



AMERICA'S SMALL BUSINESS  
DEVELOPMENT CENTERS

# ANNUAL CONFERENCE

SEPTEMBER 11-14, 2012 ✿ HILTON NEW ORLEANS RIVERSIDE ✿ NEW ORLEANS, LOUISIANA



## 2012 Conference Overview

*Schedule as of 8/23/12; subject to change*

### Sunday, September 9, 2012

9:00 am – 5:00 pm

#### **ASBDC Accreditation Committee Meeting**

*Meeting of the Accreditation Committee open to committee members only.*

1:00 pm – 5:00 pm

#### **\* Go Global**

*Increase Your Client's International Sales  
Local Small Businesses Welcomed  
Hosted by US Census Bureau and Small  
Business Administration*

### Monday, September 10, 2012

8:00 am – 5:30 pm

#### **\* Certified Business Planning Advisor Training for Business Exit or Succession Events**

*(Day 1 of 2-day training program)  
Hosted by Pinnacle Appraisals &  
Consulting, LLC and The Apogee Center*

8:30 am – 4:00 pm

#### **ASBDC Board of Directors Meeting**

8:00 am – 9:00 am - Registration

9:00 am – 5:00 pm - Meeting

#### **Organization of American States (OAS)**

*Private Meeting*

9:00 am – 5:00 pm

#### **\* GrowthWheel® Business Advisor Training and Certification**

*(Day 1 of 2-day training program)  
Hosted by Startup Company NYC, Inc.*

12:15 pm – 1:30 pm

#### **ASBDC Board of Directors Luncheon**

### Tuesday, September 11, 2012

7:30 am – 8:15 am

#### **ASBDC Membership Breakfast**

*For State/Regional and Associate Directors Only*

8:00 am – 5:00 pm

#### **\* Export Compliance Program – Department of Commerce**

*Hosted by the ASBDC, Louisiana SBDC,  
International Association of Movers,  
National Export Initiative (NEI) and  
M-PALM, in partnership with the US Census  
Bureau, Foreign Trade Division.*

8:00 am – 5:30 pm

#### **\* Profit Mastery Facilitator Certification and Consultant Training**

*Hosted by Business Resource Services*

8:00 am – 5:30 pm

#### **\* Certified Business Planning Advisor Training for Business Exit or Succession Events**

*(Day 2 of 2-day training program).*

*Hosted by Pinnacle Appraisals &  
Consulting, LLC and The Apogee Center*

8:30 am – 12:30 pm

#### **ASBDC Annual Membership Meeting**

*For State/Regional Directors & ASDs Only*

*\* Pre-registration required.*

## Tuesday, September 11, 2012

*(Continued)*

8:30 am – 5:30 pm

**\* Google Training Day: Make the Web Work for You**

*Hosted by Google, Inc.*

9:00 am – 5:00 pm

**Organization of American States (OAS)**

*Private Meeting*

9:00 am – 2:00 pm

**Kit Stuffing – Volunteers Needed**

*Please sign up on the Volunteers page on ASBDC website*

9:00 am – 5:00 pm

**\* GrowthWheel® Business Advisor Training and Certification**

*(Day 2 of 2-day training program)*

*Hosted by Startup Company NYC, Inc.*

12:30 pm – 2:00 pm

**ASBDC Membership Luncheon**

*For State/Regional Directors & ASDs Only*

12:30 pm – 5:30 pm

**\* Microsoft: Tools and Applications**

*Hosted by Microsoft Corporation*

1:00 pm – 5:00 pm

**\* Your SBDC YouTube Promo Video**

*Hosted by the New Mexico SBDC*

1:00 pm – 5:00 pm

**Exhibitor/Sponsor Registration Open**

*Big/Specialty Booth Set-up Only*

*(Advanced arrangements required.)*

2:30 pm - 3:30 pm

**California Top Guns**

*Private Meeting*

2:00 pm – 3:00 pm

**Economic Gardening Meeting**

*Private Meeting*

2:00 pm – 7:00 pm

**ASBDC Conference Registration/**

**Information Desk Open**

**New Orleans Information Desk Open**

4:00 pm – 5:30 pm

**California SBDC Network Meeting**

*Private Meeting*

5:00 pm – 6:30 pm

**International Reception**

*By Invitation Only*

6:00 pm – 7:30 pm

**State Star Reception**

*By Invitation Only*

*Sponsored by Constant Contact*

## Wednesday, September 12, 2012

7:00 am – 6:00 pm

**ASBDC Conference Registration/ Information Desk Open**

8:00 am – 12:00 pm

**New Orleans Information Desk Open**

7:30 am – 4:00 pm

**Exhibitor/Sponsor Registration Open**

8:15 am – 11:45 am

**\* AES PcLink Workshop**

*Hosted by the ASBDC, Louisiana SBDC, International Association of Movers, National Export Initiative (NEI) and M-PALM, in partnership with the US Census Bureau, Foreign Trade Division.*

8:15 am – 11:45 am

**\* FranklinCovey Leadership Modular Series: Clarifying Your Team's Purpose and Strategy**

*Hosted by ASBDC/FranklinCovey Partnership*

8:15 am – 9:45 am

8:15 am – 11:45 am

8:15 am – 5:30 pm

10:15 am – 11:45 am

**Conference Workshops**

*(See schedule on ASBDC website and/or in Conference App)*

9:00 am – 11:00 am

**Foundation for Small Business Development Board Meeting**

*\* Pre-registration required.*

## Wednesday, September 12, 2012

*(Continued)*

12:00 pm – 1:45 pm

### **General Session – Opening Luncheon**

*Hosted by Microsoft*

2:00 pm – 5:30 pm

### **\* FranklinCovey Leadership Modular Series: Closing the Execution Gap**

*Hosted by ASBDC/FranklinCovey Partnership*

2:00 pm – 3:30 pm

2:00 pm – 5:30 pm

4:00 pm – 5:30 pm

### **Conference Workshops**

*(See schedule on ASBDC website and/or in Conference App)*

5:45 pm – 8:00 pm

### **Opening Ceremonies – Exhibit Hall Opening Welcome Reception**

*Hosted by Intuit*

## Thursday, September 13, 2012

7:00 am – 4:00 pm

### **ASBDC Conference Registration/ Information Desk/ Exhibitor/Sponsor Registration Open**

7:30 am – 11:45 am

### **Exhibit Hall Open**

*7:30 am – 8:30 am*

*Continental Breakfast*

8:15 am – 5:30 pm

### **\* NxLevelL Instructor Certification Training**

*Hosted by NxLevelL Education Foundation*

8:15 am – 9:45 am

8:15 am – 11:45 am

8:15 am – 5:30 pm

10:15 am – 11:45 am

### **Conference Workshops**

*(See schedule on ASBDC website and/or in Conference App)*

12:00 pm – 1:45 pm

### **General Session – Luncheon**

*Hosted by Google*

2:00 pm – 3:30 pm

2:00 pm – 5:30 pm

### **Conference Workshops**

*(See schedule on ASBDC website and/or in Conference App)*

3:30 pm – 6:00 pm

### **Exhibit Hall Open**

*4:30 pm – 6:00 pm*

*Cash Bar in Hall*

4:00 pm – 5:30 pm

### **Conference Workshops**

*(See schedule on ASBDC website and/or in Conference App)*

### **Evening – On Your Own**

### **Enjoy New Orleans and the French Quarter**

## Friday, September 14, 2012

7:00 am – 12:00 pm

### **ASBDC Conference Registration/ Information Desk/ Exhibitor/Sponsor Registration Open**

7:30 am – 1:00 pm

### **Exhibit Hall Open**

*7:30 am – 8:30 am*

*Continental Breakfast*

*11:45 am – 12:45 am*

*Lunch in Exhibit Hall*

8:15 am – 11:45 am

### **\* Constant Contact: Email and Social Media Marketing**

*Hosted by Constant Contact*

8:15 am – 5:30 pm

### **\* ASBDC New State/Regional Director Training**

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*\* Pre-registration required.*

## Friday, September 14, 2012

*(Continued)*

8:15 am – 9:45 am

8:15 am – 11:45 am

10:15 am – 11:45 am

### **Conference Workshops**

*(See schedule on ASBDC website and/or in Conference App)*

2:00 pm – 3:30 pm

2:00 pm – 5:30 pm

4:00 pm – 5:30 pm

### **Conference Workshops**

*(See schedule on ASBDC website and/or in Conference App)*