

2017 **VETERAN and MILITARY**
★★ Conference & Awards ★★
ENTREPRENEUR

October 25, 2017
Hyatt Regency La Jolla at Aventine

10:00 am REGISTRATION AND COFFEE

10:30 am WELCOME

Stephanie Brown - *Founder and CEO*
The Rosie Network

Huntley Paton - *President and Publisher*
San Diego Business Journal

Special Guest Speaker

Jerry Sanders, *President and Chief Executive Officer, San Diego Regional Chamber of Commerce*

11:30 am-12:15 pm SESSION 1

Branding for Small Business

Branding small businesses in the 21st century combining the power of classic branding and progressive technology.

Women - The Growing Face of Entrepreneurship

Moderated by Stephanie Brown, *Founder and CEO, The Rosie Network*

An interactive panel discussion with successful women entrepreneurs. Develop an entrepreneurial mindset and explore entrepreneurship as a career option.

12:15-1:15 pm LUNCH WITH THE EXPERTS

The opportunity to sit with an industry expert of your choice for an informal Q & A session during lunch.

Legal – Tom Ladegaard, *Business Attorney*

Business Plans – The Ecterra Group

Commercial Real Estate – Westfield Corporation

Taxes – All About Taxes and More

Financial Planning – The Wealth Consulting Group

eMarketing – Marketing Melodie

Recruiting – Manpower San Diego

Cyber Security

Government Contracting – San Diego Contract Opportunity Center

Entrepreneur Wellness – BodyWHealth

Navigating County/City/State

Intellectual Property – Troutman Sanders

Franchise – 7 Eleven

1:30-2:15 pm SESSION 2

Funding - Banks and Beyond

Moderated by Brad Pagano, *Managing Director, San Diego Financial Literacy Center*

Growing your business takes capital. This panel of experts will help you identify what types of funding are available, what are the best options for your company and what pitfalls to avoid.

Cyber Security for Small Business

Moderated by VADM Ted Branch, *USN (Ret) and President, Drone Aviator, Inc.*

Hear from the industry experts about useful cyber security tips, web sites and tools that highlight the importance of information security as a necessary approach to protecting your business data and systems.

2:30-3:30 pm SESSION 3

Facilitated Networking

Moderated by Darnisha Hunter, *Community Rep/ Active Duty and Veteran Family Advocate, Office of Mayor Faulconer*

Bring plenty of business cards to share during this exercise designed to connect you with others in the San Diego Military Entrepreneur space.

Closing Remarks by Lars Herman, *Founder and President, Herman Construction Group, US Navy Veteran and 2017 SBA California Small Business Person of the Year*

4:00-5:00 pm NETWORKING RECEPTION

5:00-6:30 pm DINNER AND AWARDS

Keynote Speaker - **Larry Broughton**, *former US Army Green Beret and President and CEO of Broughton Hotels*

Presented by

**SAN DIEGO
BUSINESS
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