Our panel members, all experienced investors, will explain how they evaluate deals. The seven most common myths about angel investing will be discussed.

Stan Lynall founded LMA Consulting, LLC in early 2009. Stan had nearly thirty years of experience serving businesses, their owners and management teams in Central Illinois and the Midwest, all with the 5th largest public accounting and business consulting firms in the United States. For the last twenty-two years of that tenure, Stan was a partner with McCladrey & Pullen, LLP. For ten years, since its inception in 1999, Stan was also a managing director with RSM McGladrey, Inc.

Stan has significant experience in providing business advisory and financial consulting services to companies ranging from start-ups to mid-market businesses. These services including assisting businesses in raising capital through banking and private equity markets, providing recapitalization and merger and acquisition services, and consulting with business owners on strategic advisory matters including exit and succession planning. He has been an active participant and investor in Central Illinois Angels since its inception.

Dennis Beard is a Partner with Serra Ventures, a venture capital management and consulting firm serving early-stage technology companies. Dennis also serves as a Partner for Open Praire Ventures, an early-stage venture capital firm. Dennis is a CPA and has spent a combined 17 years in public accounting, beginning his career at PricewaterhouseCoopers and later as co-founder of a local firm. Prior to his start in venture capital, Dennis owned and operated a home-health services company providing Medicare-certified skilled nursing and therapy along with personal care services from six locations in Virginia. Dennis has appointments as Adjunct Lecturer for the University of Illinois College of Business and for Milliken University.

Graham Peck is a serial entrepreneur working on a variety of projects focusing primarily on the intersection of marketing and technology, although he also works in other areas like app strategy and physical product development as well. He has a double major BS from Franklin University in Business Administration and Marketing with a minor in Human Resources. He works as a key decision maker as well as running the front end deal flow and due diligence process for an East Central Illinois based family office based fund called Coattails which operates two businesses in the sheet metal fabrication space, primarily for the manufacture of turbine engine components and makes alternative investments in real estate, venture capital funds, technology, bio-medical technology, and green technology spaces. He is on the investment committee of the Cultivation Capital Technology Fund, a St. Louis based Venture Capital fund investing in Technology and Bio-medical companies.

5:30 PM–6:00 PM New Member Orientation w/ Mentors

Mark Petrilli, Jim Ryan, & Harriet Parker

Room 135, State Farm Hall of Business

This session is for those who have joined the network within the past year. Learn about the benefits of membership in IESBGA, its history, and the linkage between the Association and DCEO's Office of Entrepreneurship, Innovation, and Technology.

5:30 PM Dinner on your own

THURSDAY, May 29, 2014

7:30 AM-4:00 PM Registration/Check-in

Registration will be closed during lunch (12:00-2:00 PM)

Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Continental Breakfast

Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Coordinating Council Meeting

Room 412, State Farm Hall of Business

9:00 AM-10:30 AM Session III Workshops

1) DCAA Seminar Presentation Series: Accounting System Requirements

Sherry Kobus, Defense Contract Audit Agency, DCAA Headquarters

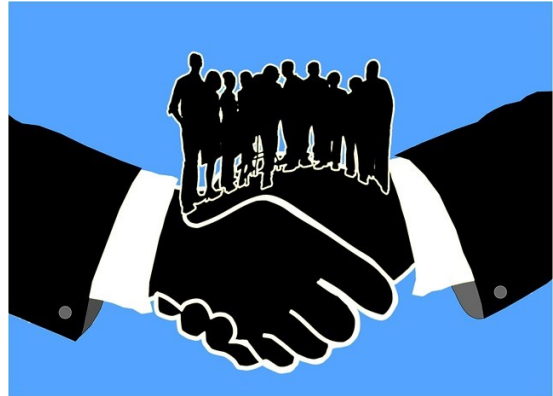
Gordon Treloar, DCAA, Chicago Branch Office

Bob Starks, DCAA, Chicago Branch Office

Room 131, State Farm Hall of Business

Sherry, Gordon, & Bob will present:

- Introduction & DCAA Overview
- Accounting System Requirements
- Provisional Billing Rates
- Public Vouchers
- Incurred Cost Submissions
- Proposal Adequacy



Sherry Kobus is the Small Business Program Manager located at the DCAA HQ in Ft Belvoir, VA. She serves as the program manager for the small business program with responsibility to provide assistance, consultation and internal control with regard to audit requirements and their application to small business.

Ms. Kobus graduated from Virginia Tech with a Bachelor of Science degree in Accounting. She began her DCAA career as an Auditor at the Rosslyn Branch in Northern Virginia where she also held Technical Specialist & Supervisory Auditor positions. Ms. Kobus has served in HQs as a Financial Liaison Advisor (FLA) and Senior FLA in the Operations Directorate and as a Program Manager performing investigations in the Internal Review Directorate.

Robert Starks is a Supervisory Auditor at the Chicago Branch Office, with thirty years of DCAA experience. His educational background is an MBA.

Gordon Treloar graduated from the University of Wisconsin– Madison and received his MBA from the Florida Institute of Technology. He is a licensed CPA in the state of Wisconsin. Mr. Treloar started his DCAA career in 1985 working for the Chicago Branch–

Milwaukee sub office. In 2000, he was promoted to a Financial Liaison Advisor for DCAA at the Naval Air Command in Patuxent River, Maryland. In 2004, he accepted a supervisory position for the Chesapeake Bay Branch located in Columbia, Maryland. In 2009, he accepted the Branch Manager position for the Chicago Branch.

2) Neoserra Filtering & Reporting

Colette Williams, OutreachSystems

Room 22G, State Farm Hall of Business

During this presentation we will review the new Neoserra filter interface and use it in conjunction with the Neoserra reports. The filtering interface is one of the most powerful and useful tools in Neoserra and allows each user to extract the information that they are looking for. We will show how filters “persist” in Neoserra and how you can use a filter from one form to another form. Subsets created in WebCATS will be available as Filters in Neoserra and during this presentation we will look at the management tool for both old and new subsets/filters. We will also create various custom reports and scorecards.

3) Ex-Im Bank: Small Business, Big Business – OUR Business

Mark Klein, Export– Import Bank of the United States

Room 133, State Farm Hall of Business

As members of the City/State Partners Program with Ex-Im Bank, it is important that counselors understand Ex-Im export finance services and the roles it plays in growing exports. This discussion will include updates on services, as well as an in-depth look at Ex-Im’s three core products for small business: Pre– Export Working Capital Guarantee, Export Credit Insurance and Foreign Buyer Financing.

Mark Klein is an Export Finance Manager for the Export– Import Bank of the U.S. (EX-IM Bank) and covers much of the Midwest market.

EX-IM Bank is the official Export Credit Agency for the U.S. and its mission is to assist in the financing of the U.S. goods and services to international markets. In doing so, U. S. exporters increase their export sales and sustain/create U.S. jobs. EX-IM Bank will play a major role in the National Export Initiative and help double exports in 5 years and create 2 Million U.S. jobs.

Mark is a member of the Midwest Regional office located in Chicago, IL. Mark covers the KY, OH, IN, MO, KS and NE markets and works closely with exporters in those areas.

Prior to joining EX-IM Bank, Mark was an International Banking Services Specialist for three commercial banks and worked with exporters in Kentucky, Indiana, Ohio, Tennessee and West Virginia. Mark counseled these exporters on a variety of issues including, but not limited to, Letters of Credit, Foreign Exchange Risk Mitigation and Export Credit Insurance. Mark was instrumental in building an International Banking Services Department from the ground up at a small community bank.

Mark is a graduate of the University of Louisville, both undergraduate and MBA, and holds the Certified International Credit Professional (CICP) certification from the FCIB.

Mark currently resides in Louisville, KY.

4) Crowdfunding: A New Potential Source of Funding for Startups

Alan Singleton, Singleton Law Firm, P.C.

Room 135, State Farm Hall of Business

This presentation is about the current state of crowd funding and the potential crowd funding has for startups looking for funding. It also notes new proposed SEC rules and the changes the proposed rules would bring to the existing crowd funding structure.

Alan Singleton provides legal services to business clients in the areas of corporate formation and transactions, intellectual property, securities law, and real estate. He has over 22 years of experience working with entrepreneurs to develop solutions to the wide variety of business and legal issues they face in establishing and growing their companies. Through his commitment to serving the needs of clients, beginning with the selection of an appropriate business entity and continuing throughout their stages of development, Alan has established a reputation as one of the leading advocates for technology transfer and early stage companies in East Central Illinois.

10:30 AM-10:45 AM Networking Break

Atrium, State Farm Hall of Business

10:45 AM-12:15 PM Session IV Workshops

1) DCAA Seminar Presentation Series : Proposal Adequacy

Sherry Kobus, Gordon Treloar, & Bob Starks

Room 131, State Farm Hall of Business

2) Intellectual Property: Cost Effective Development and Protection Strategies

Charles Valauskas

Room 133, State Farm Hall of Business

It is often thought that it takes much time, effort, and financial resources to develop intellectual properties. In reality, many intellectual properties are developed automatically throughout the creative process and at no cost to the creator. This presentation will discuss the creative process and how intellectual properties are really the valuable byproduct of the process. How to best produce these properties will be discussed.

Charles Valauskas is legal counsel to domestic and foreign companies, new ventures, universities, and research foundations. Mr. Valauskas has been involved in the activities of various organizations for many years. He has been a member and Vice President of the Industry Relations for the Association of University Technology Managers. Mr. Valauskas is also on the Advisory Board of the Commission on Innovation, Competitiveness, and Economic Prosperity of the Association of Public and Land-Grant Universities. He is also a member of the American bar Association's University Intellectual Property Law Committee.

Mr. Valauskas speaks on a regular basis throughout the world on technological and intellectual property topics. He has delivered many workshops at European Union sponsored events on intellectual property and technology transfer topics.

Mr. Valauskas is a former adjunct law professor for intellectual property matters. He is the author of articles that have appeared in publications including the: Boston College International and Comparative Law Review, Hastings International and Comparative Law Review, and Court of Appeals for the Federal Circuit Newsletter. He has appeared in articles published in popular publications including the New York Times, the Wall Street Journal, and Food & Wine.

Mr. Valauskas received his B.S. from the University of Illinois (Chicago), his J.D. from the DePaul University College of Law, and his LL.M. from the Northwestern University School of Law. Mr. Valauskas is registered to practice before the United States Patent and Trademark Office and the U.S. District Court for Northern District of Illinois and is a member of various organizations including the Licensing Executives Society, the Association of University Technology Managers, and the Intellectual Property Law Association of Chicago.

3) Datamyne: The Power of International Business Intelligence

Yan Belenky, The Datamyne Inc.

Room 135, State Farm Hall of Business

Datamyne is a top-ranked provider of global market intelligence, designed for companies that manage global supply chains and conduct business on a global basis. Our data-sourced from manifests, bills of lading and other official documents– covers the import and export transactions of some 50 countries across 5 continents, including the U.S. and key markets in Latin America, Asia, Africa, and the European Union. Our database is updated each day with the latest available data.

Datamyne clients use this data to identify and gauge market opportunities, locate and qualify sources of supply, benchmark supply chain performance, and outmaneuver their competitors.

Yan Belenky joined Datamyne in 2014. In the course of earning his BS in International Business from Ohio State University, he studied in St. Petersburg and Tel Aviv. He began his career as Sales manager for Fantasy Diamond, one of the world's largest international wholesalers of diamonds. He subsequently managed sales for another global business based in Chicago, Design Bureau Magazine, Russian-born (his family moved to the U.S. when he was 9), Mr. Belenky is fluent in English and Russian.



4) Social Media Principles for Small Business

Carl Catedral, Catedral Consulting

Room 150, State Farm Hall of Business

In this session, we will discuss the ways in which social media can be used to improve the impact of business communication and advertising in authentic and effective ways that benefit both your business and those around you. We will explore the ways that social media can become an extension of our real-life relationships when we use it to serve and provide value to our clients, customers, and community. We will focus specifically on tools and best practices related to Facebook and Twitter.

Carl Catedral is a social media + branding consultant inspired to transform the world through creativity and design. This passion has led him to help brands use social media as a way to communicate their unique stories and contribute to the well being of their communities. He currently lives in Champaign-Urbana, IL and is a member of [co] [lab], a co-working space in Downtown Urbana that fosters creative collaboration amongst various disciplines. When he is not working, Carl and his wife Lydia enjoy playing kickball, watching Sherlock, and eating frozen yogurt.

12:15 PM-1:45 PM Lunch, General Session II, & Annual Meeting of IESBGA

Old Main, Bone Student Center

Dave Alwan, founder and owner of Echo Valley Meats, will share his start-up success story, and how his appearance on “The Shark Tank” has grown his business by 600%.

Dave likes to share that he’s the third generation in the meat business. His family has been in the food industry since 1947 when his grandfather launched the Alwan and Sons Meat Company, a grocery store and butcher shop in Peoria, IL.

As his father says, being in the food business just made sense—

everyone needs to eat. His family also branched out into fast food for a while, opening up one of the first KFC franchises in 1972 where Dave was photographed sitting on the Colonel’s lap. By age 11, Dave was learning his knife skills, cutting stew meat and roasts in the butcher shop.



He worked hard helping the family business expand to multiple locations of retail butcher shops in Central Illinois. But, David had dreams that looked beyond the retail local market. He had a vision of developing quality hams, sausages and other meat products and selling them through an on line gift catalog. His family thought he was crazy and laughed saying, “who would ever order meat through mail or internet.” Well, David was just crazy enough to try.

David and his wife, Dawn, founded Echo Valley Meats in 1998. Recently married and full of new ideas and energy, they opened an “old fashion style” retail meat market, expanded into wholesale products and became a USDA federal inspected meat plant, producing sausages, smoked hams, beef brisket and pork tenderloins. . He furthered his education by traveling to Germany and Denmark to be trained in the art of making

smoked hams and sausages. In 2001 David proved his recipes were great by winning the Grand Champion Award at the Illinois Association of Meat Processors Show for his Summer Sausage Recipe. In 2003 he won 1st place for Innovative Beef Recipe, and in 2004 won 1st place for his Innovative Pork Recipe.

In 2004 Echo Valley Meats created their first Holiday Meats and Treats gift catalog, steadily growing with each passing year in sales and products offered. In 2005, he introduced Echo Valley Meats Catering to the Peoria Area.

Like every successful entrepreneur, David was not satisfied with his local success. While watching ABC Network television show "Shark Tank", David thought of auditioning for the show. That desire was all it took. David flew out to Los Angeles, and gave his "Pitch." He impressed producers enough to make it to the show, though he did not secure a deal with the sharks. He impressed all of them with his knowledge of the meat industry and his spiral sliced honey glazed ham, brisket and summer sausage. He expanded his Echo Valley Meats brand nationwide through the 14 minutes of prime time television exposure, resulting in new levels of success.

David's appearance on the Shark Tank has helped the Echo Valley Meats web site to exceed 3 million hits since the initial air date of April 2013, and has increased online sales by over 600%. His success has led to several speaking engagements at colleges, universities, corporations and business organizations across the country. His story of hard work and entrepreneurial spirit has captivated students and businesspeople alike.

1:45 PM-2:00 PM Walking Break

2:00 PM-3:30 PM Session V Workshops

1) DCAA Seminar Presentation Series: Incurred Cost Submissions

Sherry Kobus, Gordon Treloar, & Bob Starks

Room 131, State Farm Hall of Business

2) Intellectual Property: Use and Commercialization Issues and Strategies

Charles Valauskas, Valauskas Corder LLC

Room 133, State Farm Hall of Business

Now, by engaging in the creative process, you have developed an intellectual property portfolio. What is the best way to use them so that not only are your rights preserved but also your portfolio increases in size? This presentation will discuss the use of all the intellectual properties including in collaborative contexts. How to license your properties will be discussed also.

3) Datamyne: Continued

Yan Belenky, The Datamyne Inc.

Room 135, State Farm Hall of Business

Continued from Session IV

4) Build Your Marketing Toolkit

Steve Robinson, Constant Contact

Room 150, State Farm Hall of Business

Many organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many difference marketing activities that they could focus on, they often miss some of the important marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way.



Attendees will learn:

- What marketing really is (and isn't).
- How marketing has changed in ways that benefit small businesses.
- The importance of setting goals and objectives for their marketing efforts.
- The 4 Pillars of Marketing Success

Steve Robinson is Constant contact's small business expert in the Midwest, covering Illinois, Indiana, Wisconsin, Kentucky, Michigan, and Ohio. A knowledgeable marketing expert with over 30 years of experience, Steve has helped thousands of small businesses, associations, nonprofits develop and implement effective email marketing, social media, online survey and engagement marketing strategies.

A popular speaker and educator, Steve gives small businesses and nonprofits the tools, techniques, and strategies they need to grow and expand their businesses so they can maximize the power of relationship marketing. Steve's experience in small business ownership, business development, sales, and fundraising helps associations, small businesses and nonprofits achieve success.

3:30 PM-3:45 PM Networking Break

Atrium, State Farm Hall of Business

3:45 PM-5:15 PM Session VI Workshops

1) DCAA Seminar Presentation Series: Provisional Billing Rates & Public Vouchers

Sherry Kobus, Gordon Treloar, & Bob Stark

Room 131, State Farm Hall of Business

2) Building Business & Technology Ready Communities

Burr Warne and Russell Willis, Global Classroom

Room 133, State Farm Hall of Business

Global Classroom is building the nation's largest cloud-based eLearning Network for business, technology and entrepreneurship. Global's mission is to be the platform for small business to learn, grow and succeed in a world driven by innovation, technology and change.

The Internet is disrupting how education is being delivered. In this presentation you will learn about:

- 1) Global Classroom's 25 Education Centers and how they support the training needs of small business
- 2) how businesses can deal with innovation, technology and change by empowering employees to learn.
- 3) how SBDCs can use the platform and online learning to support your established small business clients
- 4) how the eLearning Center can support startups and entrepreneurs.

Burr Warne is the founding President and CEO of Global Classroom. Under his leadership, Global Classroom is developing a nationwide education network of online education centers focused on building technology, business and career ready communities.

Burr's background in education began in 1995 as CEO of Epic Learning. While CEO of Epic Learning, Burr received the 21st Revolutionaries 2000 grand prize Growing with Technology Award, sponsored by Cisco Systems and INC magazine and was awarded two patents in online learning covering technology for the Internet delivery of online education and a process patent for blended learning.

Burr received a BS in Business Administration and an MBA all from Lehigh University.

Dr. Russell E. Willis is currently Vice President for Product Development and Network Operations at Global Classroom, Inc. Russ began his extensive and multi-faceted career in engineering and marketing with Texas Instruments, Inc., where he was a Product Marketing Engineer in the Military Semiconductor-Products Department.

Russ then pursued a teaching career in the areas of social ethics, sociology, and religious studies at Arizona State University, Iowa State University, Iowa Wesleyan College, and McMurry University (Texas). His area of academic specialization was the ethics and sociology of technology. Russ was named the **1995 Raymond Chadwick Teacher of the Year** at Iowa Wesleyan College. Eventually entering executive administration in higher education, Russ served as the Director of Institutional Research and Planning at McMurry University, Vice President for Academic Affairs and Dean of the Faculty at Dakota Wesleyan University, and Provost and Chief Academic Officer at Champlain College. While at Dakota Wesleyan he was also the founding director of the George and Eleanor McGovern Center for Public Service. Throughout his academic career, Russ was

an early adopter of instruction technology, and was recognized by *Campus Technology* (November 2006 edition) as one of "Five tech-visionary chief academic officers...." Extending throughout his career is extensive experience in strategic planning. He planned and implemented the first formal strategic planning processes ever attempted at Iowa Wesleyan, Dakota Wesleyan and Champlain College. He has continued to do strategic planning with not-for profit organizations, including, most recently, the Addison County Waste management Department, Green Mountain Habitat for Humanity, The Burlington Choral Society, and Bella Voce Women's Chorus of Vermont.

Russ received his Ph.D. from Emory University in Ethics and Society. Russ also earned several degrees from Southern Methodist University: Master of Theology (Perkins School of Theology), Master of Science in Engineering Management, Bachelor of Science in Electrical Engineering, and Bachelor of Science in Management Systems.

3) New Business Employee Issues on Social Media and Computer Fraud

Ambrose McCall, Hinshaw & Culbertson, LLP

Room 135, State Farm Hall of Business

This presentation will address numerous legal issues for new businesses related to social media usage and employment policy, as well as highlight the Computer Fraud and Abuse Act. Topics covered will include the use of social media to evaluate employment applicants, using social media for employment postings, privacy rights granted to applicants and employees under Illinois law, which test applies to measure whether an employee has exceeded their authorized access, policies that address issues raised by the Act and more.

This presentation will better prepare you to assist your clients, identify issues to address around computer, and internet usage by employees.

Ambrose McCall is a practicing attorney with Hinshaw and Culbertson with over 25 years of legal experience. He advises clients on a range of employment issues, including regulatory compliance and employee program matters. In addition, he represents clients in commercial litigation and real estate litigation matters. He also defends clients against claims of professional liability, employment discrimination, and civil rights.

Mr. McCall is recipient of two American Jurisprudence Awards. He received his BA from Indiana University and his J.D. from Case Western Reserve University in 1987. He is admitted to practice in the State of Illinois and other jurisdictions.

4) ITC Best Practices

Moderator, Jim Foley

Room 354, State Farm Hall of Business

The ITC Roundtable session is one of the few opportunities during the year that we have to sit down together and discuss issues that are important to our network, best practices, and developments at our respective centers. The Illinois Office of Trade and Investment will be joining the discussion and providing updates. This will also be a great chance for new additions to the network to ask questions and meet colleagues.

5) Cooperative Development in an SBDC Environment

Rod Kelsay, Mid America Cooperative Council

Debbie Trocha, Indiana Cooperative Development Center

Room 150, State Farm Hall of Business

Cooperatives are an increasingly common form of entity today, and a new source of clients for SBDC's. In this session you will learn about the special needs of co-ops and how these needs can be met by SBDC advisers. Included will be details on financing of cooperatives, trends in co-op formation, and success stories involving SBDC's and co-op collaborations.

Rod Kelsay is the Executive Director of the Mid America Cooperative Council. MACC is the fastest growing cooperative council in North America, focusing on education and outreach to all cooperatives. The Mid America Cooperative Council currently covers the states of Illinois, Indiana, Michigan, and Ohio. Rod grew up on a farm in north central Indiana, graduating from Purdue University with a BS in Ag Education and Ag Economics. After five years in sales and marketing with Elanco he continued his education at the University of Illinois, receiving a MS in Ag Economics, specializing in finance. Rod then farmed for three years before spending the next 20 years in strategic planning for a variety of cooperatives and private companies including six years as an independent consultant. Since becoming the Executive Director of the Mid America Cooperative Council (MACC) in 2004, membership has grown by 67% and their education programs have enlightened over 2,000 attendees. These training programs have focused on cooperative education programming. MACC received the Cooperative Educational Award from the Association of Cooperative Educators (ACE) the summer of 2006. ACE is an international association of cooperative professionals, and conducted numerous director strategic planning sessions for their members. Rod and his wife Jeanne have two sons and live in Indianapolis, IN.

Debbie Trocha joined the Indiana Cooperative Development Center in August, 2006 after serving as Executive Director of the Indiana Small Business Development Center. She has over 20 years of economic development experience. Debbie coordinates the annual Indiana Cooperative Summit, bringing together professionals from all co-op sectors. Under her leadership, ICDC promotes cooperatives as a vibrant model to address economic and social needs. ICDC provides start-up, management, and technical assistance to a wide variety of co-ops in agriculture, arts, childcare, education, energy, and housing sectors. ICDC also provides training opportunities designed to bring together groups of people involved in co-op development. Partnering with Bloomingfoods, Debbie initiated and oversees the "Up and Coming, Up and Running" start-up conference for food cooperatives. She currently serves as Board President of Cooperative Business Association in 2013. Debbie was awarded the Bloomingfoods Krejci Cooperative Service Award in 2013.

5:15 PM-7:00 PM Networking Reception

Sponsored by Small Business Growth Corp.

Medici, 120 North St., Normal, IL 61761

7:00 PM

Dinner on your own

Friday, May 30, 2014

7:30 AM-12:00 PM Registration/Check-in

Atrium, State Farm Hall of Business

8:00 AM- 9:00 AM Continental Breakfast

Atrium, State Farm Hall of Business

9:00 AM-10:00 AM General Session

What Entrepreneurs and Small Business Needs to Know about Cybercrime

John Bambenek, Bambenek Consulting, Ltd.

Room 139, State Farm Hall of Business

Every day we hear more and more about credit cards getting stolen, businesses getting hacked and national secrets being pilfered from our government. In this seminar, you'll learn:

- what threats small businesses need to be aware of
- what threats are hype
- how small businesses can protect themselves in a cost-effective way
- you'll walk away with 5 things you can do in your (or your client's) small business to be more secure without having to buy a single piece of software

John Bambenek is the President and Chief Forensic Examiner of Bambenek Consulting. He began his career at Ernst & Young as a Project Manager and Senior Consultant providing IT architecture services to top fortune 500 Firms. He has worked in both the public and private sector providing consulting to financial services firms. He has over 15 years experience in the field, is a published author of several articles, book chapters and one book, and has contributed to IT security courses and certification exams covering subjects such as: penetration testing, reverse engineering malware, forensics and network security. He has participated in many incident investigations spanning the globe.

10:00 AM-10:15 AM Networking Break

Atrium, State Farm Hall of Business

10:15 AM-11:15 AM General Session Annual Meeting, Certificate Presentation, & Program Excellence Award

Room 139, State Farm Hall of Business

11:15 AM-12:00 PM General Session DCEO Updates

Room 139, State Farm Hall of Business

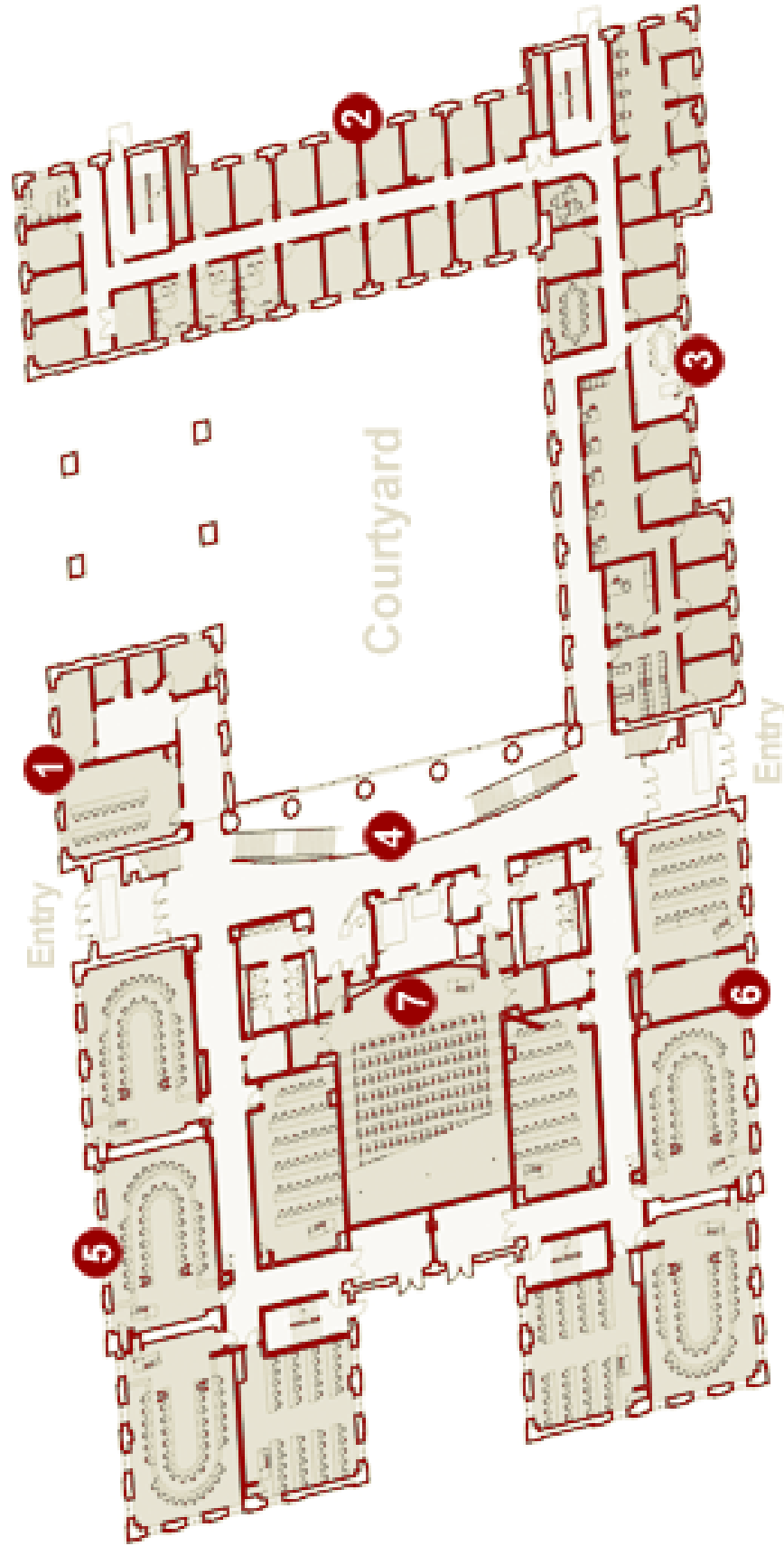


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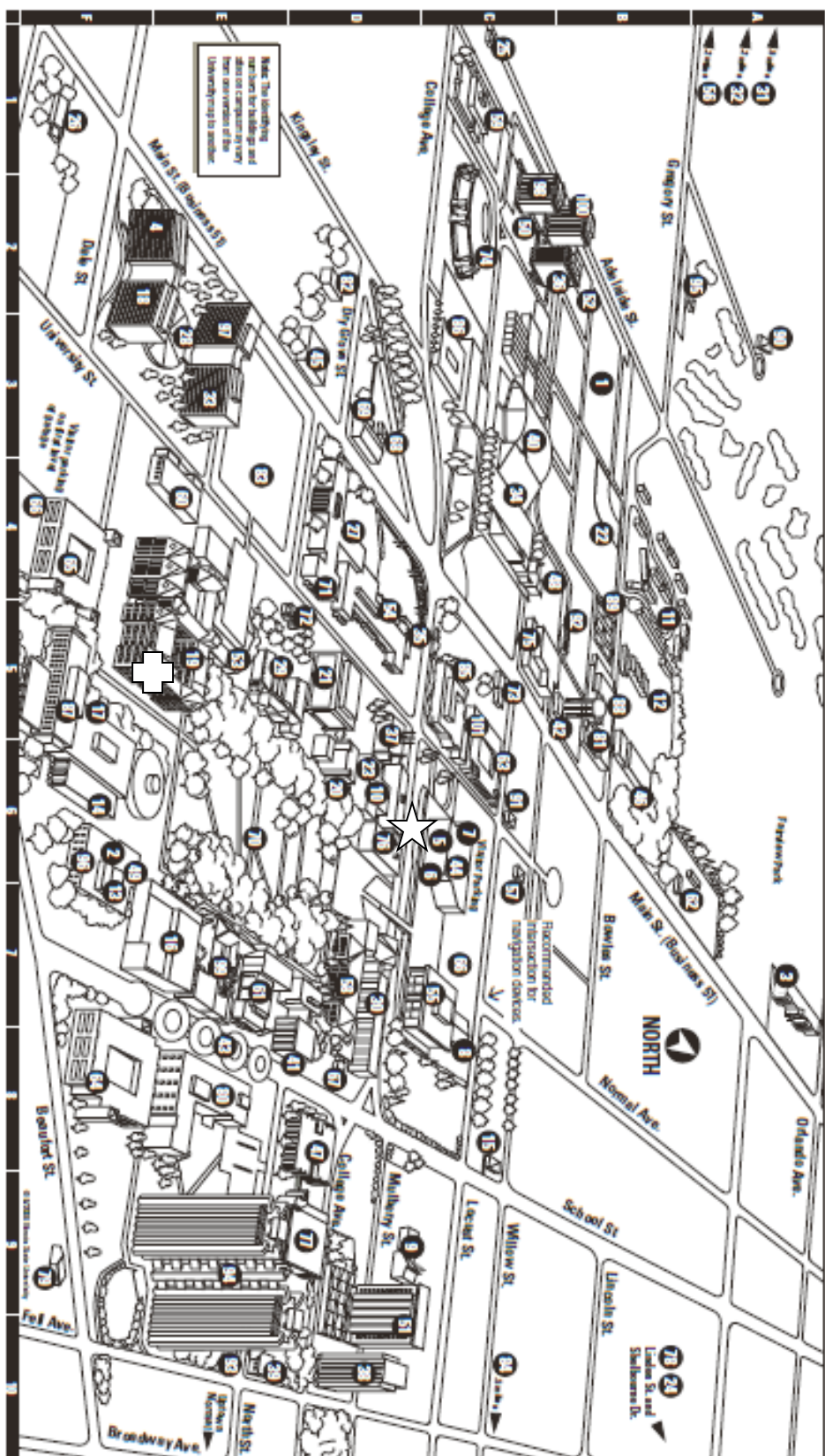
Conference Notes

This image shows a full page of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

State Farm Hall of Business 1st Floor



- 2. East Office Wing—Rooms 101-122
- 4. Country Insurance & Financial Services Atrium
- 5. North Classroom Wing—Rooms 144-150
- 6. South Classroom Wing—Rooms 130-136
- 7. East Classroom Wing—Room 139
 - CAT Auditorium (200 seat)



ILLINOIS STATE UNIVERSITY

Illinois' first public university

1. Adlai Stevenson Field B3
2. Allen Theatre F6
3. Alumni Center A7
4. Atkin Hall E2
5. Boone Student Center C6
6. Braden Auditorium C6
7. Brown Ballroom C5
8. Bowling & Billiards Center C8
9. Campus Religious Center D9
10. Capen Auditorium D6
11. Cardinal Court B5
12. Carter Harris Building B5
13. Centennial East F7
14. Centennial West F6
15. Center for Intercultural Relations C8
16. Center for the Performing Arts E7
17. Center for the Visual Arts F5
18. Coffey Hall F2
19. College of Business Building E5

20. Cook Hall D6
21. DeCarmo Hall D5
22. Durney Hall B4
23. Edwards Hall D6
24. Energy House B10
25. Evestone School Museum C1
26. Facilities Planning Building F1
27. Fairchild Hall D4
28. Feeney Dining Center E3
29. Fell Hall E5
30. Fenley Hall D7
31. Gregory Street Property A1
32. Gregory Street Complex A1
33. Hamilton Hall E3
34. Hancock Stadium C4
35. Hayden Auditorium D5
36. Hayne Hall C2
37. Heating Plant D5
38. Hewitt Hall D10
39. Horne Program E10
40. Horton Field House C3
41. Hoyne Hall D8
42. Hudson Building B5
43. In Exchange E8
44. Infranchise C6
45. Institutional Technology and Development Center D3
46. John Green Food Service Building B6
47. Julian Hall D8

48. Kaufman Football Building C4
49. Kemp Becker Hall F6
50. Links Dining Center C2
51. Manchester Hall D10
52. Marian Knott School Stadium B2
53. McCormick Hall E5
54. Mitchell School D5
55. Miner Library C7
56. Motorcycle Driving Range A1
57. Motorcycle Safety Program Office C7
58. Moulton Hall D7
59. Nelson Smith Building C1
60. Office of Residential Life Building E4
61. Old Union E7
62. Parking and Transportation Building, Bill Weiler B7
63. Parking Garage, North University Street C6
64. Parking Garage, South University Street F4
65. Parking Garage, South University Street F4
66. Parking, Visitor C7 and F4
67. Planetarium D8
68. Professional Development Annex D3
69. Professional Development Building D3
70. Quad E6
71. Rachel Cooper D4
72. Rambo House D5
73. Recreation Services Building C5
74. Redbird Arena C2
75. Ropp Agriculture Building C5

76. Schroeder Hall D6
77. Science Laboratory Building D9
78. Seabourne Apartments B10
79. Southeast Chiller Plant F9
80. Stevenson Hall E8
81. Stroud Auditorium B6
82. Student Accounts Building D2
83. Student Fitness and Kinesiology Recreation Building (under construction) E4
84. Student Recreation Building C10
85. Student Services Building C5
86. Turner Hall C3
87. University Galleries F5
88. University High School B5
89. University High School Tennis Courts B5
90. University (presidents) Residence A3
91. Wade Building C6
92. Vito Center B5
93. Watkinson Dining Center E10
94. Watkinson Towers E9
95. Weidert Golf Club A2
96. Westcott Theatre F6
97. Whitson Hall E3
98. Wilkins Hall C2
99. Williams Hall E7
100. Wright Hall B2
101. 211 North University Street C5



BONE STUDENT CENTER

Illinois State University

First floor (Orchestra)

- C Faculty/Staff Conference Room
- E E-mail Express
- Ea East Lounge
- F Family Restroom
- L Lobby Shop
- M Men's restroom
- N Campus Signage Solutions
- P Programming Office
- S Spotlight Room
- UPB University Program Board
- We West Lounge
- W Women's restroom
- \$ ATM
- ☒ Elevator

- Lounge Space
- Meeting Rooms
- Retail
- University Departments/ Services
- Other



