WELCOME, ATTENDEES!
2019 IESBGA CONFERENCE

Thank you for all you do to educate and counsel the entrepreneurial sector. We’re proud to be associated with such an impressive roster of business advisors!

After the conference, we hope you’ll remember to include the SBA 504 Loan Program in your arsenal of resources. This program expands capital access for America’s small businesses and fills a market gap in long-term financing. The interest rates with 504 Loans are fixed for the life of the loan, and the terms extend as long as 25 years. That’s why the 504 Loan Program is extremely successful in helping small businesses kick-start growth and advance to the next level in an affordable way!

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Proud to be partnering with Illinois SBDC since 2012
The Champaign County Economic Development Corporation and the City of Champaign are proud to sponsor the 2019 IESBGA conference and welcome attendees to our city!
Important Information

Sponsors
The Illinois Entrepreneurship and Small Business Growth Association would like to thank the 2019 Conference Sponsors:

Illinois SBDC at Illinois Department of Commerce and Economic Opportunity
Illinois Procurement Technical Assistance Centers (PTAC)
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Growth Corporation — Diamond Sponsor
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First State Bank — Bronze Sponsor

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 8th, please print your name on a blank line provided at the end of each sheet.

2019 IESBGA Planning Committee
Don Elmore, Chair
Greg Bouhl
Melissa Brown
Karen Bussone
Katelyn Hill
Mariel Huasanga
Kevin Lust
Joann Di Maggio May
Ross Miller
Carol Nichols
Ericka Perkins
Mark Petrilli
Jim Ryan
Darryl Thomas
Ute Westphal

2019 IESBGA Coordinating Council
Melissa Brown, President
Don Elmore, Vice President
Carol Nichols, Secretary
Greg Bouhl, Treasurer
Stacey Caldwell
Katelyn Hill
Kevin Lust
Ross Miller
Jim Ryan
Ute Westphal
Ad Hoc
Ericka Perkins
Mark Petrilli
Darryl Thomas
Jackie Welch
Engage • Connect • Experience

MONDAY, May 13, 2019

1:00 PM–5:00 PM  Growth Wheel Training  Elizabeth Binning
   Ballrooms A / B

TUESDAY, May 14, 2019

8:00 AM–5:00 PM  Growth Wheel Training continued  Elizabeth Binning
   Ballrooms A / B

WEDNESDAY, May 15, 2019

8:00 AM–11:00 AM  Growth Wheel Training continued  Elizabeth Binning
   Ballrooms A / B

9:00 AM–4:00 PM  Registration / Check-in

10:00 AM–10:45 AM  Executive Committee Meeting  TBD

10:45 AM–12:00 PM  Illinois SBDC Advisor Board Meeting  TBD

11:00 AM–12:00 PM  Professional Development Committee
   Ballroom D

11:00 AM–12:00 PM  Certification Committee
   Ballroom D

11:00 AM–12:00 PM  Membership/Communication Committee
   Ballroom D

12:15 PM–1:45 PM  General Session I
   Ballrooms A / B / C / D
   Welcome, Annual Meeting of IESBGA and Lunch
   Melissa Brown, Bo Steiner, David Madie’

1:45 PM–2:15 PM  Break
2:15 PM–3:45 PM Session I Workshops

1) PTAC Roundtable
Ballroom A
*Moderator: Darryl Thomas, 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.

2) GrowthWheel Updates
Ballroom B
*Elizabeth Binning, GrowthWheel International*

Think you know GrowthWheel? Think again! With over 36 consecutive months of new releases it’s hard to keep up with all the updates. Come see the newest updates including the Business Profile, 30-60-90 Days Action Plan, Decision Sheet videos, 21 new workshop slide decks, and more! You’ll also see a sneak peek of our roadmap for upcoming releases and have a chance to vote for your favorites!

With a lifelong interest in how people and organizations change, **Elizabeth Binning** earned her master’s degree in Counseling Psychology and worked in various entrepreneurial support organizations. During the eight years she worked at Bradley University, Elizabeth worked with a number of business outreach centers including the Center for Executive and Professional Development, Leadership Development Center, and the Turner Center for Entrepreneurship. She then served as the Director of the Illinois Small Business Development Center at Illinois State university for eleven years. With over 19 years experience advising entrepreneurs, Elizabeth has earned many professional designations including the Society of Human Resources Senior Certified Professional, Prosci Certified Change Manager, NASBITE Certified Global Business Professional, and InBIA Incubator Manager. Elizabeth has served on many professional boards including as President of the Illinois Entrepreneurship and Small Business Growth Association from 2009-2011. She served her community on various boards as well, including the Economic Development Council of Bloomington-Normal, Professional Women of McLean County, Bloomington-Normal YMCA, and McLean County Chamber of Commerce. In September 2006, the Pantagraph newspaper named Elizabeth one of the "20 under 40" most influential community leaders in McLean County, Illinois. In 2007 she was nominated for both the YWCA Women of Distinction and McLean County Chamber of Commerce Athena Award. Now the Head of Training and Learning with GrowthWheel, Elizabeth trains business coaches and advisors from around the world and presents at various international conferences. As the lead trainer in North America, Elizabeth also creates content for monthly webinars, GrowthWheel’s online certification academy, and various conferences presentations. When she isn’t traveling for work or to visit their daughter, Elizabeth enjoys singing and playing music with her husband, John.

3) “Selling” Your Center
Ballroom C
*Carol Nichols, Illinois SBDC at Danville Area Community College*
*Kevin Lust, Illinois SBDC at Lincoln Land Community College*
*Arla Murphy, Illinois SBDC at Southeastern Community College*

A workshop on how to sell your center to donors, sponsors and stakeholders specially designed for people who hate sales. Learn what to do before your appointment and what to take with you. Use AIDA to guide you through the meeting. Discuss answers to objections and how to turn a "no" into a "yes."
Talk with someone who has been on the other side of the desk and learn what motivates banks to support our centers, including the value of CRA.

**Carol Nichols** has been the center director at the Illinois SBDC at Danville Area Community College since 2013. Carol holds a bachelor of science in journalism, an MBA and has owned several small businesses. Carol worked in the newspaper business for over 30 years, much of that time directing a sales staff. While she was a sales rep herself for the newspaper for a time, she is not a natural born salesperson so has had to develop approaches to make "selling" really about "making someone's life easier" by buying her product or service. That approach has helped her in developing additional financial support for her center.

As a professional speaker, trainer, and business advisor since 1990, **Kevin Lust** has shared his practical philosophy and solid business principles in nearly 2,000 professional presentations in 16 countries on four continents and with over 1,400 small business clients in nearly 5,000 hours of individual consulting sessions. Kevin began his career in the banking industry, starting as a teller in college, and eventually serving in roles as a Credit Analyst, Commercial Lender, and, finally, as Director of Personnel & Training for a major regional bank holding company. He holds a Bachelor of Arts degree in Business Administration from Illinois Wesleyan University and graduated from the National School of Human Resources of the American Bankers’ Association at the University of Colorado. Kevin was named a Certified Speaking Professional, the highest earned designation of the National Speakers Association, and has been selected the Illinois State Star for the Association of Small Business Development Centers, the Small Business Advocate of the Year by the Greater Springfield (IL) Chamber of Commerce, and the Business Mentor of the Year by the Springfield Business Journal. Kevin’s published works include contributions to four business anthologies along with two audio training programs, including the best-seller Financial Fitness: How to Budget Your Time, Your Money and Your Life. His most recent work was Speaking of Success, where he was featured alongside Brian Tracy and Stephen Covey. He is a frequent contributor to local media and his advice has been spotlighted in Entrepreneur and Fortune magazines. Through his work with the Illinois SBDC, Kevin has advises entrepreneurs in the starting of 135 new businesses, resulting in the creation of more than 550 new jobs. Those businesses invested over $23 million in capital to begin their operations.

**Arla Murphy** has been the business development specialist at the Workforce and Illinois Small Business Development Center since May of 2018. Arla graduated from Southern Illinois University in 2005 with a B.S. in Journalism/Political Science. She completed post graduate work in Communications from Southern Illinois University Edwardsville. Arla worked in journalism in the St. Louis and Metro East market focusing on editorial writing, news journalism and as an editor. In 2009, she moved back to Southern Illinois and began working for financial institutions and further developed her career in marketing and business development. Arla has volunteered with several civic and community organizations in Southern Illinois.

**4) ITC Stakeholders Roundtable**

**Ballroom D**

*Lauro Arias, Industrial Council of Nearwest Chicago*  
*Margo Markopoulos, Illinois Department of Commerce and Economic Opportunity*

An update on SBDC, OTI and SBA, followed by a roundtable discussion about how to get new ITC clients. The discussion will draw from input provided by all ITCs and address how to map key stakeholders, deepen relationships and increase referrals. Will include five key steps to operationalizing your new client prospecting.

**Lauro Arias** brings of wealth of international experience to his role helping Illinois clients export. A native of Uruguay and educated in England, Arias opened the North American and European markets for
Wines of Uruguay and overall grew exports of Uruguayan fine wine by 50% over three years. As international director of the SBDC at ICNC, he organizes training focused on export compliance, international payment methods and security for the international business traveler. His clients have won numerous grants and awards to help them break into new markets. He also served as team leader and grant reviewer for USDA. He holds a masters degree in agriculture economics and a bachelors degree in food science, both from Reading University.

**Margo Markopoulos** was named 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) **Google Train the Trainer Session: reach Customers Online with Google**
   
   **Ballroom A**
   
   **Randi Penfil, Google**

   Learn how to help local businesses get found online by customers and how to promote their online presence using search engine optimization (SEO) online advertising. We will introduce tools that will help them run their business online including Google Analytics and trends. You will also hear presentation best practices from one of Google’s top trainers.

   **Randi Penfil** is a speaker for the Grow with Google Program. She has more than 20 years of experience helping small businesses and non-profits improve their digital marketing. Before becoming a Google Supported Trainer, she educated and trained SMBs for Constant Contact as the Mid Atlantic Regional Development Director.

2) **Rural Fresh Markets: Working with Cooperatives**
   
   **Ballroom B**
   
   **Sean Park, Illinois Cooperative Development Center**

   This workshop will discuss cooperatives in general as well as a new business model to supply fresh foods to rural communities who have lost their grocery store. We will briefly discuss how the techniques in this business model can be adapted to other businesses. We will also describe the differences of a cooperative structure and how SBDC's can work with these for-profit businesses to build metrics and client time for NeoSerra reporting.
Sean Park is currently the Program Manager for the Value Added Sustainable Development Center, Illinois Cooperative Development Center, and the Illinois Wind Access Center at Western Illinois University. He works with rural entrepreneurs and Cooperatives to develop business plans, find financing, and operate successfully. He also teaches for Spoon River College in the Small Business Management department, and teaches Micro and Macro Economics for Lincoln Land Community College. He currently is the Economic Development Director for the City of Rushville Illinois. After earning a bachelor’s degree in Economics from S.I.U.C. he started Park Foods Inc. operating as a small grocery store in Rushville Illinois. After earning a master’s degree in Economics from W.I.U. he sold his company and took a position with Walgreen’s Co. in operations, which he held for 7 years. He is a Certified Exit Planning Advisor with the Exit planning Institute and a Certified Business Advisor with the State of Illinois Small Business Development Centers.

3) Free Creative and Marketing Services for Illinois Startups and Small Businesses
Ballroom C
Cheri Soliday, EnterpriseWorks, University of Illinois Urbana-Champaign

This session will share information about free creative and marketing services available for Illinois small businesses, entrepreneurs, and startups. The presentation will address types of services, examples of our most requested services, how the program works, how clients apply for services, application guidelines and expectations, and project management and timelines. Clients are referred by SBA support agencies, incubators, research parks, and higher ed organizations – and we communicate client project updates with the referring support agency. Clients located south of Illinois Interstate 80 or clients of incubators in the Illinois University Incubator Network (IUIN) are eligible to apply for services. This program is administered by EnterpriseWorks at the University of Illinois at Urbana-Champaign and is supported by grant funding from the U.S. Economic Development Administration. http://illinoisincubators.org/resources/

Cheri Soliday is an Outreach Coordinator for EnterpriseWorks at the University of Illinois at Urbana-Champaign. Her role involves promoting and managing programs, activities, and services that support Illinois entrepreneurship, innovation, and economic development. Cheri has the pleasure of coordinating and promoting free creative & marketing services for Illinois startups and small businesses, as well as mentoring and managing student interns who provide those services. She works with incubators and communities in Illinois to host workshops and to provide support for researchers and tech startups seeking Small Business Innovation Research (SBIR) or Small Business Technology Transfer (STTR) funding from federal agencies. Cheri considers herself a concierge to Illinois incubators, higher education, and community development organizations seeking technical assistance or resources for their stakeholders – or seeking technical assistance with business or tech incubation efforts. Prior to joining EnterpriseWorks, Cheri provided research program management for rock star researchers at the University – some of whom formed startups or commercialized technology stemming from their research. She has also had the honor of investing in the development of students through positions held at Parkland College and Danville Area Community College. Cheri attended both community colleges, received her bachelor’s degree in Advertising from the University of Illinois, and received her master’s degree in Management and Leadership from Western Governors University. Cheri maintains a “Get Busy Living” list of creative projects and new adventures that she actively pursues. She also enjoys traveling with her husband and family to seek out new sights, sounds, food, culture, and experiences.

4) Supply Chain / Transportation and Customs
Ballroom D
Lisa Victoria Waller, BDG International Inc.

- Overview of the supply chain process
- Buyer ordering and providing shipping instructions
• Supplier filling the order and setting up the shipment
• Options
• Customs Requirements
• General Requirements / Changes in GSP and FTA

Lisa Victoria Waller is Vice President and co-owner of BDG International, Inc. located in Elgin (Chicago) Illinois. BDG International, Inc. (BDG) was founded in Illinois in 1983 provides international freight forwarding services, U.S. Customs Brokerage and Trade Consulting services. BDG is a proud recipient of the President’s “E” Awards for Excellence in Exporting in 2013. On February 2016, Lisa has been appointed to the Illinois District Export Council (DEC). In 2007, Lisa and her partners opened an office in New Delhi, India. BDG International (India) Pvt Ltd has been successful from the beginning and has offered the ability to learn about foreign investment and its challenges fist hand. Lisa is a Customs Broker & International Freight Forwarder by trade. She is IATA & DG Certified, a C-TPAT / IAC Security Coordinator, and a Certified Customs & Export Specialist. Outside of the daily job of corporate management and working on trade solutions, Lisa has been speaking countrywide educating the trade on streamlining their logistics operations, implementing compliance processes, understanding international documentation & how to make trade streamlined within a global environment. Lisa volunteers on the ITCC, CCBFA, NCBFAA and provides outreach programs for professional development to students and professionals at the local SBDCs, Chambers, high schools, colleges and universities.

5:30 PM-7:00 PM Networking Reception — Hyatt Place Main Lobby

6:30 PM Downtown Champaign History Walking Tour
Eric VanBuskirk, Associate Planner, City of Champaign
meet in lobby

7:00 PM Dinner on your own

THURSDAY, May 16, 2019

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

8:00 AM-9:00 AM Continental Breakfast

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

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

1) Getting the Best Out of Distributor Negotiations and Relationships
Ballroom A
Jim Foley, Bradley University

Having an effective relationship between an exporter and their foreign distributors can be one of the most important steps in a successful international strategy. Companies often think treating foreign distributors equal to their home-country distributor is sufficient. However due to all the many differences in the global environment, there critical considerations the exporter must take into
account when working with foreign distributors. This session will look at best practices in establishing a solid relationship through effective negotiations, and then an enduring relationship for mutual success. ITC/SBDC advisers will learn how to work with your clients to help ensure they are the most effective in their distributor relationships.

Jim Foley manages a program of counseling and training in international business planning, marketing, logistics and export finance at the Turner Center for Entrepreneurship, and the Illinois SBDC International Trade Center at Bradley University. The centers are a joint venture between the U.S. Small Business Administration, the Illinois Department of Commerce and Economic Opportunity, and Bradley University with a mission to promote business startup and growth, and assist companies with international trade expansion. He is also Director of International Programs for the Foster College of Business. As director of the Turner Center, Mr. Foley manages a team of seven professional staff each working on business and economic development for Illinois. He is a Nasbite CGBP Certified Trainer. Mr. Foley is a frequent speaker on issues of international trade and teaches International Business courses at Bradley University. He is a Past President and current board member of NASBITE International, and has served as the Director of the NASBITE Certified Global Business Professional (CGBP) credential. He is past Chairman and current board member of IATTO – International Association of Trade Training Organizations and serves as national chair of the America’s Small Business Development Centers (ASBDC) International Trade interest group. He serves on the Board of Directors and Executive Committee for Chestnut Health Systems, a 700 employee health care organization based in Bloomington. Mr. Foley is the author of the book The Global Entrepreneur 4th Edition discussing techniques to expand international trade for small to midsize companies. Numerous colleges and universities have adopted the text for undergraduate and MBA international business courses. He is also the co-author of the 11th edition of International Marketing by Vern Tersptra, one of the landmark textbooks in international marketing. In 2017 he was awarded the John Otis Lifetime Achievement Award, Nasbite International’s highest recognition. In 2013 he was awarded the IATTO Lifetime Achievement Award at IATTO’s annual forum in Thessaloniki, Greece. Previous awards include the ASBDC State Star award, NASBITE International Trade Educator of the Year Award, Illinois ITC Director of the Year Award, and the Illinois Governor’s Export Award. Under his leadership, Bradley’s International Trade Center was awarded the President’s E Award in 2009 – the highest national honor for trade assistance programs. Prior to joining the trade center in 1994, Mr. Foley lived and worked in Europe for seven years. His overseas business experience includes positions in marketing, sales, and corporate management in the computer industry. Mr. Foley received his MBA from the London Business School at the University of London, and his undergraduate degree from Knox College, Galesburg, Illinois. Before London, Jim worked in Los Angeles in the software industry, and also lived in Mexico City where he earned a Spanish proficiency certificate.

2) Enhancing Effectiveness and Efficiency of Your Center Operations
Ballroom B
Facilitator: Mark Petrilli, Illinois SBDC Network
Panel Members: Rita Haake - Illinois SBDC/PTAC at College of DuPage
Jo Ann Di Maggio May - Illinois SBDC at SIU-Edwardsville
Kevin Evans - Illinois SBDC at Bradley University
Ericka Perkins - Illinois SBDC State Office

This panel discussion will focus on best practices, operational procedures and program guidelines to help enhance the effectiveness and efficiency of Network Center operations. Discussion will include best practices on utilizing Neoserra, PR and Marketing tips, onboarding of center clients, securing impact verification and attribution, improving stakeholder relationships and much more.
Mark Petrilli is the State Director of the Illinois Small Business Development Center (SBDC) at the Department of Commerce and Economic Opportunity (DCEO), providing leadership and guidance for the state’s small business assistance efforts. In partnership with the U. S. Small Business Administration, the Illinois SBDC Network provides information, confidential, expert one on one business advice and management training to pre-venture and existing small businesses and entrepreneurs. As State Director, his responsibilities include oversight of the 32 Illinois SBDCs, the 8 Illinois SBDC International Trade Centers and the 8 Illinois Procurement Technical Assistance Centers. Mark Petrilli joined the Illinois Department of Commerce in 1985 with ten years of small business management and ownership experience. Mark is a former member and chairman of America’s SBDC (ASBDC) Board of Directors and has been a member of the national SBDC Accreditation Committee since 2002. He is a past president of the Association of Government Marketing Assistance Specialists (AGMAS - now known as APTAC). Mark served on the Board of Directors of the Illinois Development Council (IDC). He holds a B. A. in Management from the U of I at Springfield (formerly Sangamon State University) and is recognized as a Certified Business Development Advisor (CBDA) by the Illinois Entrepreneurship and Small Business Growth Association (IESBGA).

Rita Haake has been the Center Manager for the Business Development Center (formerly the Center for Entrepreneurship) at College of DuPage since July, 2011. The Center for Entrepreneurship houses the Illinois Small Business Development Center program (SBDC), Illinois International Trade Center program (ITC) and the Illinois Procurement Technical Assistance Center program (PTAC). These programs are grant funded through federal and state dollars and the College of DuPage has been a strong host since 1985. Her career at the college has spanned twenty eight (28) years with twenty two (22) of those years focused on the development and growth of small business in government contracting. Her varied responsibilities include running the operations at the administrative level for the three centers while still working within her passion of advising on government contracting. She is proud that her team has been able to substantially increase annual performance measures of all programming and advising year over year. Rita is certified as a Contracting Procurement Professional (CPP), Contracting Assistance Specialist (CCAS), US Veteran Administration Federal Contracting Certification Mentor (FCC), US Veteran Administration Verification Certification Counselor and holds a Bachelor’s Degree in Business Administration from Northwood University, Michigan. She is a member of many professional organizations and has been actively involved in leadership within many of those organizations. Associations include National Contract Management Association (NCMA), North Central Regional Council (NRC), Association of Procurement Technical Assistance Center (APTAC), Midwest Small Business Liaison Officer Group and the Illinois Entrepreneurial and Small Business Growth Association (IESBGA).

Jo Ann Di Maggio May is a Glen Carbon resident and earned a bachelor’s in business administration from SIUE in 2005, followed by an MBA in 2007. Jo Ann has a Small Business background in the Restaurant industry. Her brother owns Di Maggio Pizza and Pasta in Highland after their parents retired. Jo Ann was a graduate assistant for the Small Business Development Center at SIUE from August 2005-September 2007. She also has served as an international business consultant for the SBDC’s International Trade Center (ITC). Di Maggio May’s other work experience includes being an assistant manager at Walgreen’s in Edwardsville, a personal banker for US Bank in Belleville and a mortgage default counselor for US Bank in St. Louis. May began her role as SBDC Director in August 2017.

Ericka Perkins is the Assistant State Director of the Illinois SBDC Network and oversees the day to day operations of 32 centers located throughout the state. Ms. Perkins has worked for the Illinois
Department of Commerce and Economic Opportunity, the host of the Illinois SBDC Network, 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: the Angel Investment Tax Credit Program; Illinois New Markets Tax Credit Development program and the Illinois Small Business Jobs Creation Tax Credit Program. Ericka also previously managed the First Stop Business Information Center, a single statewide resource for entrepreneurs and businesses to obtain comprehensive regulatory and permitting information. 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 as well as a M.A. in Legal Studies. Ms. Perkins actively volunteers for several local organizations, Springfield Public School District 186 and has held previous positions on a local task force and economic development boards.

Kevin Evans is committed to the local community by demonstrating this commitment through volunteerism. Kevin has dedicated more than 15 years as a board member to local organizations including the following: Richwood JFL, Mental Health Association of Central Illinois, and The Association For Child Development. He spends much of his time working within the Peoria Public Schools as volunteer and mentor. A Chicago native, Kevin received his bachelor’s degree in Business Administration from Marycrest College in Davenport Iowa. Kevin began his professional career working in financial services in the 1987. During his time in the financial services, he founded Snave Trading in 1990. Kevin started and became the managing partner of Snave Partners LTD in 1991. Snave was a member firm of the Chicago Stock Exchange. Upon his departure from Snave Trading, Kevin continued his work in the financial services with the formation of Kevin Evans & Associates, an employee benefits consulting firm in 1996. Kevin continued to practice and run Kevin Evans & Associates until 2017, when he began working as an Independent Business Advisor for the Illinois Small Business Development Center, at Bradley University. Kevin was hired as the Director of the Illinois Small Business Development Center at Bradley in 2017. Kevin certified as a Business Development Advisor by the Illinois Entrepreneurship & Small Business Growth Association, Illinois Entrepreneurship Network and Illinois Department of Commerce and Economic Opportunity. Kevin is also hold certificates from VentureWell with certification as Lean LaunchPad Educator. Kevin also serves as Co-Starters Facilitator.


Ballroom C
Amy Lambert, Illinois SBDC at the Starved Rock Country Alliance

Being a single person virtual office providing SBDC services requires making a strong impression on clients from the first contact on. Within that first contact, clients must leave the experience with a full understanding of the role each of us holds in the relationship. We, as advisors, must firmly set their expectation to be both supportive and realistic, and create an environment that enables trust from day one. If we are to be successful, clients must feel from this moment that we are building the foundation of a long-term relationship. Each entrepreneurial journey is individual. Whether their venture succeeds or fails, we will be here as a resource they may count on to answer their questions. As we go forward, they learn they can rely upon their business advisor to look hard at all sides of their issues, warn them of pitfalls, keep them informed, and help them build or rebuild. But it all starts with an onboarding experience that enables that foundation to be built. Join Amy Lambert as she shares her script for onboarding new clients and explains why it works. As an extra bonus, she will share her three things never to say to a client...from experience!!!!

Amy Lambert is a leader in visioning emerging businesses. Her passion for nurturing creative talent, applying innovative technologies, and local investment. In 2014, she was recognized as a woman of influence by Peoria magazine’s interbusiness issues for her achievements as co-founder of Start-up
Peoria. She has a long history of harnessing new ideas and technologies to implement within business
development, marketing and organization structures across ecommerce, business to business, non-
profit, and the community and human resource sectors, within both startup and established
organizations. Amy holds a BAS in Business with emphasis on organization innovation form the
University of Phoenix and an AAS from Illinois Central College where her focus was design.

4) Demonstrating Program Value through IMPLAN Economic Impact Modeling Anytime
Ballroom D
Robin Hanna, Illinois SBDC Western Illinois University

A. Introduction and Overview of Presentation;
B. Description of Economic Impact Modeling Systems: Presenter will review 2 or 3 different economic
impact modeling systems currently available;
C. Description of IMPLAN System: Presenter will discuss aspects of IMPLAN economic impact
modeling system. This section will include a brief discussion of theoretical bases for Input-output
analysis. This section will also include a description and exploration of the Input-output modeling
process;
D. Exploring and improving your analysis: Attendees will be encouraged to improve the value of their
analysis by "asking the right questions". For example:
   1. What is the appropriate region of analysis? With IMPLAN, impacts can be determined for
      individual and multiple geographies including zip code areas and counties, up to the state
      level. IMPLAN also offers Multi-Regional Analysis that can demonstrate impacts that occur
      in one area as a result of an economic change in another;
   2. Which industry is the focus of the economic change being measured: IMPLAN data sets
      incorporate information on supply-chain interactions occurring between 545 industries,
institutions, and household sectors. The focus of change is not always the client business.
      In some instances, the change is associated with the increased revenues and employment
      of the SBDC’s client. In other instances, the economic change will stem from revenues and
      employment associated with construction or other capital improvements at the client’s
      facility. In yet other cases, the client’s operations may generate other economic activities
      separate from the business’s capital expenditures or operations. For example, impacts
      modeled for an event center would include revenue and employment at the center, but
      not the impacts of local tourism expenditures by the center’s non-local visitors. These can
      be incorporated into the analysis by distributing the spending across tourism-related
      industries such as lodging, retail sales, gas/convenience stores, and full-service and/or fast
      food eating establishments;
   3. What is the quality and quality of data available for use in the analysis?: An analysis can be
      modeled using IMPLAN’s internal data set of business interactions. This data reflects the
      average trade flows and inter-industry trade flows for the region. However, the model can
      be modified to better reflect the actual situation should information be available regarding
      the specific purchasing practices for the business being modeled; and
   4. What do the results of the analysis actually mean?: For example, are the results as
      reported by the IMPLAN model a “done deal”? Not necessarily. The results reflect average
      downstream trade-flows and interactions among industries and populations within the
      region of analysis. The reported results should be considered the potential economic
      effects. SBDC staff and clients should be encouraged to work with local and regional
      economic development groups to help the interactions, and their potential impacts, actually occur.
E. Utility of IMPLAN: IMPLAN, a nationally-recognized economic impact modeling software, has been
accepted for use by state and federal agencies, including: Illinois’ General Assembly, Treasurer’s
Office, and Department of Commerce and Economic Opportunity; and US Department of
Commerce, Department of Agriculture, and Department of the Interior. Illinois Enterprise Zone
applications; Natural disasters (flooding, tornadoes, ...); Changes in institutional status (development or closure of prisons and immigration detention facilities); Decommissioning and deconstruction of nuclear power plant; Ethanol manufacturing (by facility and state-wide impacts) Regional and state-wide influence of regional universities; and Recreational organizations (including tourism impacts of Illinois Snowmobile Club Association, Illinois Hunting Dog Field Trial Association, etc.).

F. Using IMPLAN to demonstrate Value of Small Business Development Center: We recently conducted an analysis of impacts associated with success stories by clients of the SBDC at Western Illinois University. The study identified impacts stemming from capital expenditures and operational characteristics (employment and revenues) result of the Center’s client services. These impacts were modeled for the business operations at start-up, for their first year’s operations, and those anticipated to occur at full operation. Through the analysis, we were able to demonstrate the center’s role in generating or supporting the following impacts in its 20-county region in western Illinois:

- Economic Output: $4.8 millions
- Labor Income: $1.4 millions
- FT/PT Employment: 51.1 positions
- Public Revenues: $508K

This information was presented to regional leaders and university officials attending WIU SBDC’s Annual Center Update.

Robin Hanna has been with the Illinois Institute for Rural Affairs for more than 24 years. For the past 19 years, he has served as Project Manager of the Rural Economic Technical Assistance Center (RETAC). In this capacity, Hanna provides marketing/demographic data and conducts feasibility and market studies for clients. Hanna has conducted more than 350 economic impact studies for public organizations and businesses across Illinois. Recent studies have focused on lodging, small manufacturing, and senior housing projects. Hanna is also a Small Business Advisor with the WIU Small Business Development Center. In this capacity, Hanna supports development and expansion of new and existing businesses throughout western Illinois. Hanna holds a Master of Public Administration from Kutztown University of Pennsylvania (1989) and an MA in Political Science from University of Illinois - UIUC (1993). Hanna is also holds Professional Community and Economic Developer (PCED) certification through Midwest Community Development Institute. Prior to joining WIU, Hanna spent 15 years in construction management, building material sales management, and owned/operated a roofing and remodeling company.

10:30 AM-10:45 AM Break

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

1) Employee Stock Ownership Plans (ESOPs) as an Ownership Transition Tool for Small Businesses
Ballroom A
Jamie Walrack, First American Bank
Shaun McGehee, Prairie Capital Advisors in Oak Brook

With the passage of the Main Street Ownership Act in August 2018, greater emphasis was placed on highlighting ESOPs as a valid ownership transition option for small business owners. Part of that education process is expected to be placed with the local SBDC’s in the years to come. This session will outline what an ESOP is and provide a high level overview of how it can work with the current SBA loan programs in place.
Jamie Walrack has been with First American Bank for more than 13 years and is a principal within the ESOP lending team at First American Bank, working with a variety of businesses all over the United States in industries ranging from manufacturing to professional services companies. He specializes in ESOP financing and lending to closely held middle-market companies with an emphasis on cash flow lending. Mr. Walrack holds a Bachelor of Science degree from Iowa State University. He is an active member of the ESOP Association as well as the National Center for Employee Ownership (NCEO) and regularly speaks at conferences outlining the intricacies of employee ownership.

Shaun McGehee is a Director based out of Prairie Capital Advisors’ Oakbrook Terrace, Illinois office. Mr. McGehee has extensive experience advising middle market companies, shareholders, and trustees on ESOP transactions, fairness opinions, leveraged buyouts, capital raising, mergers and acquisitions, and other strategic advisory engagements. Mr. McGehee has a diverse background executing transactions in manufacturing, food and beverage, distribution, industrial products, financial services, and business services. Mr. McGehee is a frequent speaker in forums around the country on topics including valuation, ESOP transaction, mature ESOP issues, management incentives, and ownership transition planning.

2) Client Case Studies: Problem Analysis and Resources

Ballroom B

_Ute Westphal, Sara Troyer and Douglas Voegtle, Illinois SBDC at College of DuPage_

The purpose of this workshop is to provide business advisors an opportunity to expand their knowledge and understanding of resources available to SBDC advisors. Additionally, analyze situations where the resources can be best utilized. This will be an interactive and engaging workshop, asking attendees to evaluate a scenario, discuss recommendations on handling situation with group members, and collaborate with all attendees to share ideas/outcomes and develop possible improvements to increase advisors’ effectiveness on business development obstacles.

_Ute Westphal_ came on board in May 2017 as the Illinois SBDC at College of DuPage Program Specialist and is now the Program Manager. She has been an entrepreneur in two different countries and brings in a solid understanding of today’s world of entrepreneurs. In addition, she has been coaching and consulting with small business owners for 4+ years. This position requires a broad knowledge of industries and all aspects of starting and managing a small business. In her role Ute advises business owners in all questions concerning incorporating, business model, financials, marketing and organizational structures. Her responsibilities extended quickly into creating and conducting workshops and developing our services into new geographical areas. Ute has a Master's of Business Administration (MBA) with a focus on training and business development.

_Douglas Voegtle_ started at the Illinois SBDC at College of DuPage in March of 2019 as a Program Specialist. His passion for creative collaboration has led him to projects in fields as varied as education, theatre, advertising and music. Early in his ad career, Doug wrote and co-produced a TV commercial for Pepsi, and he’s helped clients achieve marketing goals in almost every industry, from craft beers to biotech and beyond. When working with SBDC clients, Doug taps into 20+ years as a strategic marketing consultant and branding workshop facilitator for regional, national and international businesses. As an SBDC workshop facilitator, Doug draws on 15+ years as a former instructor at Players Workshop of the Second City, and a guest speaker at UW-Madison, Loyola University Chicago and Roosevelt University.

_Sara Troyer_ first started at the Illinois SBDC at College of DuPage in May of 2017 as Program Specialist and is now the Program Coordinator. Since starting her first small business at age 14, she has owned three successful companies, served as the Marketing Director for the largest business incubator in the Southwest, as the turnaround consultant and CEO of a Phoenix-area Chamber of Commerce. Her
own experiences as a small business owner are vital when working with clients, especially when it comes to advising on branding and sales techniques. Sara holds both Inbound and Contextual Marketing certifications, as well as Google AdWords and Analytics certifications.

3) Best Practices Using PTAC Internet Resources (Part I)
Ballroom C
Darryl Thomas, Illinois Department of Commerce and Economic Opportunity
Keli Krueger-Huhra, Bradley University

Darryl and Keli will facilitate a round table discussion for PTAC members with the topic “Best Practices Using PTAC Internet Resources”. To further break this down, Illinois DCEO provides the centers a number of subscriptions to resources such as EZGOVOPS, Proxity, GOVSpend, Enablement, BidMatch, etc. The intent is to discuss the opportunities and challenges of using each one through the experiences of the practitioners who utilize them. This feedback can also assist in analyzing the value of having multiple resources if consolidating would avoid overlapping features and deploy the funding elsewhere.

Darryl Thomas has been the Program Manager for Illinois Procurement Technical Assistance Center since 2016. Prior to that he served as the Program Manager for First Stop Business Information Center at the Illinois Department of Commerce and Economic Opportunity (DCEO) for 10 years. Mr. Thomas began his career in state government in 1991 as Transportation Compliance Auditor with the Illinois Commerce Commission. In 1994 he became the first employee hired by the agency for its new First Stop Program. A single, statewide resource for entrepreneurs and existing business owners who have questions or concerns about state and federal business requirements, business assistance programs and the regulatory process. Mr. Thomas is a 1990 graduate of Western Illinois University with a Bachelor of Business in Transportation Physical Distribution (now Supply Chain Management). Prior to graduating from WIU, Darryl completed internships at two Fortune 500 Companies in Illinois.

Keli Krueger-Huhra has been with the Illinois Procurement technical Assistance Center at Bradley University’s Turner Center for entrepreneurship for two years. Prior to joining the Illinois PTAC, she experienced more than 25 years of progressive career growth in automotive manufacturing integrating Procurement and Supply with the organization’s strategic objectives. Most recently, she was General Manager/Director, Procurement and Supply at Mitsubishi Motors North America Manufacturing Division. She was responsible for 32 direct and indirect management and staff engaged in procurement administration, cost engineering, production purchasing, material and services purchasing, supplier quality assurance and new model engineering and development, directing annual spends of $740M in global sourcing with suppliers in 266 global locations. Ms. Krueger-Huhra has received the globally recognized CPSM designation by the Institute for Supply Management (ISM). She is a past president and held numerous positions on the Board of Directors of the National Association of Purchasing Management – Central Illinois, Inc. an affiliate of the SIM. In May of 2017, she was awarded New Rotarian of the Year for District 6490 of Rotary International. Ms Krueger-Huhra is currently President for Daybreak Rotary Club in Bloomington-Normal, IL and is a Paul Harris Fellow. She is a recent graduate from the University of Illinois Urbana-Champaign, Giles College of Business with an MBA and has a Bachelor of Science in Economics from Illinois State University.

4) Will We Never Learn? Why Website and Software Projects Fail
Ballroom D
Jason Berg, Pixo

Many website and application development projects fail to live up to the high expectations established when the project began. Why? Because we make key strategic decisions out of order and ask the wrong people the wrong questions. Organizations invest far too much in projects before they fully
understand their needs and far too little after they do. In this session Jason will reveal a simple but effective approach for reordering development priorities to focus on clear needs, getting the right kind of buy in, and using learning feedback loops to define further development. For international projects, where understanding cultural differences is vital, this approach becomes even more valuable.

Jason Berg joined the team in early 2015 to help leverage Pixo’s incredible reputation for developing user-focused websites, custom software and web applications--and to kick start the next phase of growth for the company. With a degree in business, an eye for design, and a passion for technology, Jason has played a unique and interesting role for organizations of all sizes. Jason works with clients to understand their challenges, identify strategic business opportunities and imagine solutions that effectively meet their needs. Consulting projects are only as good as the people working on them so Jason focuses on leadership development by encouraging Pixonauts to be authentic in their communication, transparent about their abilities, to take smart risks the result in innovative solutions, and by having their back if anything goes wrong. When not advocating for clients and the Pixo team, Jason is either in the kitchen cooking with his amazing wife, mixing up obscure cocktails, catering for friends (occasionally), or trying to keep up with his three incredible college-age daughters.

12:15 PM-12:30 PM Walking Break

12:30 PM-1:45 PM General Session II
Illinois Terminal
Lunch and Keynote: Stephanie Pitts-Noggle, Champaign Public Library

Stephanie Pitts-Noggle is the Business Specialist at the Champaign Public Library. She provides one-on-one assistance in a number of business areas but specifically in the area of research. She also leads Launch at the Library – an invaluable community resource whose business services include a walk-in coworking space, seminars, meeting rooms, and resources to help start, manage, and grow businesses. Stephanie’s background in library and information science, project management and data analysis made her an ideal candidate for this relatively new role. The library’s strong partnership with the Illinois SBDC at Champaign County EDC includes SBDC open office hours at the library, regular workshops, and collaborations with both groups and individual clients. “As an experienced researcher and professional librarian, I am an ardent believer in the library as contributing to and developing a socially just and ethical society. I am passionate about developing library programs and services that foster the development of information literacy skills. My current work and research focuses on leveraging the tools of librarianship to create inclusive, interdisciplinary, and innovative programming to support aspiring and established entrepreneurs.” Stephanie will be speaking about Launch at the Library, her efforts to support entrepreneurship among various groups in the community and the relationship between the Champaign Public Library and the Illinois SBDC at Champaign County EDC.

1:45 PM-2:00 PM Walking Break

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

1) Hemp is Hot!
Ballroom A
Stacy McCaskill, Illinois SBDC at Sauk Valley Community College

In this interactive session you will learn the basics for advising hemp farming, processing, manufacturing, and other hemp related businesses. The 2018 Farm Bill ended the era of Hemp prohibition and removing it from the Controlled Substances Act. This has unlocked Small Business Administration loan programs, Department of Agricultural programs, banking services, merchant
services, credit card processing, and e-commerce services to do business with hemp related entrepreneurs. However, rules and regulations can be confusing and offering advice to small farms and others hoping to get involved in hemp growing, processing, distribution, and manufacturing can be a bit tricky. Farmers are now able to legally grow hemp throughout the country, fueling job growth domestically and keeping the United States competitive in the global market. Allowing hemp production sets the stage for this fledgling industry to flourish as raw materials from hemp—oils, grain and fiber—can be used in a wide array of products like dietary supplements, superfoods, and fiber as a building material. Investment, research, cultivation and sales in a domestic hemp market is estimated to reach $22 billion by 2022. Join this session to hear from Stacy on how she is working to support hemp entrepreneurs in Illinois. In this session you will learn best practices for advising hemp related businesses and you may also catch on to the excitement of the amazing economic potential hemp has to offer American small businesses.

**Stacy McCaskill** is the Director of the Illinois Small Business Development Center located at Sauk Valley Community College. Stacy McCaskill organized the first Specialty Agricultural Summit covering Hemp in January 2019 only weeks after Trump signed the 2018 Farm Bill. Over 130 people registered for that event and the Illinois SBDC at Sauk Valley Community College has since become the leading advisors on hemp related businesses in the state. Swamped with farmers, processors, and hemp related businesses eager to learn more, Stacy continues to organize workshops and leads a monthly Hemp Farmers Networking Group. Stacy has worked in global procurement, finance, small business management, and global organizational development for over twenty-five years. A life-long supporter and founder of social enterprises and other community impact small businesses, Stacy has helped found or served on boards of a variety of global enterprises. Stacy focused her undergraduate work in finance. She earned an MBA in International Management from the internationally renowned Thunderbird School of Global Management and a Master of Arts in Organization Development from the University of St. Thomas. Stacy is a IESBGA Certified Business Advisor and an ISBA credentialed Certified Business Appraiser.

2) **Best Practices in Marketing to a Multi-Cultural Client Base**  
**Ballroom B**  
*Kevin Evans, Illinois SBDC at Bradley University*  
*Kevin Kim, Illinois ITC at College of Lake County*

African Americans, Asian Americans and Hispanics represent approximately 40% of the U.S. population; and that number is growing — quickly. In fact, according to the U.S. Census, the U.S. will be a multicultural majority nation by 2044, meaning that African Americans, Asian Americans and Hispanics together will comprise 50% or more of the population. Business strategies need to consider multicultural consumers today. Together, multicultural consumers have an impressive spending power of $3.2 trillion. Business ownership is also on the rise. This sector represents 28% of all small businesses and according to the 2012 Survey of Business Owners generated $1.3 trillion in gross receipts. Still, reaching these consumers requires culturally nuanced and authentic engagement, and some businesses are missing the boat. Whether assisting your clients to connect with these consumer segments or attract more multicultural business owners to your SBDC, data and insights are essential. Attend this session and hear best practices from Kevin Evans and Kevin Kim.

**Kevin Evans** is committed to the local community by demonstrating this commitment through volunteerism. Kevin has dedicated more than 15 years as a board member to local organizations including the following: Richwood JFL, Mental Health Association of Central Illinois, and The Association For Child Development. He spends much of his time working within the Peoria Public
Schools as volunteer and mentor. A Chicago native, Kevin received his bachelor’s degree in Business Administration from Marycrest College in Davenport Iowa. Kevin began his professional career working in financial services in the 1987. During his time in the financial services, he founded Snave Trading in 1990. Kevin started and became the managing partner of Snave Partners LTD in 1991. Snave was a member firm of the Chicago Stock Exchange. Upon his departure from Snave Trading, Kevin continued his work in the financial services with the formation of Kevin Evans & Associates, an employee benefits consulting firm in 1996. Kevin continued to practice and run Kevin Evans & Associates until 2017, when he began working as an Independent Business Advisor for the Illinois Small Business Development Center, at Bradley University. Kevin was hired as the Director of the Illinois Small Business Development Center at Bradley in 2017. Kevin certified as a Business Development Advisor by the Illinois Entrepreneurship & Small Business Growth Association, Illinois Entrepreneurship Network and Illinois Department of Commerce and Economic Opportunity. Kevin is also hold certificates from VentureWell with certification as Lean LaunchPad Educator. Kevin also serves as Co-Starters Facilitator.

**Jong Hyoung (Kevin) Kim** is a client-focused and result-driven international trade specialist at the Illinois SBDC and International Trade Center at the College of Lake County. Kevin has a MBA degree from Pfeiffer University, North Carolina and has been certified as a Certified Global Business Professional (CGBP). He worked for the Schaeffler Group USA in export/import, logistics, sales, and marketing with an extensive background in global trade/supply chain management. As the International Trade Specialist he continues to support clients’ efforts to enter, succeed and expand in international trade markets.

**3) Doing Business with Illinois Public Universities**

**Ballroom C**

*Ashley Stewart, Chief Procurement Office for Higher Education*

This involves representatives from the Chief Procurement Offices for the State of Illinois. In encouraging our business clients to seek out opportunities with the State of Illinois this will be a presentation on how to conduct business with the state agencies such as universities, along with a presentation on possible projected procurements from these agencies. This information should be beneficial to engage our clients early in the solicitation process particularly our BEP and VBP certified vendors.

**Ashley Stewart** is a State Purchasing Officer for the Chief Procurement Office for Higher Education (CPO-HE) and responsible for the Supplier Diversity and Special Programs office. She has worked for the CPO-HE office since October 2018. Prior to working for the CPO-HE, she was the Fiscal Officer for the Secretary of State, Vehicle Services Budget Office. She has been in State of Illinois procurement for over 11 years. As part of her responsibilities in the CPO-HE office, she will be working closely with other State of Illinois programs, and vendors to help increase diversity within procurement opportunities at the Illinois public universities.

**4) Introduction to Contracting in a Global Environment**

**Ballroom D**

*James Interlandi, Virtual General Counsel*

Jim Interlandi, founder and principal of Virtual General Counsel, will provide an overview of the principal concerns and issues involved in cross-border contracting relative to the domestic equivalent. In addition to a discussion of differing contractual language and provisions, Jim will provide insights into negotiating with foreign counterparts, the differences in legal cultures around the world, and real-
world negotiating experiences. The workshop will focus on legal and practical leverage in a small and medium business context.

James Interlandi is a veteran corporate attorney with outstanding academic and practice credentials, former General Counsel for an international telecommunications provider, Chief Operating Officer and General Counsel for an Internet publisher, and former member of several prestigious law firms. Prior to founding Virtual General Counsel, Jim worked for Shearman & Sterling, for Sidley & Austin in their Commercial and Financial Transactions Group, and for Freeborn & Peters in their Transactional Group. Jim then joined a client in co-founding a dot-com, liquidart ltd., and, after gaining invaluable experience in company-building, joined Go2Call as its in-house General Counsel.

3:30 PM – 3:45 PM Networking Break

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

1) Protecting Your Digital Footprint: Building a Cyber Security Plan that Can Cross Borders
Ballroom A
Brian S. Dennis, Cyber Security Center for Small Business

The opportunity for a small to medium size business to export goods and services across the globe is growing. Thanks to an ever increasing digital world, new markets are opening up that once seemed completely out of reach. The concern to stay safe while selling in these new markets must become the new normal for small to medium sized businesses. Participants will learn what steps they can take to change culture from within and protect themselves from cyber criminals and international legislative hurdles.

Brian S. Dennis has often been called a disaster magnet. On the ground during Hurricanes Katrina, Rita, Gustav and Ike in southern Louisiana, Brian has been around his share of disasters. Add to that earthquakes, blizzards, forest fires and only one plane that caught on fire, Brian is well aware of what an interruption can do to a business. These days, Brian has set his sights on the looming disaster of Cyber Crime in America’s small business and non-profit communities. 28 million small businesses across the United States are woefully unprepared for the threats that cyber criminals bring. Businesses are insured for the possibility of a physical interruption, but what happens when planning does not include a business’ digital footprint? As a natural storyteller, Brian has entertained and educated associations and conferences about the need for a better understanding of the cyber threat. His gift for public speaking and willingness to adapt to meet the needs of any group makes him a commodity among engaging speakers. As director of the nation’s first Cyber Security Center for Small Business, Brian S. Dennis is working to raise awareness on both the physical and cyber sides of business interruption. Brian is building a safer small business ecosystem, with business owners prepared to weather any storm.

2) Tax Compliance: Tips for Consulting Businesses
Ballroom B
Nicole Allen, Insight CPAs and Financial, LLC

This presentation will do a sweeping overview of tax strategies and filing requirements for a variety of tax compliance areas including: entity structure taxation differences, payroll tax, sales taxes, and miscellaneous other taxes. We will also cover new tax law changes and how they affect businesses and the best way to strategize with clients.
Nicole Allen, CPA, CVA is a manager at Insight CPAs & Financial Services, LLC. She graduated Summa Cum Laude from Illinois State University with her Master's Degree in Professional Accountancy. Her professional work involves business and personal tax preparation, business consultation, financial statement preparation, business valuations and fraud investigation/prevention. She serves on the board of Professional Women of McLean County as the treasurer.

3) Best Practices Using PTAC Internet Resources (Part II)
Ballroom C
Darryl Thomas, Illinois Department of Commerce and Economic Opportunity
Keli Krueger-Huhra, Bradley University

Darryl and Keli will facilitate a round table discussion for PTAC members with the topic “Best Practices Using PTAC Internet Resources”. To further break this down, Illinois DCEO provides the centers a number of subscriptions to resources such as EZGOVOPS, Proxity, GOVSpend, Enablement, BidMatch, etc. The intent is to discuss the opportunities and challenges of using each one through the experiences of the practitioners who utilize them. This feedback can also assist in analyzing the value of having multiple resources if consolidating would avoid overlapping features and deploy the funding elsewhere.

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Keli Krueger-Huhra has been with the Illinois Procurement technical Assistance Center at Bradley University’s Turner Center for entrepreneurship for two years. Prior to joining the Illinois PTAC, she experienced more than 25 years of progressive career growth in automotive manufacturing integrating Procurement and Supply with the organization’s strategic objectives. Most recently, she was General Manager/ Director, Procurement and Supply at Mitsubishi Motors North America Manufacturing Division. She was responsible for 32 direct and indirect management and staff engaged in procurement administration, cost engineering, production purchasing, material and services purchasing, supplier quality assurance and new model engineering and development, directing annual spends of $740M in global sourcing with suppliers in 266 global locations. Ms. Krueger-Huhra has received the globally recognized CPSM designation by the Institute for Supply Management (ISM). She is a past president and held numerous positions on the Board of Directors of the National Association of Purchasing Management – Central Illinois, Inc. an affiliate of the SIM. In May of 2017, she was awarded New Rotarian of the Year for District 6490 of Rotary International. Ms Krueger-Huhra is currently President for Daybreak Rotary Club in Bloomington-Normal, IL and is a Paul Harris Fellow. She is a recent graduate from the University of Illinois Urbana-Champaign, Giles College of Business with an MBA and has a Bachelor of Science in Economics from Illinois State University.
In its simplest form, a megatrend helps answer the question “What is happening?” that has longevity and cross industry impact and will continue to impact. As we grow, the reputation and economic impact of the Illinois Small Business Development Network, only focusing on the customer of today without anticipating their needs for the future can significantly affect the relevance of the SBDC network. Attend this session and gain an understanding of how population change and shifting economic power are shaping the outlook and needs of Illinois entrepreneurship.

**Ericka Perkins** is the Assistant State Director of the Illinois SBDC Network and oversees the day to day operations of 32 centers located throughout the state. Ms. Perkins has worked for the Illinois Department of Commerce and Economic Opportunity, the host of the Illinois SBDC Network, 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: the Angel Investment Tax Credit Program; Illinois New Markets Tax Credit Development program and the Illinois Small Business Jobs Creation Tax Credit Program. Ericka also previously managed the First Stop Business Information Center, a single statewide resource for entrepreneurs and businesses to obtain comprehensive regulatory and permitting information. 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 as well as a M.A. in Legal Studies. Ms. Perkins actively volunteers for several local organizations, Springfield Public School District 186 and has held previous positions on a local task force and economic development boards.

**Merly Thomas** oversees the daily operations of the Small Business Development Center (SBDC), housed within the Industrial Council of Nearwest Chicago (ICNC), an economic development organization on the West side of the city. The core of the EDO is the business incubator, Make City, which is home to 100+ on-site businesses. She provides advising to small business clients in the areas of navigating HOW-TO start a business in IL, business development and creating and reviewing business plans, to name a few. Additionally, she is also tasked with developing the programming calendar for Make City’s entrepreneurs. She is constantly exploring innovative ideas to foster a culture of knowledge exchange within the community of entrepreneurs at Make City and passionate about engaging with entrepreneurs from a holistic perspective. Prior to being a part of the ICNC team, she worked in New Zealand, Malaysia and Singapore. She and her husband were food entrepreneurs for a brief stint before moving to Chicago in 2016. She has an MBA in Entrepreneurship from the University of Nottingham (Kuala Lumpur campus) as well as a Masters in Public Health from the University of North Texas-Health Science Center in Fort Worth, TX. Outside of work, she and her husband are experimental chefs who enjoy hosting friends for home-cooked meals and gourmet coffee, active in their local church all while chasing after their 4 y/o and 3 y/o daughters.

**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. 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 companies. 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 with over twenty years in the hospitality industry with a proven ability to manage multi-functional teams and multi-million dollar budgets. Melissa also holds a degree in Digital Media Production, is a Six Sigma Green Belt, an Adobe Certified Education Trainer, and a Certified Business Development Advisor. She is GrowthWheel Elite User. She is in the top 40 of over 2,000 advisors in 29 countries certified to use GrowthWheel, a tool to help small and medium businesses focus and take action to grow their businesses. She is further distinguished as a graduate of the Living Word School of Ministry, President of the Illinois Entrepreneurship and Small Business Growth Association, and a member of the America’s SBDC Professional Development Committee that is responsible for the annual training conferences for the over 1,000 Small Business Development Centers across the country. In 2017, Melissa was named to the State of Illinois 18-member Project Reimagine Committee as Chair of the Minority Business Development Sub-Committee. As a result of that project Melissa now chairs the Small Business Development Center (SBDC) Network Assistance for Minority and Underserved Communities Strategic Planning Group. This year, Melissa was honored at America’s SBDC national convention as the 2018 Illinois SBDC State Star because of her outstanding leadership, guidance, engagement, and support provided within the Illinois SBDC Network.

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.

FRIDAY, May 17, 2019

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

8:00 AM- 9:00 AM Continental Breakfast/Member Follow Up
Ballrooms A / B / C / D

9:00 AM-10:00 AM General Session III
Ballrooms A / B / C / D
Fraud, Waste and Abuse Training

10:00 AM-10:15 AM Break

10:15 AM-11:15 AM General Session IV
Ballrooms A / B / C / D
Certificate Presentation & Program Excellence Award
IESBGA Wrap-up
Melissa, Brown, IESBGA President
11:15 AM-12:00 PM  General Session V
Ballrooms A / B / C / D
Illinois SBDC Network Updates
Mark Petrilli, State Director, Illinois SBDC Network

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LLCs (Limited Liability Companies) - Not for Profit Corporations
L3Cs (Low-Profit Limited Liability Companies) - Limited Partnerships

Corporate Transactions:
Venture Capital - Mergers & Acquisitions - Securities Law & Raising Capital
Traditional Financing - Purchases and Sales - Factoring Agreements
Angel Investments - Private Offering Memoranda

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

Business Law:
Employment - Franchise - General Business

Real Estate Law:
Purchases & Sales - Commercial - Zoning & Land Use

Health Care Law:
Establishing a Practice - Physician Employment
Licensure and Discipline

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