



WEDNESDAY, May 18, 2022

General Session I

Welcome, New Member Orientation and Annual Meeting of IESBGA

Keli Krueger-Huhra, IESBGA President

Video link: https://youtu.be/yTqf6XzU_tE

Session I Workshops

1) Access to Capital

Mary Tritsis, Senior Director of Community Lending, Allies for Community Business

Video link: <https://youtu.be/hVq0HvU1myk>

2) Overview of SBDC Net: Your Partner for Client Success

Matthew Jackson, Director, SBDC National Information Clearinghouse (SBDCNet)

Video link: <https://youtu.be/CpXzXp9x8NM>

3) OFAC 101 and Overview of Sanctions

Tami Dixon, Enforcement Officer, Office of Foreign Assets Control (OFAC) Enforcement Division

Recording was not allowed.

4) Building Relationships in Government Contracting

Cheryl Berkemann, PTAC Advisor, Illinois PTAC at Western Illinois University and
Theresa Ebeler, Center Director, Illinois PTAC at Western Illinois University

Video link: <https://youtu.be/2Mx3MIMKw3o>

Session II Workshops

1) Intellectual Property Basics and Helpful Resources

Crystal Hammond, Primary Patent Examiner, United States Patent and Trademark Office

Video link: <https://youtu.be/5cRkc4r8c3M>

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Session II continued

2) **Basic Neoserra Entries/Usage**

Jenny Malloy, Data Integrity Manager, Illinois Small Business Development Center and
Ericka White, Assistant State Director, Illinois Small Business Development Center

Video link: <https://youtu.be/uy24dDvM34w>

3) **Global Supply Chain Crisis—An Industry In Chaos**

Paul Jarzombek, President and CEO, LR International Inc.

Video link: <https://youtu.be/yngliF3EVgQ>

4) **Illinois Procurement Bulletin for Public Institutions of Higher Education**

Kayci Puckett, Director, IPHEC, University of Illinois and
Jodi Wright, Bulletin Manager, University of Illinois

Video link: <https://youtu.be/VGpjQ9KDAVQ>

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Session III Workshops

1) **How Tech Will Shape Small Business Support and Access to Resources**

David Ponraj, CEO, Economic Impact Catalyst

Video link: <https://youtu.be/vVNrlgnwLsk>

2) **Get Your Local Business on Google Search and Maps Train-the-Trainer Session**

Randi Penfil, Google-Supported Trainer, Google

Video link: <https://youtu.be/deEk1d1bLbo>

3) **Advising Clients on Entering Southeast Asia: identifying challenges, opportunities and creating long-term success in Southeast Asia**

John Dwyer, Managing Director, Peregrine Management International LLC and
Jim Ryan, International Trade Specialist, Illinois SBDC ITC at Bradley University

Video link: <https://youtu.be/NhW8iZrsvnw>

4) **HZ Early Engagement Initiative (HZ EEI)**

Takeisha 'Kei' Hodge, Program Manager of Certification and Outreach, and
Angela 'Angie' Wells, Business Opportunity Specialist (BOS), SBA/HUBZone Program

Video link: <https://youtu.be/C4X-TDxRILw>

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Session IV Workshops

1. **Introduction to SBA Programs**

Charles White, Lender Relations Specialist, Small Business Administration and
Robert Esquivel, Supervisory Lender relations Specialist, U.S. Small Business Administration

Video link: <https://youtu.be/yCml7j-XJk>

2) **What Every Entrepreneur (and their Advisors) Should Know About Personal Credit**

Rick Lowitz, Co-CEO, Working Credit NFP and
Kristin Schell, Chief Program Officer, Working Credit NFP

Video link: <https://youtu.be/KMLokH1hWKY>

3) **Doing Business with Multi-lateral Development Banks (MDBs)**

Janelle Santerre Weyek, Senior Commercial Officer and Commercial Representative to the EBRD,
International Trade Administration, U.S. Department of Commerce and
Andrey Piroozgar, International Trade Specialist and Global Technology Deputy Team Leader,
International Trade Administration, U.S. Department of Commerce

Video link: <https://youtu.be/sFrjTWkOT0>

4) **PTAC Roundtable**

Moderator, Darryl Thomas

Video link: <https://youtu.be/2wjvRld9pJQ>

GENERAL SESSION II

Bret Beherns, WCIA 3 Sports Director and Susan Burton, Artist

Video link:

Session V Workshops

1) **Winning the Talent War: Keys to Attract and Retain in Today's Tough Market**

Michelle Arentz, Owner, Lazarus Learning LLC

Video link: <https://youtu.be/QPXQxADP4co>

2) **How SBDC's and Chambers Work Together To Help Small Businesses**

Jo Ann Di Maggio May, Director, Illinois SBDC for the Metro East at SIUE

Video link: <https://youtu.be/TQczm3VR7Bs>

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Session V Workshops continued

3) **Building an International Sales Network**

Ernie Watts, President, Trinity Resource Consulting and
Zach Selch, CEO, Global Sales Mentor

Video link: <https://youtu.be/1EcHDyuDEec>

4) **Getting Up to Speed on State Procurement**

Dave Littrell, Alex Wilson, Andrew Shackelford and Cassandra Wilkin
Chief Procurement Office for General Services

Video link: <https://youtu.be/za8SgOrrCzE>

Session VI Workshop

1) **Getting the Most out of Neoserra**

Jenny Malloy, Data Integrity Manager, Illinois Small Business Development Center and
Ericka White, Assistant State Director, Illinois Small Business Development Center

Video link: <https://youtu.be/k4Z8SBUar5U>

2) **Advising Artists and Creatives**

Amy Lambert, Executive Director, Illinois SBDC at the Starved Rock Country Alliance

Video link: https://youtu.be/Ew_XPx-2MWI

3) **ITC-OTI Roundtable**

Moderator, Jim Foley

Video link: <https://youtu.be/NlcqHRH1cCU>

4) **Demystifying the Public Contractor Eligibility Process**

Ebonie S. Davis, Public Contracts Unit Administrator, Illinois Department of Human Rights

Video link: <https://youtu.be/PacFJqi0q0M>

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Video link:

GENERAL SESSION III: GrowthWheel

GENERAL SESSION IV: IESBGA Program Excellence Award, Cert & ReCert

GENERAL SESSION V: Cross-Selling Network Resources

GENERAL SESSION VI: Agency Updates