



# 3<sup>rd</sup> Annual GEARS Small Business leadership Development Conference Agenda

*Inspire, Inform, Innovate*

Tuesday, March 1, 2011 | Westin Peachtree Plaza Hotel | 210 Peachtree Street | Atlanta, GA 30303

8:00 am – 9:00 am	<b>Registration and Continental Breakfast</b>		
<b>Morning Session</b>			
9:00 am – 9:45 am Including Q & A	<b>Keynote Address: Jim Geiger, CEO of Cbeyond</b> <i>(General Session Room)</i>		
9:45 am – 10:00 am	<b>Break</b> Please visit the conference exhibitors		
10:00 am – 10:45 am Including Q & A	<b>Plenary Session: Small Jobs Business Act: Learn How it Will Help You!</b> <i>(General Session Room)</i> Terri Denison, District Director, Small Business Administration (SBA) Mildred Quinley, Director of Regional Office of Small Business Utilization, General Service Administrations (GSA) Joann Hill, Chief of Business Development, Minority Business Development Agency (MBDA)		
10:45 am – 4:45 pm	<b>Ongoing Exhibits</b>		
10:45 am – 12:00 pm	<b>Morning One on One Sessions with Speakers</b> <i>(Location Room Three)</i>		
12:00 pm - 1:30 pm	<b>Networking Lunch</b>		
<b>Afternoon Session</b>			
	<b>Room one</b>	<b>Room two</b>	<b>Room three</b>
1:30 pm - 2:45 pm	<p style="text-align: center;"><b>"Building a Sustainable Business in the Changing Government Market"</b></p> <p style="text-align: center;"><b>Abe Xiong</b> Government Contractors Association</p> <p>The government contracting industry is constantly changing. It changes as the economy changes. It changes with new political administrations. It changes with new legislations. It changes with foreign competitions and foreign policy shifts. It changes with new technologies. It changes as the wind blows hither and there. As a business owner, you must plan ahead and put up your wet figure in the wind to keep a pulse as the direction which the wind is blowing. Your long term success depends on your ability to forecast upcoming changes and being able to make intuitive business decisions.</p>	<p style="text-align: center;"><b>"Shameless Self-Promotion: Do-It-Yourself Search Engine Optimization"</b></p> <p style="text-align: center;"><b>Peggy Duncan</b> The Digital Breakthroughs Institute</p> <p>With 80 percent of people finding what they need and want online, your business must get found. You can turn your company into a magnet, promote your events, and get the media to write about you without spending one, red cent. Learn how to use free Web technologies that will boost your organic search engine rankings when customers and the media look for what you do. Learn how to shamelessly promote what you know and spread the word about your organization for free. If you want to get found online without knowing the technical intricacies of search engine optimization, these do-it-yourself ideas will get you there.</p>	<p><b>Afternoon One on One Sessions with Speakers</b></p>
2:45 pm - 3:00 pm	<b>Break</b> Please visit the conference exhibitors		
3:00 pm - 4:30 pm	<p style="text-align: center;"><b>"Building a Sustainable Business in the Changing Government Market"</b></p> <p style="text-align: center;"><b>Abe Xiong</b></p>	<p style="text-align: center;"><b>Shameless Self-Promotion: Do-It-Yourself Search Engine Optimization</b></p> <p style="text-align: center;"><b>Peggy Duncan</b></p>	
4:30 pm - 4:45 pm	<b>Closing Remarks from the president of GEARS and Prize Drawings!</b> <i>(General Session Room)</i>		