The Champaign County Economic Development Corporation and the City of Champaign are proud once again to sponsor the IESBGA conference and welcome attendees to our city for the 2018 event!
New software releases for the past 36 consecutive months
New Export and Globalization Tool
New Incubator Manager Tool
New Loan Application Tool

Come see the new tools we’ve created for you!

Get your clients growing with GrowthWheel!

GrowthWheel®

Proud to be partnering with IL SBDC since 2012
Important Information

Sponsors
The Illinois Entrepreneurship and Small Business Growth Association would like to thank the 2018 Conference Sponsors:

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First State Bank
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City of Champaign
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Growth Corporation
GrowthWheel International, Inc.
Singleton Law Firm PC
U.S. Small Business Administration

Certification Hours
Certification hours will be available for each session. A listing of all participants registered prior to May 10th will be available in 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 10th, please print your name on a blank line provided at the end of each sheet.

2018 IESBGA Planning Committee
Don Elmore, Chair
Tom Becker
Greg Bouhl
Melissa Brown
Karen Bussone
Kathie Cravens
Joann Di Maggio May
Florence Hardy
Carol Nichols
Ericka Perkins
Mark Petrilli
Jim Ryan
Marla Sandy
Darryl Thomas
Mary Turner
Emily Zimmerman

2018 IESBGA Coordinating Council
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Florence Hardy, Secretary
Greg Bouhl, Treasurer
Stacey Caldwell
Michelle Lewis
Kevin Lust
Ross Miller
Carol Nichols
Marla Sandy
Sean Park
Jim Ryan
Mary Turner

Ad Hoc
Mark Petrilli
Darryl Thomas
Jackie Welch
## Connect and Protect

**MONDAY, May 14, 2018**

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>1:00 PM–5:00 PM</td>
<td>Growth Wheel Training</td>
<td>Elizabeth Binning</td>
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<td>Rugg / Bailey Room</td>
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**TUESDAY, May 15, 2018**

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<td>Growth Wheel Training continued</td>
<td>Elizabeth Binning</td>
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**WEDNESDAY, May 16, 2018**

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<td>8:00 AM–11:00 AM</td>
<td>Growth Wheel Training continued</td>
<td>Elizabeth Binning</td>
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<td>Rugg / Bailey Room</td>
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<td>10:00 AM–4:00 PM</td>
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<td>Registration will close for lunch (12-1 PM)</td>
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<td>10:00 AM–10:45 AM</td>
<td>Executive Committee Meeting</td>
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<td>10:45 AM–12:00 PM</td>
<td>Illinois SBDC Advisor Board Meeting</td>
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<td>11:00 AM–12:00 PM</td>
<td>Professional Development Committee</td>
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<td>Robeson Room</td>
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<td>11:00 AM–12:00 PM</td>
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<td>Robeson Room</td>
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<td>11:00 AM–12:00 PM</td>
<td>Membership/Communication Committee</td>
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<td>Robeson Room</td>
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<tr>
<td>12:15 PM–1:45 PM</td>
<td>General Session I</td>
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<td>Welcome, New Member Orientation, Annual Meeting of IESBGA and Lunch</td>
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<td>Bailey / Rugg / Walker / Robeson Room</td>
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<td>1:45 PM–2:15 PM</td>
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A needs assessment is the process of collecting information about the expressed or implied needs of your clients. How many times has a client come to your office and misdiagnosed their problem? As advisors, it is essential that we have a process to uncover a client’s real need in order to provide them with the best possible solution and chance for success. In this session, the panel will share best practices and examples of how to implement and manage the assessment process.

Greg Bouhl is the Director of the Illinois Small Business Development Center at SIU. Greg joined the Small Business Development Center at Southern Illinois University in 2003. He is an experienced business professional having both grown up in a family business and owning multiple businesses. His background also includes consulting and training business owners on all aspects of starting, running and growing a business. In his 15+ years with the SBDC, Greg has provided over 14,000 hours of assistance to over 1,200 clients and over $66 million in loan assistance and investment in the region. Greg's areas of expertise include Business Financing, Financial Analysis, Business Planning, Search Engine Optimization and E-Commerce. Greg is passionate at helping entrepreneurs solve problems and reach their goals. He has been blessed to have worked and built relationships with so many talented and passionate people and be a part of their entrepreneurial journey.

Melissa Duff Brown is the Director of the Illinois Small Business Development Center and Dean of the Small Business Program at the Joseph Business School and joined the network in 2012. Melissa is an expert on small business start-up, business development, and has consulted on brand awareness, internet marketing, and social media aspects of more than 300 businesses. Melissa began her career in accounting as a small business accountant in a CPA firm and held positions in the banking, construction, and electronics industries. Melissa also served in the public sector in local government as a legislative aide and chief of staff. She is an award-winning Director of Sales & Marketing for over twenty years in the hospitality industry with a proven ability to manage multi-functional teams and multi-million dollar budgets. Melissa is married and lives in Berwyn with her husband Antonio.

Carol Nichols has been director of the Illinois SBDC at Danville Area Community College for over five years. She has owned three small businesses of her own, including a travel magazine and a commercial kitchen space. Carol worked for over 30 years in the newspaper industry as advertising director and as publisher. She enjoys acting as a mentor to new SBDC directors when needed and appreciates the support and advice she received from veteran directors when she started with the program. Carol lives in Danville with her husband, Steve, and enjoys spending time with her daughter, Cindy, and granddaughters, Caroline and Joanna, ages five and one.

Karen Bussone is the Director of the Illinois Small Business Development Center of McLean County at Illinois Wesleyan University and also has the opportunity to educate future leaders in organizational leadership, human resources, marketing, entrepreneurship, and financial management. Her experience spans over 21 years in various leadership capacities for food industry companies including Kellogg's, Kraft Foods, and Dot Foods.
2) SBIR/STTR: Contracts and Grants
Rugg Room
Jenny C. Servo, Ph.D., Dawnbreaker

If you have clients looking for funding to support innovative research, the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs are important to consider. With a budget of over $2.5 billion provided annually to small advanced technology firms, the eleven participating agencies negotiate awards as either contracts or grants. In this workshop, we will discuss the cultures of those agencies that use contracts vs grants and how the implementation of their SBIR and/or STTR programs varies by agency. Suggestions will be made regarding the ideal implementation schedule to use with clients that plan to respond to the solicitations which are released at diverse times throughout a calendar year.

Jenny Servo is the President of Dawnbreaker, a leading provider of services that support to the Small Business Innovation (SBIR) and Small Business Technology Transfer (STTR) communities. Since 1990 Dawnbreaker has provided commercialization assistance to over 8,500 Phase I and Phase II SBIR/STTR awardees. Cumulatively these firms have received more than $2.5B in Phase III funding. Dawnbreaker recently has shifted its focus to training women and minorities who wish to learn how to prepare responsive applications to the SBIR/STTR programs. In 2017 "Train the Trainer" services were also launched for experienced professionals interested in enhancing their abilities to assist small businesses that could benefit from the SBIR and STTR programs.

3) GrowthWheel and the Loan Application
Walker Room
Elizabeth Binning, GrowthWheel International

Bank loans, SBA loans, and other capital funding - those are important economic indicators expected from all SBDCs and ITCs. Use the tools you have available to improve your rate of success. In this session we will focus on preparing your clients for a loan application using GrowthWheel. Key topics include:

* How to begin preparing your client for the loan process.
* The Business Profile and other tools to support the loan application.
* Preparing your client for the presentation to maximize their chance of success

A former SBDC Director, Elizabeth Binning, Product and Learning Specialist with GrowthWheel, advised entrepreneurs for 19 years. Elizabeth has many professional designations including Society of Human Resources Senior Certified Professional, Prosci Certified Change Manager, NASBITE Certified Global Business Professional, and InBIA Incubator Manager. Today she trains business coaches and advisors from around the world and presents at various international conferences.

4) ITC Resources and Who to Know
Robeson Room
Elizabeth Ahern, The U.S. Department of Commerce
Dennis Foldenauer, U.S. Small Business Administration
Michael Howard, The Export-Import Bank of the U.S.
Margo Markopoulos, State of Illinois Department of Commerce

This panel will provide relevant and valued information from key export resources for the SBDC International Trade Centers with representatives from several key ITC partners, including: The U.S. Department of Commerce Commercial Services, the U.S. Small Business Administration (SBA), the Export-Import Bank of the U.S. (EXIM) and the Illinois Office of Trade and Investment (OTI).
Elizabeth Ahern, Director of the Peoria U.S. Export Assistance Center, is the primary point of contact for implementing the programs and policies of the U.S. Commercial Service for Central and Southern Illinois. The Commercial Service, as part of the International Trade Administration and the U.S. Department of Commerce, offers export assistance through trade counseling, business matchmaking, market intelligence and trade advocacy. Elizabeth has over 20 years of international experience spanning the private sector, academia, and public service. Elizabeth has an Executive Masters in International Business Studies from Saint Louis University and a Bachelor’s in History/Political Science and Spanish.

Dennis Foldenauer is the Illinois and Wisconsin Regional Manager for SBA’s Export Solutions Group at the U.S. Export Assistance Center in Chicago. In this role he reviews SBA export loan applications and provides technical assistance to exporters and export lenders on SBA’s International Trade, Export Express and Export Working Capital Products. Previously, Dennis served as a Supervisory Economic Development Specialist in SBA’s Illinois District Office and an Economic Development Representative for the U.S. Department of Commerce Economic Development Administration.

Mike Howard has been with Ex-Im Bank for 25 years. He’s been in banking and international finance for over 30 years. Mike has worked with over 100 SBDC officers all over the country and knows how important it is to provide accurate information to companies as they are pulled, pushed or electronically engaged in the intentional marketplace. At the end of the day we all need to get paid for our goods and services.

Margo Markopoulos is the Director of the Illinois Department of Commerce Office of Trade and Investment in November 2015. As the Office Director, Margo leads the Department’s strategies to increase exports by Illinois companies and to attract Foreign Direct Investment to the state. As Export Program Director since 2012, Margo manages five regional trade specialists based in Chicago and 22 employees located in Illinois’ ten foreign offices. During her eight years at the Department of Commerce, she has also managed the Illinois State Trade and Export Promotion (ISTEP) program and has assisted over 500 Illinois companies with expanding their global footprint through exports. Prior to joining the Department of Commerce, Margo worked for the Governor’s Office in Consular Affairs, where she planned numerous gubernatorial trade missions, including the State of Illinois’ historic humanitarian mission to Cuba in 1999. This mission brought the first sitting U.S. Governor to the island in over four decades. Margo also previously worked as an Expatriate-Repatriate Policy Consultant for Fortune 500 corporations, and she managed foreign business delegations to encourage bilateral trade. Margo received a Bachelor of Arts degree in Political Science from the University of Illinois in Chicago and is a certified International Protocol consultant. Since 2003, Margo has been a member of Children’s Service Board of the Ann and Robert H. Lurie Children’s Hospital in Chicago and is active in several international trade organizations.

3:45 PM-4:00 PM Break

4:00 PM-5:30 PM Session II Workshops

1) Building a Crowdfunding Specialty in Your SBDC
Bailey Room
Florence Hardy, Esq. MBA, Illinois SBDC Far South Community Development Corporation

Learn about Crowdfunding with a particular focus on debt based and equity based options. This workshop will also give you a blueprint for introducing a crowdfunding specialty in your center as either a revenue or non-revenue generating center.
Florence Hardy, Esq. MBA is a director of the SBDC at the Far South Community Development Corporation. She is also the Chief Executive Officer of TruCrowd Illinois, Inc., the first registered equity crowdfunding platform in Illinois. Prior to joining the Far South CDC, she had her own law firm and worked as a business consultant with DePaul University, the City of Chicago and the Chicagoland Chamber of Commerce. Besides her duties with the SBDC network and TruCrowd, Florence is an Adjunct Professor of entrepreneurship at the University of Illinois at Chicago and Southern New Hampshire University.

2) Marketing on a Budget with Canva
Rugg Room
Katelyn Hill, Illinois SBDC at Illinois Wesleyan University

We all know that finding the right message, branding, and the time to market our center to our clients and communities can be a challenge. Doing that on a budget can be even tougher! Canva is a free, robust, online software that comes with thousands of beautiful and easy templates to use in your marketing efforts. Join us for a tutorial of how to use the software and the tips on how to enhance your center’s marketing strategy!

As an alumna of Ball State University, Katelyn Hill has joined the Illinois SBDC at Illinois Wesleyan University from Indianapolis, Indiana with a degree in marketing. She serves in the center as a business advisor and has developed the center’s marketing strategy. Before joining the SBDC, Katelyn played an integral role at Roche Diabetes Care, where she has gained experience in digital marketing, including social media, marketing resource management and email communications. After growing up in a family of small business owners, she developed a passion for helping small businesses grow and learning about the challenges and success that small businesses face.

3) Hidden Treasures? – Finding and Working with Specialized Resources in Your Community
Walker Room
Kathy Larson, Champaign County Regional Planning Commission
Carly McCrory, Champaign County Economic Development Corporation
Stephanie Pitts-Noggle, Champaign Public Library

Every community or region has lesser-known resources that can play a vital role in serving your clients. We all make valuable connections with bankers, attorneys, accountants, real estate agents, marketing professionals, municipal staff and many others but there are also great partners in entities such as your library, economic development organization and regional planning group. This panel is comprised of representatives from these three organizations in Champaign County and they will discuss their relationship with the SBDC and services they can provide to SBDC clients.

Kathy Larson is the Economic Development Specialist at the Champaign County Regional Planning Commission (RPC). RPC provides over 100 different programs and services in multiple counties. Kathy coordinates financing programs and economic development initiatives that assist many businesses and government agencies throughout east central Illinois. Prior to joining RPC in 2009, Kathy coordinated economic development programs and directed the Market at the Square for the City of Urbana. She has also worked in multiple private sector industries; and has a Bachelor of Science in Business Administration from the University of Illinois College of Business, and an Economic Development Finance Certification from the National Development Council.

Carly McCrory is the Assistant Director for the Champaign County Economic Development Corporation in Champaign, IL. Her role includes marketing Champaign County, attracting and retaining companies, and working to promote economic development in East Central Illinois with regional
partners. A graduate of Eastern Illinois University (go Panthers!), Carly was chosen as one of Central Illinois Business Magazine’s “Forty Under 40” in 2012 and was recently awarded the Athena Young Professional Award in 2017. Carly is a community builder, and is involved in a variety of community and regional groups, including: Illinois Economic Development Association (Board member), Douglas County Rotaract (Co-Founder and President), Marilyn Davidson Technology Fund (Co-Founder & President), Tuscola Coaches vs. Cancer (Co-Founder and Chair), Relay For Life of Douglas County (Event Lead), 40 North (Board member / Vice President), Lacuna Loft (blogger), Douglas County Mental Health (Board member), and the EIU Alumni Association. In her spare time, Carly enjoys traveling, live music, board games, visiting coffee shops and breweries, and cheering on the St. Louis Cardinals.

**Stephanie Pitts-Noggle** is the new Business Specialist Librarian at the Champaign Public Library. This position was created as part of the Launch at the Library initiative, which supports community entrepreneurs by providing access to the programming, services, and resources they need to start and grow their business. Stephanie is a graduate of the University of Illinois’ School of Information Science (iSchool), where she received an MS in Library and Information Science in 2013; she is currently working on the final project for her Certificate of Advanced study through the iSchool, which is focused on the information needs of entrepreneurs.

4) **ITC Roundtable on Best Practices and Tools**  
*Robeson Room*  
*Moderators: Mark Petrilli and Ericka Perkins, Illinois SBDC Network State Office*

This open exchange will provide an opportunity for the directors and international specialists at the Illinois SBDC ITCs to network, exchange ideas, discuss resources and share best practices. The roundtable will provide an opportunity for experience ITC directors to assist with the onboarding and information exchange with the new members of the Illinois SBDC ITCs and provide the chance for the newer members to ask questions and find more about SBDC ITC resources. All participants will have an opportunity to share and also learn more about their colleagues vast experience, expertise and backgrounds.

5:15 PM-7:00 PM  
**Networking Reception — Hyatt Place**  
**Pop Up Escape Room: Research Station Gamma**

You have 15 minutes to save the world!

CU Adventures in Time and Space presents a customized pop-up adventure for conference attendees! Teams of 4 to 7 find clues and solve puzzles to cure a deadly virus. CU Adventures currently offers five highly acclaimed escape room adventures in their downtown Urbana location, and their mobile adventures are just as popular. Team up during the opening reception to challenge the clock and your SBDC colleagues!

7:00 PM  
**Dinner on your own**
THURSDAY, May 17, 2018

7:30 AM-4:00 PM  Registration/Check-in
Registration will be closed for lunch (12-2 PM)

8:00 AM-9:00 AM  Continental Breakfast

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

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

1) Business Capital/Equity Financing
Bailey Room

Dennis Beard, Serra Ventures and Serra Capital
Robert Kerr, Illinois Department of Commerce and Economic Opportunity
Marcia Schlicht, Small Business Growth Corporation

Business Capital and Equity Financing options for your small entrepreneurial clients will be explored by this panel. The presentations will provide information and details on several different types of financing options for your clients. The panel will explore both government backed and private funding options for Illinois small businesses.

Dennis Beard has built a successful 30-plus year career in financial services, healthcare services, and technology. He is a Managing Partner with Serra Ventures and Serra Capital. Dennis has worked over ten years with the University of Illinois technology community and is a charter member of the University’s Entrepreneur-in-Residence program at EnterpriseWorks business incubator in the Research Park. He was formerly CEO of the Home Recovery Group of Companies, providers of home health services with over 400 employees; that entity was successfully sold in 2008. As a CPA Dennis has served a wide range of clients including Caterpillar, Shell Oil Company, George Soros’ Quantum Fund, and Continental Illinois National Bank. As a healthcare industry CEO, he has served as President of a statewide industry trade association. As a Partner and CFO with Open Prairie Ventures, Dennis participated in the full range of early-stage venture investing including raising capital, sourcing investment opportunities, participating in oversight of portfolio investments, assisting with exit transactions, and reporting to investors, among others. Dennis has served as a speaker at various professional and educational conferences and forums. He also serves as an Adjunct Lecturer for the University of Illinois College of Business Department of Finance and for the Millikin University MBA Program.

Robert Kerr is the Deputy Director for Entrepreneurship, Innovation & Technology at the Illinois Department of Commerce and Economic Opportunity (DCEO). In this role, he works with a team of professionals dedicated to supporting small businesses and expanding the entrepreneurial ecosystem in Illinois. Rob has spent most of his career focused on building connections between workforce development and businesses in Illinois. Prior to coming to DCEO in 2017, Rob was the Dean of Enrollment and Career Development at Richland Community College in Decatur. He has also served as the director of Grant Development at Lincoln Land Community College and Career and Technical Education with the Illinois Community College Board. In addition, Rob taught political science part-time at Benedictine University Springfield for twenty years. He holds a BA in Political Science from Loyola University Chicago and an MBA from Benedictine University.
Marcia Schlicht is Vice President of Small Business Growth Corporation, a non-profit organization focused on administering the SBA 504 Loan Program to growing businesses. With her 20+ years of SBA lending experience, she has helped thousands of small businesses gain access to the capital they need to grow. Marcia has the experience to assist with everything from equipment purchases to construction of new facilities. No matter what type of expansion project you are contemplating, Marcia can walk you through how to best utilize the 504 Loan Program.

2) PTAC Roundtable Part I
Rugg Room
Moderator: Darryl Thomas, Illinois PTAC Program Manager, Illinois Department of Commerce and Economic Opportunity

This is an opportunity for all network PTAC staff to discuss important issues that are currently affecting the Illinois PTAC Program. Come prepared with questions for the PTAC Program Manager and other PTAC directors. Take advantage of the chance to learn, teach and vent. An agenda will be provided at the start of the session.

3) Make the Most of the New Tax Law
Walker Room
Tommy Brown, Tommy Brown, EA CTRS Inc.


Tommy Brown is a graduate of SIU Edwardsville 2003
Enrolled Agent—2005
Certified Tax Resolution Specialist—2012
Certified Tax Coach—2016
Certified Tax Master—2017
Army Veteran—1990 to 1993

4) Intellectual Property Issues in International Business
Robeson Room
J. Peter Paredes, Rosenbaum IP, PC

Exclusivity provided by the IP system essentially allows the owner to prevent others from using the IP rights. It is said that imitation is the most sincere form of flattery. IP can reduce your chance of being flattered. IP enables businesses to use it to: Create differentiation and add value, command higher prices and sustained demand through brand loyalty, new and/or improved features, captivating design. IP can attract partners and investors, allow access new markets and generate new sources of revenue through licensing and other partnerships and persuade investors.

Peter Paredes legal experience includes developing patent portfolios in a vast arena of technologies, conducting due diligence investigations for acquisition and licensing, conducting clearance and freedom-to-operate opinions on product development and commercialization, conducting patentability searches and opinions on new technologies, and conducting general intellectual property litigation. I advise and counsel clients IP protection/enforcement strategy and on general intellectual property matters to develop a comprehensive and cost-effective intellectual property strategy to be competitive in the marketplace. I prosecute domestic and international patent applications in the fields of biotechnology, mechanical devices, electrical & chemical arts.
2) Intentional IP Strategy for Startups  
Rugg Room  
Nicholas M. Leonard, Ph.D., McDonnell, Boehnen, Hulbert & Berghoff, LLP  
Ann C. Palma, McDonnell, Boehnen, Hulbert & Berghoff, LLP  

Small business startups and entrepreneurs often face significant risk and liability with respect to Intellectual Property (IP). Intellectual Property issues arise regularly in business and startup companies, and if not addressed, permanent loss of IP rights or exposure to potential litigation may arise. How to protect small business Intellectual Property, such as patents, trademarks, copyrights, and trade secrets, is a seminar you will want to attend! Individual consumers (B-to-C) or who are looking to expand their existing business into other geographic areas.

Nicholas Leonard is an associate with McDonnell, Boehnen, Hulbert & Berghoff LLP. Dr. Leonard provides technological advise in support of validity, infringement, and patentability analysis in the chemical, biotechnology, pharmaceuticals, and diagnostics areas. Prior to joining MBHB, Dr. Leonard was a senior scientist at Abbott Laboratories where he focused his efforts on diagnostic instruments used in immunochemistry and blood screening analyses. Dr. Leonard received his B.S. in Chemistry from Illinois Wesleyan University and his Ph.D. in chemistry from the University of California, Irvine and his J.D. from Chicago-Kent College of Law.

Ann Palma is a partner with McDonnell Boehnen Hulbert & Berghoff LLP. Ms. Palma's practice covers many areas of intellectual property law, including patent and trademark litigation, counseling, and prosecution. She has experience drafting patent applications in the pharmaceutical, consumer product, food science, material science, and chemical areas. Upon graduating from Illinois Wesleyan University, (B.A. Chemistry), Ms. Palma embarked upon professional experiences with BP America, Inc., and Human Genome Sciences, Inc. Thereafter, she completed a law degree from University of Illinois College of Law.

2) PTAC Roundtable Part II  
Rugg Room  
Moderator: Darryl Thomas, Illinois PTAC Program Manager, Illinois Department of Commerce and Economic Opportunity  

This is a continuous discussion from Session III, Workshop 2

3) Legal Issues in Entrepreneurship  
Walker Room  
Alan R. Singleton, Singleton Law Firm, P.C.  

Patent and corporate attorney Alan Singleton will lead a discussion on the role of patents, trademarks, business entity selection and formation and general business legal issues pertinent to SBDC clients.

Alan Singleton provides legal services to business clients in corporate, intellectual property, securities, and real estate law areas. He has frequently assisted entrepreneurs select and organize an appropriate entity and obtain capital. He has formed limited liability companies, subchapter S
corporations, subchapter C corporations, professional corporations, L3Cs, and not-for-profit corporations, including publicly supported organizations and private foundations. Mr. Singleton has also assisted clients with mergers and acquisitions and with implementing stock option programs. A member of the patent bar, Mr. Singleton has represented clients in patent prosecution, trademark registration, negotiation of licenses, research and development agreements and joint development agreements. He is familiar with the University of Illinois policies on technology transfer and has negotiated licenses of University technology. Mr. Singleton’s real estate law experience includes purchases and sales, leases, installment contracts, like kind exchanges, and zoning and land use issues. Mr. Singleton is active in both the business and educational communities. He has served on the Advisory Councils of numerous technology companies and served on the list of advisors at the Illinois Technology Center. He is a member of the business plan review group Second Saturday and has served as a judge for the Academy for Entrepreneurial Leadership Innovation Teams Competition and V. Dale Cozad Business Plan Competition. He currently serves as an Entrepreneur in Residence at EnterpriseWorks. Mr. Singleton is currently a member of the American Bar Association Sections on Business Law, Intellectual Property Law and Science and Technology Law, the Illinois State Bar Association Sections on Corporation and Securities Law and Intellectual Property Law, the American Intellectual Property Law Association, American Chemical Society, Association of University Technology Managers.

4) Enforcement of U.S. Export Controls
Robeson Room
Peter Zube, U.S. Department of Commerce

An overview of Export Enforcement will include discussion on the following topics, including: the export control and enforcement community; identifying red flags; best practices for export compliance; and how to report and disclose potential violations of the Export Administration Regulations.

Peter Zube is a Special Agent in the Chicago Field Office of the Office of Export Enforcement (OEE), Bureau of Industry and Security (BIS), U.S. Department of Commerce. Peter previously served as the Acting Unit Chief for the Administrative Enforcement Unit of OEE, where he worked to coordinate various administrative enforcement matters before OEE and administered OEE’s voluntary self-disclosure program. Before becoming a Special Agent for OEE, Peter served as the Special Assistant to the Assistant Secretary for Export Enforcement, and as an Export Compliance Officer in the Office of Antiboycott Compliance. Prior to joining Commerce, Peter served in the U.S. Marine Corps as a Judge Advocate, Civil Law Officer-in-Charge, Special Assistant to the United States Attorney (SAUSA) for the District of South Carolina, and as a Series Commander at Marine Corps Recruit Depot, Parris Island, South Carolina. Peter continues to serve in the U.S Marine Corps Reserves at the rank of Major as a Judge Advocate specializing in International and Operational Law. Before serving a tour of active duty in the Marines, Peter worked as a Research Fellow and Administrative Director at the International Weapons Control Center, DePaul University College of Law in Chicago, Illinois. Peter earned a J.D. with a graduate certificate in International and Comparative Law from DePaul, and a B.A. from Assumption College, Worcester, Massachusetts. Peter is also pursuing an LL.M. in International and Comparative Law from George Washington University Law School.

12:15 PM-12:30 PM Walking Break
Keynote: Developing Strong Host Supports

Jim Foley, Illinois SBDC ITC at Bradley University
Dr. Steven Nacco, Danville Area Community College
Craig Rost, City of Champaign
Scot Wrighton, City of Streator

Our host organizations are vital to providing Illinois SBDC / ITC / PTAC services to communities around the state. As educational institutions faced financial challenges during the recent state budget crisis, many took a hard look at the value these centers provide in fulfilling their mission. Some continued their support. Others did not. And ultimately new hosts have come forward to maintain these important services. This panel brings together representatives from a variety of our host institutions including community colleges, universities, economic development centers, and governments discussing how our services help them reach their goals and how we can continue to strengthen our partnership.

Jim Foley manages a program of counseling and training in international business, marketing, logistics and finance. He is also Director of International Programs for the Foster College of Business. Mr. Foley is a frequent speaker on issues of international trade and teaches International Business courses at Bradley University. Mr. Foley is the author of the book The Global Entrepreneur discussing techniques to expand exports. He is also the co-author of the tenth edition of International Marketing by Vern Tersptra. Jim has received numerous recognitions including the ASBDC State Star, the NASBITE International Trade Educator of the Year Award, the Illinois Governor’s Export Award, and the IATTO Lifetime Achievement Award. He most recently received the John Otis Lifetime Achievement Award, Nasbite International highest recognition. In 2009 Bradley’s International Trade Center was awarded the President of the United State’s E Award. Jim serves as national co-chair of the ASBDC International Interest Section. Mr. Foley has lived in Mexico, UK, and France. He received his MBA from the London Business School at the University of London, and his undergraduate degree from Knox College.

Stephen Nacco is the seventh president in Danville Area Community College’s illustrious 72-year history. Before joining DACC, Dr. Nacco served as vice president of administrative services and executive assistant to the president at Vermilion County College in Cranford, N.J. Prior to Vermilion County College, Dr. Nacco was executive director of college relations at Brookdale Community College in Lincroft, N.J. and senior director of customer relations for MTA New York City Transit. He began his career as a full-time instructor in English at St. John’s University. As the DACC president, Dr. Nacco strives to continue the progress that DACC has enjoyed under the leadership of his predecessor, Dr. Alice Marie Jacobs. He has focused primarily on student success, as evidenced by his support of “Operation Graduation” to improve graduation and retention rates for key cohorts. Another of his priority initiatives has been to serve Danville’s neediest population by establishing classes and bus transportation in the heart of a 1,500-resident housing project. He has also expanded the College’s program to provide local and affordable baccalaureate degrees through a “3 +1” model that enables students to take three years of classes at DACC and a fourth year online. Dr. Nacco and his wife Cindy live in Danville. He serves on a number of local boards on behalf of DACC. These include the Danville Police and Fire Commissioners Board, the Vermilion County Workforce Development Board, Vermilion Advantage, the Danville Symphony Orchestra Board, the Presence Hospital Community Leadership
Board, and the Worksource Enterprises Board. His community involvement includes membership in the Danville Rotary Club and Kiwanis. Dr. Nacco holds a doctorate in educational leadership focused on community colleges from Rowan University, a Ph.D. in English and American literature from Fordham University, a master’s in English and American literature from St. John’s University and a bachelor’s degree in English literature from the State University of New York at Plattsburgh.

Craig Rost served as Deputy City Manager for Development in the City of Champaign for more than 25 years and in that capacity participated in the physical and economic development projects with City Administration, Planning and Public Works departments, City Council members and developers. Craig also served on the Board of Directors of the Champaign County EDC, representing the city, and became the Director of the EDC upon retirement from the city in 2014. Craig has also been an adjunct instructor at the University of Illinois, teaching an economic development class for more than 10 years.

Scot Wrighton, Chicago native, has served as the city manager of Streator, Illinois since January 2, 2015. His career is dedicated to resourceful public management and effective city governance. He holds a Bachelor’s degree in History and Government from Sterling College, in Sterling, Kansas; a Master’s degree in History from the University of Hawaii; and a Master’s in Public Administration (city management) from the University of Kansas. He has worked in the field of local government management for more than 35 years, in Kansas, Georgia, Missouri, the Republic of India, and Illinois, 28 of these years as a city manager. From 2003 to 2009, Scot served on the faculty of the University of Georgia’s Carl Vinson Institute of Government. In this capacity, he taught local governance courses, and provided local governance consulting services to elected and appointed officials in the United States, and abroad. From 2009 to 2014, Scot served as city manager of new private city built from scratch in Maharashtra, India; it was intended to serve as a model of how new urban areas can be created and governed in South Asia as a response to the rapid urbanization of India. Scot continues to manage a small international consulting business specializing in local governance, and he serves as an adjunct faculty member at CEPT University in Ahmedabad, Gujarat, India. Scot has published numerous articles, edited one book and contributed to others—most of his publications are related to the management, governance and sustainable development of local governments. His consulting practice focuses on reform of governance systems, teaching government ethics, strategic planning and developing and implementing performance measurement/management systems for local governments. He serves as chairman of the Starved Rock Country Alliance, a regional development agency, and Scot also serves on the Boards of the Streator Chamber of Commerce, Engle Lane Theater, the LaSalle County Historical Society, and other non-profits.

1:45 PM-2:00 PM Walking Break

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

1) Overcoming our Digital Advertising Struggles
Bailey Room
Langston E. Hill, AdThrill

This presentation will be discussing the issues surrounding the digital and video advertising industry, and how we tackle them both as individual small businesses and as a participating player in the larger ad industry and framework. We begin with addressing the sheer size of the digital ad space (over $80 billion in digital ad spent in the U.S. alone in 2017) along with its future trajectory of hyper-growth, and why that is so important for your business’ future ad practices. Following that, we will address the bevy of contributing factors that lead to the industry’s number one problem, waste of capital. The contributing factors covered will be that of the growth in ad fraud, growth of ad block technology,
consumers growing disdain and lack of sentiment towards advertisements, and the inherently intrusive nature ads have played in our society today. Following addressing all the issues businesses face advertising digitally, we will move towards addressing the possible solutions and creative opportunities advertisers and investors have utilized to circumvent these issues. Finally, we will end with what our company (AdThrill) is specifically doing to combat these issues as well as why we feel our platform is set up as one of the best responders to the problems facing the ad industry today.

Langston Hill is the CEO and Founder of AdThrill, an early staged startup that pays consumers to watch and rate ads online and by mobile app. Since being selected as the winning company of the national Pitch Competition, PowerMoves, in Oakland, CA is 2016. Langston and AdThrill have gone on to be mentioned and/or featured in several publications including Chicago Tribune, Startups Illustrated and made Magazine. While launching AdThrill, Langston worked as a financial advisor and Commercial banker, spending time both her in Chicago and New York at Deutsche Bank, BMO Harris bank and TTX Company. Born and raised in Oakland, CA, Langston is a proud alum of Morehouse College in Atlanta, GA.

2) Marketing in the Digital World: Checklists and Best Practices
Rugg Room
Scott Clanin, Clanin Marketing

Developing marketing strategies for new or existing businesses can be challenging. What are the key essentials and best practices to make marketing plans successful? This workshop will provide you with the tools and techniques that will help you better advise your clients when discussing marketing strategies. Topics addressed include the importance of an online brand, Google business listings, search engine optimization and marketing, upcoming changes to social media, how to measure online metrics, and more.

Scott Clanin is the Owner and President of Clanin Marketing. Founded in 2014 and based in Champaign, Clanin Marketing helps businesses strengthen their brand, streamline marketing efforts, and develop strategies to reach their goals. Scott holds a Bachelor of Science degree in Public Relations from Illinois State University and is recognized by Google as a certified AdWords professional.

3) The Office of Minority Economic Empowerment’s Advancing the Development of Minority Entrepreneurship (ADME) Program
Walker Room
Debbie Cortez, Illinois Department of Commerce and Economic Opportunity

Ms. Cortez will talk about the Advancing the Development of Minority Entrepreneurship (ADME) Program. ADME is a seven week curriculum that will assist aspiring entrepreneurs that want to launch their new business by providing the tools and resources to help participants articulate their vision and business model. It will be offered and hosted by three SBDC Centers (Far South, Quad Cities/Moline/Champaign). By the end of the ADME Program entrepreneurs will have a business plan and be ready to pitch their business to various funding sources and financial institutions.

Debbie Cortez has over 18 years of professional experience leading and managing national/international projects in the private sector. She has been serving on the Board of the National Society of Hispanic MBAs for five years, currently as President Emeritus. She graduated with a honors at DeVry University with a Bachelor of Science in Accounting and later received a Masters in Business Administration from Keller Graduate School. She then left the private sector and moved to work for the State of Illinois in 2016 to become the Director of Public Engagement for the Office of the Governor. Currently, she works at the IL. Department of Commerce as the Latino Business Development Officer and is a Visiting Professor at DeVry University.
4) Global Distribution
Robeson Room
Ric Frantz, LR International, Inc.

Overview of a global distribution plan. Including: services offered by/Freight Forwarder, Customs Broker, 3rd Party Logistics Provider, 4th Party Logistics Provider.

Ric Frantz has over 50 years’ experience in international trade including several years as an international trade finance banker and an export manager for a multi-national corporation. Mr. Frantz is recognized nationally as a foremost authority on Global trade and Logistics. His achievements and honors include receiving the President’s “E” Award and the “E Star” Award for Export Service, winning the Governor’s Export Award twice, along with being appointed to the Illinois District Export Council by seven U.S. Secretaries of Commerce. Along with being elected to the Madison International Trade Association Board of Directors, he is a past president of the International Trade Club of Chicago, the oldest and most prestigious international trade organization.

3:30 PM – 3:45 PM Networking Break

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

1) Cybersecurity Basics
Bailey Room
James Woods, Common Security Flaws

Stealing merely requires something of interest to be taken. Whether the action is through direct use of force or a perceived use of force is unimportant in cyberspace. Because cyberspace is complex, it opens opportunities for bad actors as well as a sanctuary to do bad things anonymously. Practically every day a new information security breach is disclosed; which exacerbates an already looming sense of inadequacy about personal e-commerce channels. This session will serve as a basic introduction to strategies for protecting online business assets. Topics covered may include:

* Essential business requirements for e-commerce
* Common information security mistakes
* Cyber attacks based upon mistakes
* Minimizing business impact from cyber

James Woods
* Greater than 15 years of professional experience in Systems with Fortune 50 companies
* B.S. Computational Physics
* U.S. Particle Accelerator School (USPAS)
* CERN Accelerator School (CAS)
* Certified Information Systems Auditor (CISA)
* Certified in Risk and Information Systems Control (CRISC)
* SCORE Webmaster and Certified Mentor
* Silver High Energy™ CEO & Founder (Patent Owner: US 9,815,573 B2)
* Exposed™ CEO & Founder
* Contributor to Institute for Security and Open Methodologies (ISECOM) - The Open Source Cybersecurity Playbook
* Contributing Author for Security Intelligence
* Bug Bounty-Hunter
2) Illinois Defense Network The DIA Program and DFARS Cyber Security Training

Rugg Room
Vicky Miller, Quad Cities Chamber of Commerce
Michael Semmens, Imprimis, Inc.

The Defense Industry Economic Program in Illinois is a grant funded program from the Office of Economic Adjustment DoD. It exists to help DoD and DoD supply chain businesses stay resilient and viable during changes in DoD spend. The IL Defense Network has just been launched from the IL DIA Program to provide a connected ecosystem within the State of Illinois to support defense industries in Illinois. DFARS Cyber Security Certification Programs are one of the training sessions that the IL DIA Programs in Illinois supports for our DoD & DoD supply chains in Illinois.

Vicky Miller is the Director of the IL DIA Program at the Quad Cities Chamber of Commerce. She directs the programs and implementation of a 4.4 million dollar sub award from the University of IL award from the Office of Economic Adjustment Program from the DoD.. The program has helped businesses move into technologies needed to compete in U.S. and Global Markets and have helped them prepare for resiliencies for the digital age.. The IL Chamber has been charged with building the templates for successes for the other 4 Defense Regions in Illinois. She was a former PTAC serving as the Director of the NW Region for the State of Illinois and has owned several businesses here in Illinois.

Michael Semmens is the President of Imprimis, Inc., an organization dedicated to supporting government and private businesses with cybersecurity compliance tools, cybersecurity technology, space based technology, advanced engineering, structured training, and advanced training techniques and tools. Mr. Semmens has developed a number of high quality technology organizations over the past 30 years. Mr. Semmens is a graduate of Colorado State University, College of Engineering, where he performed a number of research grants and received national recognition for his publications. He is a registered Professional Engineer in five states, and a member of numerous professional management and engineering organizations. He was President of the Engineering Dean’s Council at Colorado State University and Chairman of the engineering Advisory Board at the University of Colorado at Colorado Springs where he received the Leadership in Education Award from the College of Engineering and Applied Science. He was elected ‘Engineer of the year’ in the state of New Mexico. He is also a recipient of R&D Magazines R & D 100 Award. He served as the U.S./IEEE representative to the IEC (International Electrotechnical Commission) for energy system standards. Mr. Semmens in the founder of the national Cyber Exchange (formerly the Western Cyber Exchange or WCX), a member non-profit organization. The mission of the NCX is to share cyber threat information and to support cyber-related workforce development at all levels. NCX has established a Cooperative Research and Development Agreement (CRADA) with the Department of Homeland Security (DHS) which allows NCX to be an Information Sharing and Analysis Organization (ISAO).

3) Resources for the Digital SBDC

Walker Room
Panel: Tom Becker, Ericka Perkins, Mark Petrilli, Illinois SBDC Network State Office and Carly McCrory, Illinois SBDC at Champaign County EDC

Centers within the Illinois SBDC Network have access to numerous digital resources. In CY2018 members of the Illinois SBDC Network are now required to keep paperless client records. This panel will discuss the available resources, the digital center environment and how the Network centers can use them to run more efficient, effective centers. Some of the resources to be discussed in this session include, eCenter Direct, CenterConnect, Global Classroom, EAdviser, GrowthWheel Online, WebEx, GoToMeeting, Skype, digital marketing tools, social media and more.
Ericka Perkins has been with the Illinois Department of Commerce since 2000. During this time, Ericka has held various positions throughout the agency and most recently served as the program manager for three statewide tax credit programs and the First Stop Business Information Center. Born and raised in Springfield, Ericka is a three-time graduate from the University of Illinois earning both a B.S. and MBA in Business Administration and most recently earning a M.A. in Legal Studies.

Tom Becker has worked for DCEO since 2001 and as a Network Coordinator in the Illinois SBDC Network since 2011. Prior to joining the SBDC Network Tom worked in the Illinois Department of Commerce providing strategic planning assistance to local communities. Tom is a former educator who taught high school in the Springfield area for several years prior to joining DCEO.

Mark Petrilli joined the Illinois Department of Commerce PTAC program in 1985, moving to the SBDC in 1992. He has served as the State Director of the Illinois Small Business Development Center (SBDC) Network since 1999. Twice he has served as Chairman of the Board of Directors of the America’s SBDC Network (ASBDC), president of the Association of Government Marketing Assistance Specialists (now APTAC) and is a past board member of the Illinois Development Council. As State Director, his responsibilities include oversight of the 32 Illinois SBDC locations, the 9 Illinois SBDC International Trade Centers and the 7 Illinois Procurement Technical Assistance Centers.

Carly McCrory is the Assistant Director for the Champaign County Economic Development Corporation in Champaign, IL. Her role includes marketing Champaign County, attracting and retaining companies, and working to promote economic development in East Central Illinois with regional partners. A graduate of Eastern Illinois University (go Panthers!), Carly was chosen as one of Central Illinois Business Magazine’s “Forty Under 40” in 2012 and was recently awarded the Athena Young Professional Award in 2017. Carly is a community builder, and is involved in a variety of community and regional groups, including: Illinois Economic Development Association (Board member), Douglas County Rotaract (Co-Founder and President), Marilyn Davidson Technology Fund (Co-Founder & President), Tuscola Coaches vs. Cancer (Co-Founder and Chair), Relay For Life of Douglas County (Event Lead), 40 North (Board member / Vice President), Lacuna Loft (blogger), Douglas County Mental Health (Board member), and the EIU Alumni Association. In her spare time, Carly enjoys traveling, live music, board games, visiting coffee shops and breweries, and cheering on the St. Louis Cardinals.

4) Product Certifications—A Practical Guide on how to go Global
Robeson Room
John Allen, Product Safety Consulting, Inc.

Product Certifications - A Practical Guide on How to go Global

- The CB Scheme - your passport to the world. What is it? How to get it?
- What do other countries require - China, Europe, Korea, Brazil, India, etc.
- Is Certification Voluntary or Mandatory?
- Does testing have to be done in country?
- What documentation is required?
- Do I need a representative in country?
- What are the ramifications for not doing it/doing it wrong?

John Allen is the Founder and President of Product Safety Consulting LLC. Over the last 29 years John has obtained worldwide Certifications on a diverse list of product categories including consumer electronics, small and large electrics, lighting, medical, industrial controls, machinery, gas appliances, ITE and many more. John serves as President of IEEE’s Product Safety Engineering Society and is a senior advisor on product safety to a number of global companies.
5:15 PM  
Dinner on your own

OR you can participate in

Experience the incredible culinary treats and exciting atmosphere in downtown Champaign by participating in this FREE event!!

Participants will receive tickets that can be redeemed at local establishments for their special of the evening! Participating establishments will be provided at registration.

Please let Jackie Welch know you will be participating when you check in.

Friday, May 18, 2018

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

8:00 AM- 9:00 AM  Continental Breakfast/Member Follow Up
Bailey / Rugg / Walker / Robeson Room

9:00 AM-10:00 AM  General Session III
Bailey / Rugg / Walker / Robeson Room

Blockchain: What We Should All Know in Advance of Liftoff
Patrick MacKay, Runtime Verification, Inc.

A presentation about blockchain technology including overview of technology, summary of relevant use cases, and mention of pros and cons of the technology that has been called the “next world wide web”.

Patrick McKay is the COO of Runtime Verification (RV), an Urbana based startup applying runtime verification-based techniques to improve the safety, reliability, and correctness of “mission critical” software systems (ex. Aerospace and automotive). In addition to mission critical systems, RV provides formal verification and software development services to companies applying blockchain technology in financial services, healthcare, and access and identity management. Patrick has a bachelor’s degree from Georgetown university and a masters degree from the University of Illinois.
Grant Accountability and Transparency
Julie Davis, Department of Commerce and Economic Opportunity
his presentation will include an overview of the State of Illinois Grant Accountability and Transparency Act (GATA) and will highlight upcoming changes to the GATA process.

Julie Davis is currently the Deputy Chief Accountability Officer in the Department of Commerce’s Office of Accountability. Prior to joining DCEO’s Office of Accountability, Ms. Davis worked in a management capacity for a neighboring state agency, and private non-profit agency consulting with governments nationally and internationally. Ms. Davis obtained her master’s degree at the University of Wisconsin Madison.

10:00 AM-10:15 AM Break

10:15 AM-11:00 AM General Session IV
Certificate Presentation & Program Excellence Award
Bailey / Rugg / Walker / Robeson Room

11:00 AM-11:30 AM General Session V
State Star

11:30 AM-12:00 PM General Session VI
Network Updates
Mark Petrilli, State Director, Illinois SBDC Network
Bailey / Rugg / Walker / Robeson Room
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Traditional Financing - Purchases and Sales - Factoring Agreements 
Angel Investments - Private Offering Memoranda

Intellectual Property Law:
Patent - Copyright - Trademark - Licensing 
Joint Development - Agreements

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