



# 8th Annual SBA Southern California Small Business and Government Contracting Conference

Irvine Marriott | 18000 Von Karman Avenue | Irvine, CA 92612



<b>7:00-8:00am</b>	<b>Registration and Continental Breakfast</b>
<b>8:00-8:50am</b>	<p><b>Opening Remarks and Special Recognition</b></p> <p>Speaker: Karen Burgess, Lead BOS/8(a) – U.S. Small Business Administration</p> <p>Speaker: Rachel Baranick, Deputy District Director – U.S. Small Business Administration</p>
<b>9:00-9:50am</b>	<p><b>1. Cybersecurity</b></p> <p>It's time to know what you don't know about the DFARS Cybersecurity Framework. Small to medium businesses are 60% more likely to go out of business after a cyber-attack and you are not immune from it. If you want to continue to do business with the federal government, then invest in your business by learning cybersecurity basics and how to put an affordable cyber security plan in place, presented by 2016 SBA Person of the Year, Martha Daniel, CEO &amp; President of Cytellix Cybersecurity.</p> <p>Moderator: Rachel Baranick, Deputy District Director – U.S. Small Business Administration</p> <p>Speaker: Martha Daniel, President &amp; CEO Cytellix Cybersecurity</p>
<b>9:00-9:50am</b>	<p><b>2. How to Become a GSA Contractor</b></p> <p>This workshop reviews the fundamentals of the GSA acquisition process; how to identify schedules and special item numbers; analysis of the application process (i.e. initial steps to submitting an application); using the GSA website and schedules for marketing to the GSA, DoD and other Federal agencies.</p> <p>Moderator: Chris Holman, BOS 8(a) - U.S. Small Business Administration</p> <p>Speaker: Pamela Smith-Cressel, Director - General Services Administration</p> <p>Speaker: Anthony Caruso, Small Business Specialist - General Services Administration</p>
<b>9:00-9:50am</b>	<p><b>3. Benefits of Video Marketing</b></p> <p>Small businesses need to find ways to connect, engage, and drive actions. Video marketing is clearly a proven channel for helping small business find and convert prospects. This workshop will discuss ideas to kick start or continue your business using video marketing by focusing on the benefits of video marketing.</p> <p>Moderator: Christopher Lorenzana, Lead Economic Development Specialist-U.S. Small Business Administration</p> <p>Speaker: Kari Simmerman, President/Owner of SocialPhoto</p>
<b>10:00–10:50am</b>	<p><b>4. Navigating the Mentor Protégé Process Including JVs &amp; the New SBA All Small Mentor Protégé Program</b></p> <p>The All Small Mentor-Protégé Program (ASMPP) was established in 2016 to extend SBA approved mentor-protégé relationships to every small business. Our experts will give you a comprehensive review of the ASMPP to include the eligibility requirements and how to apply. We will also discuss what you need to know about Joint Venture Agreements (JVAs) such as the definition and purpose of JVAs, eligibility requirements for participants, required content of a JVA, and how JVAs can take your small business to the next level.</p> <p>Moderator: Aaron Parra, Area-Wide Procurement Center Representative - U.S. Small Business Administration</p> <p>Speaker: John Klein, Senior Attorney - U.S. Small Business Administration</p>
<b>10:00–10:50am</b>	<p><b>5. Certifications for Your Business</b></p> <p>Gain an advantage over your competitors by obtaining certifications for your business. Attend this workshop and discover how securing the designation of Small Business, Woman-Owned, Minority-Owned, or Disabled Veteran Business Enterprise can help you do business with some of the most reputable government agencies, prime contractors and Fortune 500 companies.</p> <p>Speaker: Karla Gonzalez, Procurement/Contracting Specialist - Inland Empire Small Business Development Ctr.</p>



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<b>10:00–10:50am</b>	<p><b>6. How to Do Business with the Department of General Services-Procurement Division (DGS-PD), Riverside County and County of Orange</b></p> <p>This workshop will inform you about each agency's contracting needs and available opportunities and assist small businesses on how to get certified and bid for work.</p> <p>Moderator: Natalie Orta, Senior Area Manager, Coachella Valley Satellite Office, U.S. Small Business Admin.</p> <p>Speaker: Danetta Jackson, Small Business Program Manager - Dept. of General Services, Procurement Division</p> <p>Speaker: Meghan Hahn, Compliance Contracts Officer - County of Riverside</p> <p>Speaker: Georgetta Vlad, Administrative Manager - County of Orange Procurement Office</p>
<b>11:00–12:50pm</b>	<p><b>Lunch Program</b></p> <p>Speaker: Mike Daniel, Regional Director–OC/IE Small Business Development Center Network</p> <p>Speaker: Adalberto Quijada, District Director - U.S. Small Business Administration</p> <p>Speaker: Hector Barreto, Chairman - The Latino Coalition</p> <p>Speaker: Michael A. Vallante, Regional Administrator - U.S. Small Business Administration</p> <p>Speaker: Honorable Allie C. Leslie, Deputy Administrator - U.S. Small Business Administration</p> <p><u>Exclusive Presentation:</u> <b>Small Business Tax Reform Initiative</b> Presented by Andrew O'Brien, JD, CFP, CLU - Tax &amp; Financial Group/Securian Financial</p>
<b>1:00-1:50pm</b>	<p><b>7. Government Contracting Strategy</b></p> <p>This presentation will provide you information to quickly identify expiring contracts, new contracts, forecasted contracts, and the process to position your firm to participate in these contracts with confidence. This session will identify all the sources used for Government procurement. You will also learn strategies to better position your company to do business with the federal government.</p> <p>Moderator: Carlos Liu, Lead BOS/8(a) – U.S. Small Business Administration</p> <p>Speaker: Mike Wray, Director, Business Development - Bidspeed</p> <p>Speaker: William Pannier, Esq. - Pannier Law, P.C.</p>
<b>1:00-1:50pm</b>	<p><b>8. Bonding Education &amp; Access to Capital for Small Business Owners</b></p> <p>This workshop discusses the multiple sources of capital for growing your small business. The pros and cons of various funding sources are reviewed. Topics to be discussed include familiar options such as Small Business Loans, SBA Loan Guaranty Program, and Microloans. You will also learn how to obtain bonding or increase your company's bonding capacity through the U.S. SBA's Surety Bond Guaranty Program.</p> <p>Moderator: Ron Galati, Lender Relations Specialist - U.S. Small Business Administration</p> <p>Speaker: Joan Earhart, Executive Vice President - Blue Gate Bank</p> <p>Speaker: Linda Onestinghel, Vice President, Business Development - Summit Financial Resources</p> <p>Speaker: Tracey Lawrence, President - Heis Surety and Insurance Services, Inc.</p>
<b>1:00-1:50pm</b>	<p><b>9. Accounting &amp; Auditing for Government Contracts</b></p> <p>Whether your company is new to government contracting or has been in the business for years, this workshop will be valuable to ensure that you are up to speed with government contractor system expectations, basic accounting terms and procedures required for government contracts.</p> <p>Moderator: Sandra Anguiano, Business Opportunity Specialist - U.S. Small Business Administration</p> <p>Speaker: C.P. Krishnan, President/Owner of CAK International, LLC</p>