



## LOS ANGELES SHOWGUIDE

October 18<sup>th</sup> | California Market Center | Penthouse

- Full Show Schedule
- Workshop Descriptions
- Main Stage Presentations  
& Speaker Bios
- And more!

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# SMALL BUSINESS expo<sup>®</sup>

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**LOS ANGELES**

**SHOWGUIDE**

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**OCTOBER 18, 2018**

California Market Center  
Penthouse



**SMALL BUSINESS EXPO** is the only national B2B trade show, networking event and conference dedicated to small business owners and business decision-makers. You can shop for new products and services that will help your business exceed its goals, attend business critical workshops and network with thousands of other like-minded small business professionals.





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# SMALL BUSINESS EXPO MAIN STAGE PRESENTATIONS

## 9:45AM VIP EXPERT PANEL

Come & Learn from top Business and Philanthropic Global Leaders on the specifics required to create Success. Each panelist will share priceless concepts on what it takes to breakthrough your biggest challenges & achieve your biggest goals! **A MUST ATTEND!**



### COREY PETERSON

Real Estate Expert

## 11:30AM

*"Create Lifetime Cashflow Buying Apartments Using OPM (Other People's Money)"*

### 5 PROFIT PILLARS TO LEGACY WEALTH

- The Secret to Raising Private Money
- The Secret Language of Apartments
- The Secret of Analyzing Phat Deals
- The Secret to Apartment Deal Flow
- The Secret of Operating for Profits



### BRIAN NIEVES

Global Business Strategist

## 2:30PM

*"Seven Steps to Write Your Book, Become a Speaker and Grow Rich!"*

### BOOK WRITTING MASTER CLASS

- Why You MUST Have a Book to be a High Paid Speaker!
- How to use Your Book to Market You and Your Business!
- How to Start, Write, and Finish Your Book Quickly!
- How to Engineer Your Book to Your Desired Result.
- Why YOU using Your Own Book is so Effective!



### BILL WALSH

America's Small Business Expert

## 4:30PM

*"The 7 Keys to Build an Unstoppable Business!"*

### SUCCESS DYNAMICS KEYNOTE

- Turn Your Passion into Cash Flow
- How to 10X Your Leads & Sales
- Social Media & Internet Marketing Secrets
- How to Attract Powerful Partners
- How to Build Million Dollar Daily Habits

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# TODAY AT SMALL BUSINESS EXPO

Small Business Expo is all about networking and building contacts. We encourage you to attend as many workshops, seminars and networking opportunities as possible.

## Exhibitor Hall

Check out great products and services provided by the top vendors in the industry to help your business grow and meet its goals.

## Speed Networking

In these fast-paced and fun 45 minute speed networking sessions, you have 3 minutes to introduce yourself to one person (and listen to the other person's introduction) and then exchange business cards. At the sound of the gong, it is time to meet the next person. By the end of this networking session, you will have met approximately 15 other business professionals. Speed Networking is first come, first serve.

## Get Dotted®

With our new color coded system, networking has never been easier. Upon arrival at the expo, attendees and exhibitors will be provided with colored "Dots" to indicate their industry affiliation. This is a great tool to break the ice and meet the right people in your field. Get Dotted® and start making those valuable business connections!

## Workshops

Informative 45-minute long seminars on a variety of topics led by industry pros.

## Ask An Expert

Get free advice & your most urgent questions answered by leading small business industry experts. We have experts from industries such as PR, SEO, Social Media, Accounting, Web Design and everything in between!

## Business Card Exchange

Showcase your business card for all of the attendees in this convenient and central spot.

## Meet & Greet Lounge

Come take a break, relax and "schmooze" some more in our comfy Meet & Greet Lounge. This is a great place to continue your important conversations and make some new contacts.

## Main Stage Presentations

Join us for these incredible presentations:

*9:45 AM - 10:15 AM: VIP Panel  
by Bill Walsh & Friends*

*10:30 AM - 11:30 AM: Reach Customers Online With Google  
by Roberto Martinez, Google*

*11:30 AM - 12:30 PM: Create Lifetime Cashflow Buying Apartments Using OPM (Other People's Money)  
by Corey Peterson, Kahuna Wealth Builders*

*1:30 PM - 2:30 PM: Using Data To Drive Growth  
by Roberto Martinez, Google*

*2:30 PM - 3:30 PM: Seven Steps To Write Your Book, Become A Speaker And Grow Rich!  
by Brian Nieves, Powerteam International*

*4:30 PM - 6:00 PM: Success Dynamics - The 7 Keys To Build An Unstoppable Business!  
by Bill Walsh, Founder and CEO of Powerteam International*

**GET DOTTED™**  
CHOOSE A COLOR THAT BEST MATCHES YOUR INDUSTRY.

**COLOR KEY:**



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Powerteam International is one of the leading Venture Capital, Business Coaching & Success Education companies in the world! Our global experts provide world class programs such as the Rainmaker Summit and WIN Global Mastermind. If you are looking for an organization to help you find your success and take it to the next level – welcome home!

# AGENDA & WORKSHOP DESCRIPTIONS

## Small Business Expo 2018 - Los Angeles

**M** Main Stage    **S** Small Business Expo    **P** Speed Networking Sessions    **W** Workshop & Seminar

### OCTOBER 18 • THURSDAY

8:00am – 9:00am	<b>S</b>	<p><b>Small Business Expo VIP Entrepreneur Welcome Breakfast - Collaborative Government in LA: How Public Agencies Help Your Business Start &amp; Grow</b></p> <p>Speakers: Sonya Kay Blake, Lillian Conroe, California Market Center (110 E 9th St A727, Los Angeles, CA 90079) Janine Genovese, Christian Olmos</p> <p>Join us in kicking off Small Business Expo! Network with Small Business Expo exhibitors &amp; attendees and hear from speakers who provide resources for small business owners. A continental breakfast including refreshments and breakfast treats will be served. The breakfast begins promptly at 8am. As the breakfast concludes, Small Business Expo will be opening its doors.</p>	
9:00am – 5:00pm	<b>S</b>	<p><b>SMALL BUSINESS EXPO Exhibitor Hall Opens</b></p> <p>Tag a SmallBiz Selfie with your colleagues by California Market Center (110 E 9th St A727, Los Angeles, CA 90079) taking a picture of your group at the entrance to the Expo and posting to your social media with hashtag #smallbizexpo.</p>	
9:45am – 10:15am	<b>M</b>	<p><b>MAIN STAGE: VIP Expert Panel</b></p> <p>Speakers: Bill Walsh</p> <p>Come &amp; Learn from top Business and Philanthropic Global Leaders on the specifics required to create Success. Each panelist will share priceless concepts on what it takes to breakthrough your biggest challenges &amp; achieve your biggest goals! A must attend!</p>	Main Stage
10:00am – 10:45am	<b>W</b>	<p><b>Activate the One Critical Element of Success</b></p> <p>Speakers: Nate Lindquist</p> <p>There's a danger to being too busy that you become ordinary. It's a huge risk having something great that can serve the world and keeping it locked beyond an invisible bottleneck. Being too busy "doing" causes you to miss out on the one extraordinary power in you that can make or break your health, your business, your level of freedom and your ability give to those you love and to serve the world. If you haven't truly tapped into this element, you'll always find yourself in a state of "almost" or "if this happens, then I'll win" – working too hard and too long, all while waiting for the break – and not making room for it.</p> <p>When it comes to monetizing your products, services and ideas, scaling your business profitably and creating the freedom to live in a state of constant fulfillment and success - you only need one simple guide. Discover... The GIFTS® Formula</p>	Workshop Room 1
10:00am – 10:45am	<b>W</b>	<p><b>Artificial Intelligence for Business - Presented By: thedevMasters</b></p> <p>Speakers: Arshad Khan</p> <p>AI is being likened to a "Fourth Industrial Revolution" because of it's potential for creating profound change in people's lives &amp; business. IDC Report says Cognitive Systems/AI Market Revenue to Surge From \$8bn in 2016 to \$47bn in 2020. Topic Highlights: How AI can help SMBs Increase sales revenue. How SMBs can take cost leadership with use case. How AI can help SMBs to have a Differential Or focus on market/product with a business use case. AI for SMBs – Key Takeaways</p>	Workshop Room 3
10:00am – 10:45am	<b>W</b>	<p><b>Build Your Seven Figure Empire By Monetizing Your Life Experience &amp; Knowledge As A Speaker, Author, Or Coach</b></p> <p>Speakers: Dr. Sonja Stribling</p> <p>This workshop will teach you a 3-Step process for building a seven-figure business and a global brand, that is utilized by thought leaders, speakers, authors and coaches. This will reveal the inner game of building a million-dollar business in this unquestionably expanding 100 billion-dollar industry of coaching and consulting.</p>	Workshop Room 2


*Continued on page 14*



# AMERICAN BUSINESS TELEVISION



AMERICAN BUSINESS TELEVISION

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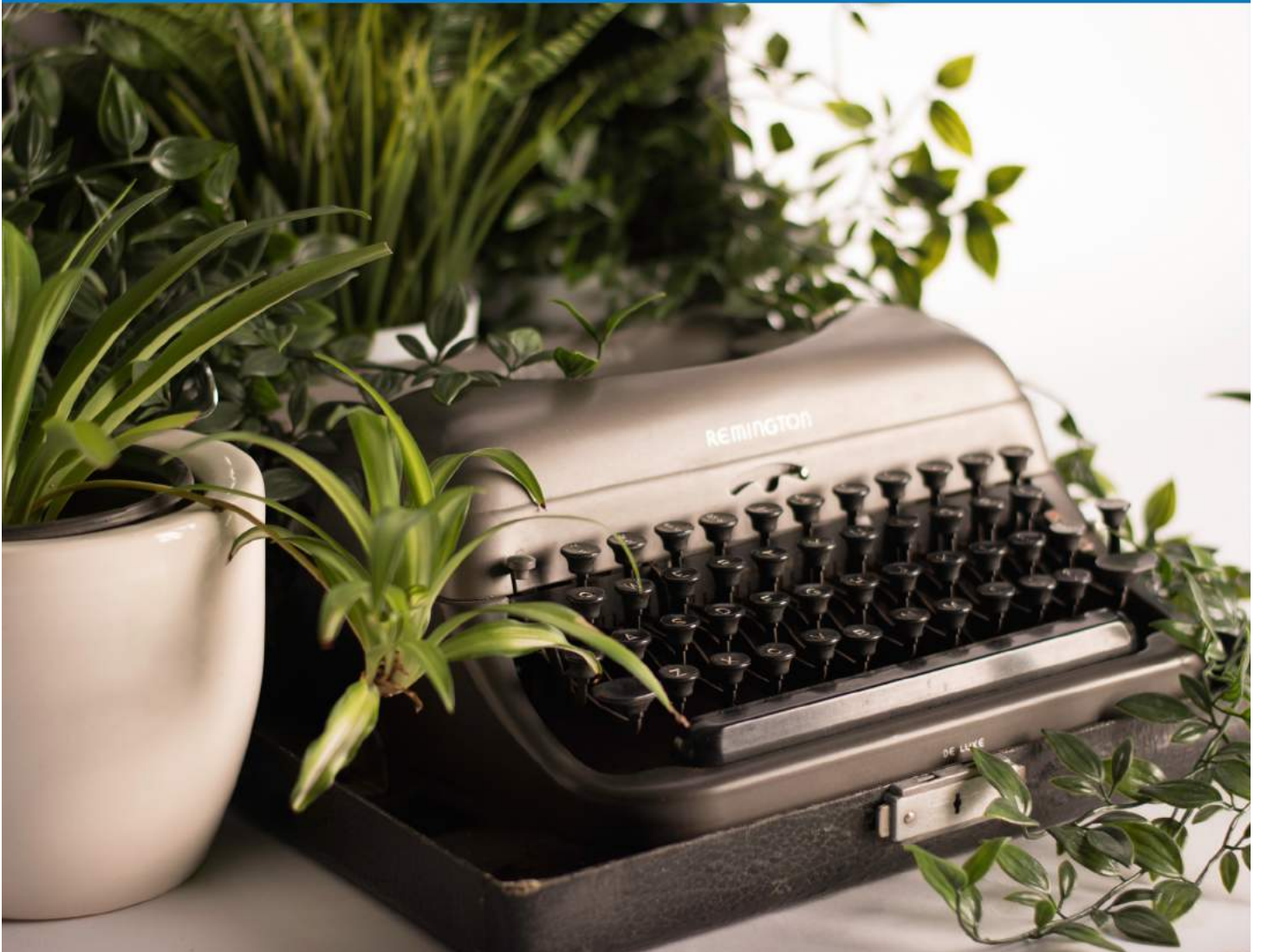


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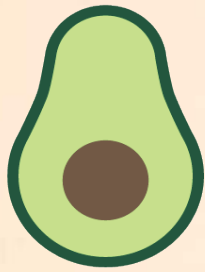


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# AGENDA & WORKSHOP DESCRIPTIONS

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10:00am – 10:45am    W    **How to Find Sponsorships For Your Books, Products or Events**    Workshop Room 8  
Speakers: Roberto Candelaria

This workshop will discuss how to get your book, website, events, products and ideas sponsored and be able to breathe knowing the bills are paid. Learn how to find the “right” person for your sponsorship so, you won’t spend countless hours making sales calls and how to connect with the person writing the sponsor check! Roberto has seen too many talented people panic and lose hard earned money only to scramble to find a day job because they didn’t know how to approach a sponsor to get funding for their great ideas. Don’t let this happen to you.

10:00am – 10:45am    W    **How to Get \$10,000 to \$150,000 for Your Business Today!**    Workshop Room 9  
Speakers: Bo Winder

This workshop will walk you through how to use your personal credit to raise \$10,000 to \$150,000 in unsecured seed capital. WCAP Financial has helped over 30,000 entrepreneurs secure over \$2 Billion in unsecured seed capital since 2008. The majority of this creative funding resource come in the form of 0% interest credit. We work with business owners who use this type of funding for investing in real estate, education, online media campaigns, design and development for their businesses, and any other business expense new and existing business owners are in need of. Come learn the tricks and tips to leverage your personal credit to secured seed capital for your business!

10:00am – 10:45am    W    **Linking HR to your Business Strategy - Presented By: American Business TV**    Workshop Room 7  
Speakers: Yusef Muhammad

Each and every day people consider launching a new business venture. The owner identifies a great business ideas, clearly defines the vision and mission statements and for some reason, the business does not grow as anticipated. Could this be due to the absence of the long-term human resource (HR) strategy that is clearly linked to the overall business strategy? This brief workshop is designed to provide information to assist you in developing a basic understanding of ways to create a profitable company by linking your HR and Business Strategy. You will learn: When to Engage HR, The Role of HR in when developing the business strategy, Determining your HR People Strategy, and HR’s role in executing the strategy.

10:00am – 10:45am    W    **The Freedom Lifestyle Experience: How to Build a Multiple 6 or 7-Figure Lifestyle Business Without The Stress, Hassle or Overwhelm**    Workshop Room 10  
Speakers: Noah St. John

Every day, your desires, your beliefs, and your drive PULL you toward your goals. Just when you start to make progress... Your mind PUSHES you back! Join Freedom Lifestyle Mentor and bestselling author, Noah St. John as he reveals his proven formula to build a multiple 6 or 7-figure lifestyle business without the stress, hassle or overwhelm. If you’re tired of trading “hours for dollars” and not having the time or financial freedom you’re working so hard for, this workshop will show you how to do it quickly and easily.

You’ll discover...

- \* The only two things you need to create a multiple 6 or 7-figure Freedom Lifestyle business
- \* How to avoid The L.O.S.S. Virus that’s keeping you and your business STUCK
- \* How Noah’s clients are using his G.A.I.N. Method to grow their business 200% to 1,500% while working LESS
- \* How to turn “too much information” into lasting TRANSFORMATION... and much more!

10:00am – 10:45am    W    **VIDEO SUCCESS STRATEGIES - THE SECRETS TO WINNING WITH VIDEO! presented by Web Commercial Pro**    Workshop Room 5  
Speakers: Melissa Guy

We’ll be revealing the Secrets to Video Marketing! You’ll leave this workshop with knowing how to ...

- \* Get Seen and Grow your Audience from Likes to Leads
- \* Consistently create viral content
- \* How, when, and where to use video to get the greatest ROI!
- \* Make money from your own videos and do it all on a dime.

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*Continued on page 20*





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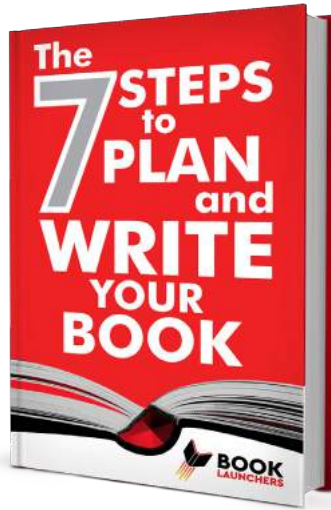
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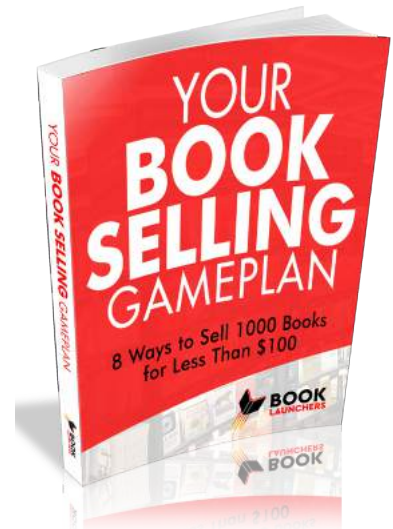
If you're not sure how to start writing a book, or you've written one and it's not selling well, these resources are perfect for you!

You'll also be subscribed to Book Launchers bi-weekly launch letter where you learn tips to help you write, publish, and sell non-fiction books to make money and build your brand.

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Your self-published book will be the same high quality product as any traditionally published book. And, every retailer in the United States and Canada from Amazon to Barnes & Noble will carry your book.

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# AGENDA & WORKSHOP DESCRIPTIONS

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10:30am – 11:15am P **Speed Networking Session 1** Speed Networking  
In these fast-paced and fun 45 minute speed networking sessions, you will meet one-on-one with various small business professionals. Every three minutes the buzzer goes off and you switch tables to meet with the next person. This is a great way to network and cultivate many new business relationships in a short period of time.

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10:30am – 11:30am M **MAIN STAGE: Reach Customers Online with Google - Presented By Google** Main Stage  
Speakers: Roberto Martinez  
Learn how customers find your business online and how to promote your online presence using search engine optimization (SEO) and online advertising. We'll also introduce tools that will help you run your business online, including Google Analytics and Trends.

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11:00am – 11:45am W **Advanced Social Media “Hacks” & Tips to Dominate Your Industry** Workshop Room 2  
Speakers: Matt Ford  
When you attend this amazing workshop with one of the world's top underground internet marketer, you will be blown away with his tips on Facebook marketing. You will discover how to find your ideal prospects and customers on all social channels. In addition, you will learn that online & offline you must begin to use social media ads to survive & thrive. A special bonus will be on how to generate organic leads & sales from your personal profile.

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11:00am – 11:45am W **Business Credit Basics - Presented By: Dun & Bradstreet, Inc.** Workshop Room 7  
Speakers: Cynthia Benitez  
Business credit, like personal credit, can help you get funding or more favorable interest rates. Without business credit, your company could struggle to get a bank loan, pay higher premiums, or lose out on contract opportunities. In this presentation, we'll cover the basics of business credit – what it is, how to build it, and what it can do for your business. We'll also talk about the Dun & Bradstreet D-U-N-S® Number, which is the first step in building your business credit and the key to growing your business. Find out how to get your D-U-N-S Number for free!

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11:00am – 11:45am W **Discover How To Generate Instant And Passive Income In The Health And Wellness Industry** Workshop Room 1  
Speakers: Ferrari Cruz  
At this fascinating workshop you will learn about a brand new way to get paid working from home in the health & wellness industry. Our speaker is a highly successful entrepreneur that has been on TV & Cable media for years. Her passion to drive for success and create magic in business will blow you away! The step by step process that she will share will give you the opportunity to build a business that just might span the globe.

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11:00am – 11:45am W **Global Rockstar Shares Secret To Build Multiple Streams of Income** Workshop Room 9  
Speakers: K. Raj Singh  
This workshop will teach you the '4M' system that is utilized by international business leaders, speakers, and authors to generate sustainable passive income streams. This will encompass four separate modules: money, mind-set, manifest, and mastermind. The first module describes passive income vehicles, proven in Singh's time as an investor, international speaker, and book author, whilst the second module will cover the mind-set required to think like a wildly successful investor. In the third module, you will learn seven of his top tips for manifesting everything you desire. Lastly, the fourth module will show how to leverage expert networks in order to become a mastermind.

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11:00am – 11:45am W **How to Become a Rockstar Leader & Build a Right Team That Has the Proven Systems to Build a Successful Company** Workshop Room 8  
Speakers: Scott Warga  
Scott Warga will empower you in this workshop as you learn to uncover the top 3 business strategies that will position you as the number one go-to expert in your niche, the mechanics of exponentially growing your sales, and the main drivers behind expanding your skill-set, so that you can shatter every expectation you have ever had for you, and your business! A primary focus will be on becoming accountable in every area of your life.

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*Continued on page 26*



JOIN ANDY'S  
WORKSHOP  
OCTOBER 18



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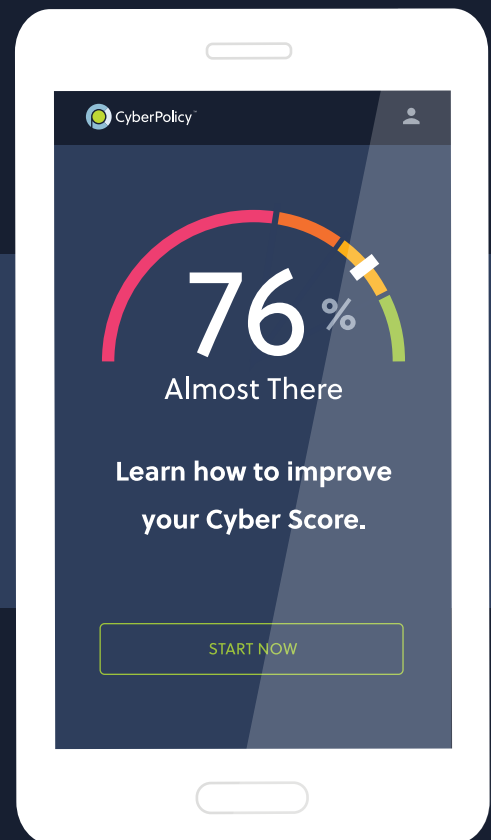


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# AGENDA & WORKSHOP DESCRIPTIONS

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11:00am – 11:45am	W	<b>How to Navigate Social Media, PR and Influencers in a Changing Retail World - Presented By: ChicExecs</b> Speakers: Lydia Vargo It can be difficult to navigate the tools needed to build and sustain a successful business in the US market. Even the simplest questions can feel polarizing for an entrepreneur. What is the difference between marketing and PR? How does PR relate to retail and my bottom line? Is social media really that important? Do influencers really work, and how do I engage them? How do I get to my end consumer? What does a buyer need to see to give my brand a chance? Where does Amazon fit into it all? As an entrepreneur you are faced with many questions and few clear answers. This workshop is made for any business owner looking for tools to succeed!	Workshop Room 4
11:00am – 11:45am	W	<b>How To Protect And Monetize Your Intellectual Property IP</b> Speakers: Richard Goldstein How many times have you or someone you know had a great idea, but let it slip away? In this fun and informative session, patent attorney and best selling author Rich Goldstein will show you how to take advantage of your next IP opportunity.  When you attend this session, you will learn: * How to evaluate your IP opportunities to find one that is worthy of pursuing * How to take effective action to protect your ideas * Proven steps for monetizing your ideas and inventions * More practical tips to profit from your IP	Workshop Room 10
11:00am – 11:45am	W	<b>Marketing to Generation Z and Beyond - Presented by: USA Link System</b> Speakers: Yvonne Mih, Hayleigh Sawdaye, Ally Spinu Presented as a live panel, USA Link System Marketing Executives Ally Spinu, Yvonne Mih and Hayleigh Sawdaye will discuss marketing to Generation Z, adjusting to the rapid changes in technology and digital marketing, and the biggest tips and trends for small businesses to follow this year.	Workshop Room 3
11:00am – 11:45am	W	<b>Stand Above Your Competition Leveraging the 3 Pillars of Content Marketing - Presented By: Carle Publishing</b> Speakers: Andy Buyting We know that you have ideas worth sharing and that it's important to create powerful content to showcase those ideas. We believe that getting that content in front of the right people at the right time will help you stand out from your competition. The problem? Publishing custom content is expensive and hard work. In this session, Andy will share strategies regarding the Three Pillars of Marketing (Digital, Print Marketing and Interactive Marketing) and how "Owning the Ink in Your Industry" will help position you as a thought leader in your marketplace.	Workshop Room 5
11:30am – 12:15pm	P	<b>Speed Networking Session 2</b> In these fast-paced and fun 45 minute speed networking sessions, you will meet one-on-one with various small business professionals. Every three minutes the buzzer goes off and you switch tables to meet with the next person. This is a great way to network and cultivate many new business relationships in a short period of time.	Speed Networking
11:30am – 12:30pm	M	<b>MAIN STAGE: Create Lifetime Cashflow Buying Apartments Using OPM (Other People's Money)</b> Speakers: Corey Peterson 5 Profit Pillars to Legacy Wealth * The Secret to Raising Private Money * The Secret Language of Apartments * The Secret of Analyzing Phat Deals * The Secret to Apartment Deal Flow * The Secret of Operating for Profits	Main Stage

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*Continued on page 32*

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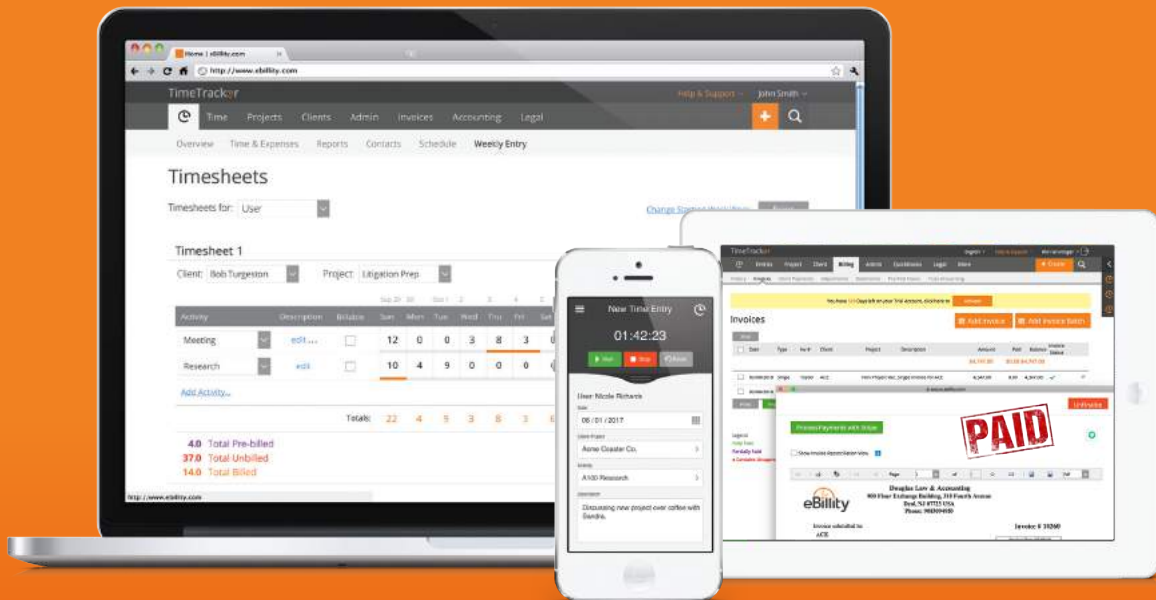
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# AGENDA & WORKSHOP DESCRIPTIONS

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12:00pm – 12:45pm    **W 5 Scientifically Proven Ways To Be More Persuasive (Even If You're an Introvert) - Presented By: Malibu Design** Workshop Room 7

Speakers: Matt Deseno

In this workshop you will learn five hyper-effective strategies of ethical persuasion and how to implement these even if you're the most shy or introverted person. You'll discover practical applications and hear how these, principles of persuasion have inspired small changes that have huge impacts on businesses just like yours. This is great information if you own a brick & mortar business or are conducting your business over the internet. If you are confused by all of the marketing fads that constantly change, you will love this fresh, timeless approach to growing your business.

---

12:00pm – 12:45pm    **W Advertising Online - How To Buy Likes, Tweets, Clicks And More - Presented By AT&T** Workshop Room 3

Speakers: Ramon Ray

Join a powerful and engaging presentation on how you can buy advertising to help reach more potential customers for your business.

While organic (free marketing) has its place, owners of growing businesses know they must spend advertising dollars to reach a wider audience, more consistently. Join four time entrepreneur, global speaker and best-selling author Ramon Ray as he gives you the insight you need to advertise your product and solutions.

---

12:00pm – 12:45pm    **W Discover Your Superpower, Eliminate All Competition, And Lead Your Way Becoming A Success Magnet** Workshop Room 10

Speakers: Travon Taylor

This workshop will teach you the fundamental principles of leadership and success that has been utilized by the most successful individuals in the world for centuries to produce real sustainable total life prosperity and solid income streams. This will encompass five modules including discovering and exploiting your strengths, mindset, generating genuine success magnetism, and building and leading powerful single-minded teams for optimal results. The principles the bestselling author, Travon Taylor, will share are proven methods that will work for anyone looking for, not just business, but total life success. It is a must attend for all that are serious about taking their life and business to levels they possibly could not have imagined!

---

12:00pm – 12:45pm    **W Get Cloud Ready: Helping Your Business Make the Transition to the Cloud - Presented By: Jungle Disk** Workshop Room 5

Speakers: Amanda Matthews, Jorge Rodriguez

The Cloud in it's modern context started becoming widely known in 2006 when large companies such as Google and Amazon began using "cloud computing" to describe the new paradigm in which people are increasingly accessing software, computer power, and files over the Web instead of on their desktops. Has your business made the move? Join Amanda Matthews and Jorge Rodriguez from Jungle Disk to hear more about what that means, why it's a good move for a small business and how you can start the transition.

---

12:00pm – 12:45pm    **W How to Get More Leads & Sales Using Radio, Print & Social Media** Workshop Room 8

Speakers: Angel Tuccy

Being interviewed on the radio, podcasts, and traditional media opens doors of opportunity, creates credibility, and expands your influence. Angel has broadcasted over 2000 radio shows and she will teach you the steps to attracting journalists, writing a compelling pitch, and most importantly, how to turn your radio interviews into ongoing marketing campaigns to attract more leads and make more money. Let's turn you into a media celebrity!

---

12:00pm – 12:45pm    **W Learn How to Build Your Business Through Mobile Marketing** Workshop Room 9

Speakers: Tina Malsom, Kelly Vincent

When you attend this workshop you will learn how get more leads for your business using the hottest new Google technology, nearby proximity marketing. Imagine increasing your business' visibility directly through their Bluetooth on other mobile devices...the more people you are around daily, the more exposure your business gains 24/7. Kelly and Tina are masters at lead generation through beacon marketing.

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*Continued on page 38*





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# AGENDA & WORKSHOP DESCRIPTIONS

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12:00pm – 12:45pm	W	<b>Managing Credit For Business Success - Presented By: Wells Fargo</b> Speakers: Luanna Lindsey Good credit is one of a business owner's most valuable assets. But strong credit isn't something that you simply have or you don't have. Building credit is an active, ongoing process that takes careful management. This workshop we will be focusing on the credit and financing needs of businesses like yours. We'll cover how credit and lending work, explore the possibilities of credit financing, and show you how to make the most of your credit opportunities – both traditional and nontraditional.	Workshop Room 6
12:00pm – 12:45pm	W	<b>Position, Promote and Profit- Presented By: Kilter</b> Speakers: Jessica First Marketing a small business is hard. I know, because I do it every day as the CEO and co-founder of Kilter, an L.A.-based agency that serves small businesses. I have more than 20 years of experience in brand marketing and advertising, from tiny startups to mega brands with Disney, Mattel, and Nike. At this session, you'll learn practical techniques for positioning, digital and traditional promotion, and evaluating the success of your marketing efforts.	Workshop Room 4
12:00pm – 12:45pm	W	<b>Sales &amp; Communication Mastery: How To Become An Industry Top Producer</b> Speakers: Dawn Moore When you attend this workshop, you will learn how to accelerate your business growth with breakthrough results. You will discover the top three reasons why people self-sabotage and how to stop it. In addition, you will understand how to leverage a powerful communication tool to negotiate real life business deals and close more sales. Plus, you will accelerate your income when you know how to align your goals with your values using our cutting-edge technology. Dawn is a master at language & communication.	Workshop Room 2
12:30pm – 12:45pm	W	<b>26 Year Old Internet Rockstar Shares How To Make Money Online</b> Speakers: Austin Walsh In this workshop, you will learn exactly how to drive more traffic to your website and increase your sales. This is great information, if you own a brick & mortar business or conducting your business online. Austin will walk through the key drivers that are required on your website to make it simple, functional & productive at creating qualified leads that become great customers. If you feel confused by all of the options including social media to generate traffic, you will love this fresh approach to optimize your internet marketing strategy.	Workshop Room 1
12:30pm – 1:15pm	P	<b>Speed Networking Session 3</b> In these fast-paced and fun 45 minute speed networking sessions, you will meet one-on-one with various small business professionals. Every three minutes the buzzer goes off and you switch tables to meet with the next person. This is a great way to network and cultivate many new business relationships in a short period of time.	Speed Networking
1:30pm – 2:15pm	P	<b>Speed Networking Session 4</b> In these fast-paced and fun 45 minute speed networking sessions, you will meet one-on-one with various small business professionals. Every three minutes the buzzer goes off and you switch tables to meet with the next person. This is a great way to network and cultivate many new business relationships in a short period of time.	Speed Networking
1:30pm – 2:30pm	M	<b>MAIN STAGE: Using Data To Drive Growth - Presented by Google</b> Speakers: Roberto Martinez Learn about tools to help you collect and interpret real-time information about how customers are interacting with you online, so, you can make smarter decisions about how to reach key audiences on your budget, timeline, and terms.	Main Stage
2:00pm – 2:45pm	W	<b>Avoid Crippling Lawsuits and How to Win Them - Presented By: Klein &amp; Wilson</b> Speakers: Gerald A. Klein Even the best run company can be destroyed by litigation. Sometimes, legal fees alone can drive an otherwise successful company into bankruptcy. Like a disease, it is much easier to avoid litigation than solve the problem once it arrives. This presentation will show business owners the best ways to say out of litigation – but if you find yourself in litigation, the presentation will show you how to win it and manage your legal fees.	Workshop Room 6

*Continued on page 44*

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# AGENDA & WORKSHOP DESCRIPTIONS

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2:00pm – 2:45pm	<b>W Build, Deliver And Close Your Perfect Presentation - To Generate More Leads And Make More Money</b> Speakers: LeAnn Pashina Learn the skill of influential communication and how it will improve your sales and influence with your prospects, clients and other relationships. Sales people who learn to elevate their communication skills to a level of influence experience more success in their sales, client retention and relationships, receive more promotions, and much more. Influential communication is not simply about the words you use but how they are presented, choice rhetoric, info and body language can drive relationships and sales. Attend this workshop and learn a few key skills to transform your everyday sales presentations into ones that get the results.	Workshop Room 2
2:00pm – 2:45pm	<b>W Client Retention Workshop</b> Speakers: Gina St. George, Andy Sokol In this workshop, Andy will show you How to Keep Your Customers Forever, How to Make Even More Money from the Customers That You Already Have, and How to Get Even More Referrals. He will share techniques that were a game changer in his 20+ year-old business, and why he still has customers from his first year in business. This system helped him sell another business to a world-wide competitor, because they wanted those customer relationships. Imagine what your business would be like if you had never lost a customer. Andy is a Master of Client Retention, and is going to show you how to make that happen.	Workshop Room 1
2:00pm – 2:45pm	<b>W Franchising 101 - How to Succeed in Franchise Ownership - Presented By: The Franchise MBA</b> Speakers: Nick Neonakis #1 Bestselling author of The Franchise MBA and CEO of The Franchise Consulting Company shares his 20 years of experience in how to analyze franchise concepts for profitability.	Workshop Room 7
2:00pm – 2:45pm	<b>W How To Attract, Engage, And Grow Your Social Media Followers For Big Profits</b> Speakers: Nahaku McFadden This workshop will teach you the ultimate social media system used by international business leaders and social media influencers to generate sustainable passive income streams. This system will encompass four separate areas of expertise: platform maximization, shortcuts, tools and insider secrets, which can drive online attraction to your business with engagement and growth of ideal and high-paying customers. You will leave this session with a focused social media game plan with proven strategies to implement immediately!	Workshop Room 8
2:00pm – 2:45pm	<b>W How to Maximize Revenue, Customer Loyalty, and Market Awareness through Unified Digital Marketing - Presented By: SkyWriter</b> Speakers: John Derrick You will learn about many communication channels available to your business. I will show you how to easily leverage these marketing platforms with a simple tool to maximize your revenue, optimize your customer's loyalty to your brand, and greatly increase market awareness of your offerings. Key Takeaways: Create compelling content that engages your audience, informs them of your offerings, and make you the authority. Deliver your message proactively and consistently across all communication channels. Bring customers to you instead of passively hoping they find you with SEO. Make more money, spend less money, grow your business.	Workshop Room 5
2:00pm – 2:45pm	<b>W Rewiring the Small Business Economy - Presented By: Xero</b> Exhibitors: Xero In our world today, it is important that we know how to use cloud operating systems. As a business owner, using cloud apps can be helpful in order to run your business from your phone, whether it is tracking your mileage, receipts, and even your accounting. Using a good cloud accounting software that integrates with multiple apps allows you to run your business just as easy inside or outside of the office. People on the go do not want to be tied down to a computer, but need to effectively manage their business from wherever they are. In this era of technology being able to access what you need, when you need it, is a top priority for business owners. This is the session you need to attend if you want to propel your business past your competition.	Workshop Room 4

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*Continued on page 50*



*Rosita S.*

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# AGENDA & WORKSHOP DESCRIPTIONS

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2:00pm – 2:45pm	W	<b>Small Business Owners Role in Digital Marketing - Presented By: Websites Depot</b> Workshop Room 3 Speakers: Danny Star This workshop can help small or growing businesses grow reputably through online marketing strategies to get more exposure and bring in more customers online. We plan to educate small business owners about the benefits of online marketing through Website Development, Content Marketing, Social Media, Email Marketing, Search Engine Optimization (SEO). Our focus is to create impactful digital experiences that convey our client's vision with the unique and personal design while maintaining best practices and SEO optimized with the result driven concept!	
2:00pm – 2:45pm	W	<b>The 5 Keys To Master Your Business</b> Speakers: Allen Stavey In this workshop, Allen, who spent 25 years in global leadership positions in IBM, motivating winning teams that exceeded their goals—will teach you how to identify and break through barriers that are holding you back from achieving even greater personal and business success. You will leave with a set of proven, breakthrough, no-nonsense techniques that can propel you and your business to higher levels of achievement and success in far less time and with much less effort.	Workshop Room 10
2:00pm – 2:45pm	W	<b>Your Belief System: Make it Work For You!</b> Speakers: Deborah A. Little Come visit us and hear about why, above all else, what you believe about yourself is one of the most important things you need to understand for your personal and professional success. During our 45 minutes together, we will discuss: 1. Re-building your personal and foundational belief system so it is yours and yours alone. 2. Understanding how your belief system works at its most basic level and why understanding yours is so vitally important for success in your personal, professional, and all other relationships. 3. How you can leave our time together with a heightened level of awareness of how powerful what you say, how you say it, and who you say it to is, especially when you are talking to yourself.	Workshop Room 9
2:30pm – 3:15pm	P	<b>Speed Networking Session 5</b> In these fast-paced and fun 45 minute speed networking sessions, you will meet one-on-one with various small business professionals. Every three minutes the buzzer goes off and you switch tables to meet with the next person. This is a great way to network and cultivate many new business relationships in a short period of time.	Speed Networking
2:30pm – 3:30pm	M	<b>MAIN STAGE: Seven Steps To Write Your Book, Become A Speaker And Grow Rich!</b> Speakers: Brian Nieves In Brian's Session You Will Learn: * Why You MUST Have a Book to be a High Paid Speaker! * How to use Your Book to Market You and Your Business! * How to Start, Write, and Finish Your Book Quickly! * How to Engineer Your Book to Your Desired Result. * Why YOU using Your Own Book is so Effective!	Main Stage
3:30pm – 4:15pm	P	<b>Speed Networking Session 6</b> In these fast-paced and fun 45 minute speed networking sessions, you will meet one-on-one with various small business professionals. Every three minutes the buzzer goes off and you switch tables to meet with the next person. This is a great way to network and cultivate many new business relationships in a short period of time.	Speed Networking
3:30pm – 4:30pm	S	<b>Beer &amp; Biz Happy Hour</b> Enjoy complimentary beer during our Exclusive Happy Hour from 3:30 PM - 4:30 PM on the Exhibitor Floor (directly before our Final Main Stage Presentation). For our VIP Attendees (Gold, Platinum, Titanium & Exhibitor Badge Holders) there is a special VIP Bar just for you. (Upgrades available in the Registration Area). Drinks are first come, first served. Limited availability. You must be 21+ years of age to consume alcohol.	California Market Center (110 E 9th St A727, Los Angeles, CA 90079)

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*Continued on page 56*

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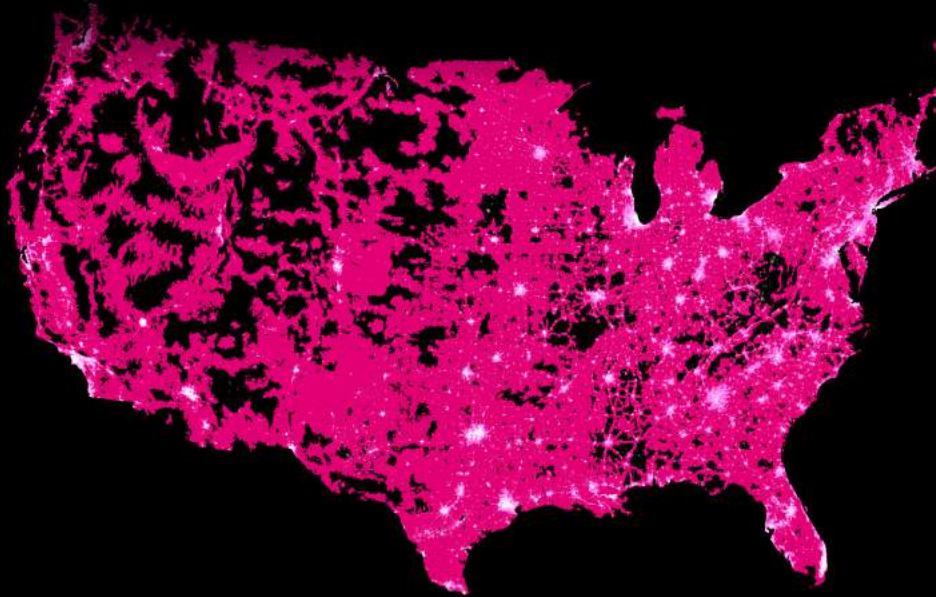
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## Increase Sales

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# Business Landlines Are Now Textable.



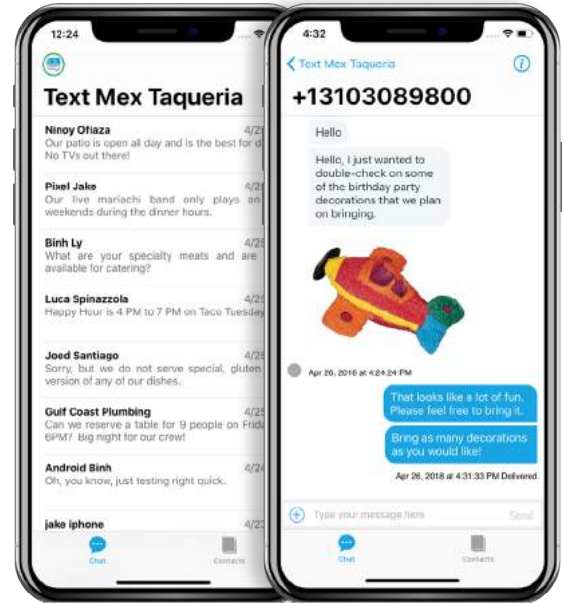
## Let's TalkShop



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talkshopapp.com

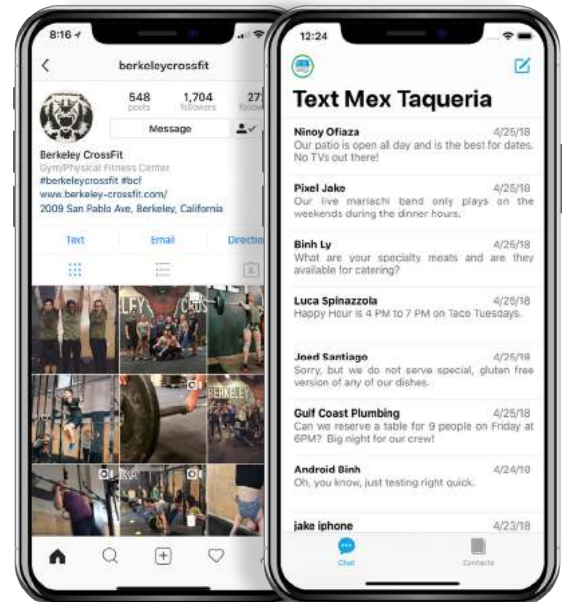
## The empire texts back.

Over 150 million text messages are sent to business landlines every day. Most go unread or lost. With TalkShop your business can send and receive text messages using your **existing business phone number**. Not only that, but you can also exchange photos and videos with customers. Soon, you'll even be able to accept payments, all over texting. Access TalkShop anywhere, at any time, from your computer, iPhone, Android phone or tablet.



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**\$50/mo**

1¢ per text message  
3¢ per picture message

# AGENDA & WORKSHOP DESCRIPTIONS

4:30pm – 6:00pm

**M MAIN STAGE: Success Dynamics Keynote: The 7 Keys To Build An Unstoppable Business**

Speakers: Bill Walsh

Main Stage

- \* Turn Your Passion into Cash Flow
- \* How to 10X Your Leads & Sales
- \* Social Media & Internet Marketing Secrets
- \* How to Attract Powerful Partners
- \* How to Build Million Dollar Daily Habits



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## The Concierge Advantage Value

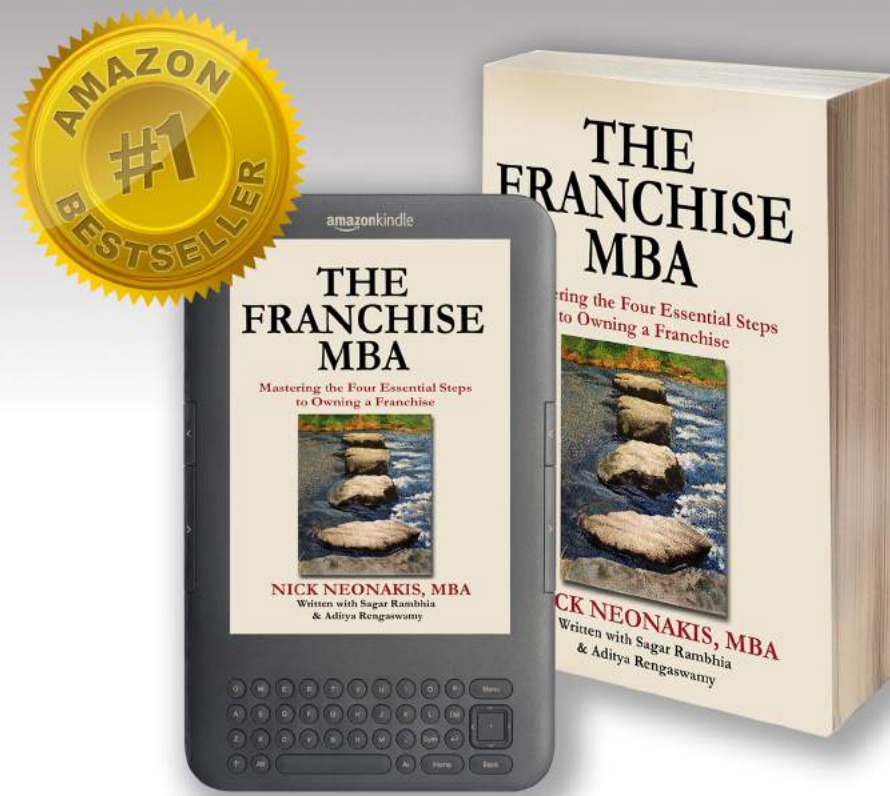
- Build Brand Awareness
- Flexible Digital Concierge Advantage Listings Updates
- Generate Leads
- Develop Relationships with other Concierges
- Advertise on a Small Business Budget
- Opportunity to be on AM 1220 KDOW Radio Business & Finance Audience
- Opportunity to be on AM 1100 KFAQ Radio Faith Based Audience
- Earn an Opportunity to Contribute Articles for Additional Exposure
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Main Stage Presentations on page 62



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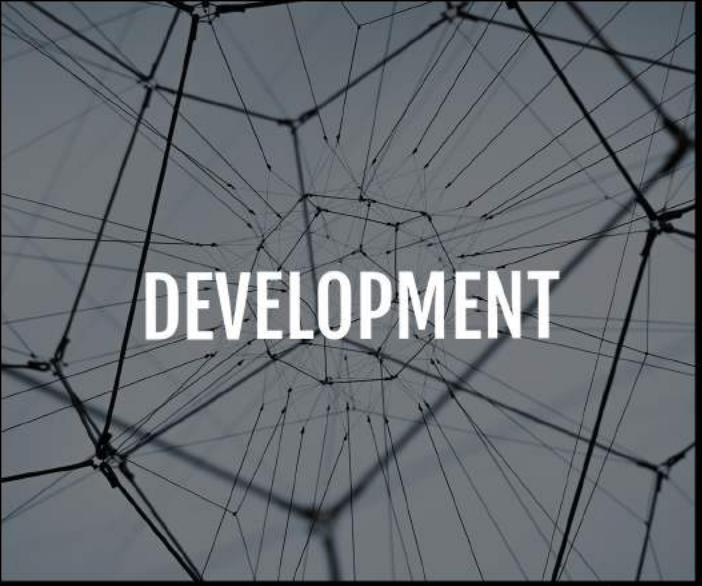


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# MAIN STAGE PRESENTATIONS

**9<sup>45</sup> AM - 10<sup>15</sup> AM** **VIP Expert Panel**  
by Bill Walsh & Friends



Come & Learn from top Business and Philanthropic Global Leaders on the specifics required to create Success. Each panelist will share priceless concepts on what it takes to break through your biggest challenges & achieve your biggest goals! A must attend!

**10<sup>30</sup> AM - 11<sup>30</sup> AM** **Reach Customers Online With Google**  
by Roberto Martinez, 



Learn how customers find your business online and how to promote your online presence using search engine optimization (SEO) and online advertising. We'll also introduce tools that will help you run your business online, including Google Analytics and Trends.

**11<sup>30</sup> AM - 12<sup>30</sup> PM** **Create Lifetime Cashflow Buying Apartments Using OPM (Other People's Money)**  
by Corey Peterson, 




Learn the 5 Profit Pillars To Legacy Wealth:

- The Secret to Raising Private Money
- The Secret Language of Apartments
- The Secret of Analyzing Phat Deals
- The Secret to Apartment Deal Flow
- The Secret of Operating for Profits

**1<sup>30</sup> PM - 2<sup>30</sup> PM** **Using Data To Drive Growth**  
by Roberto Martinez, 



Learn about tools to help you collect and interpret real-time information about how customers are interacting with you online, so, you can make smarter decisions about how to reach key audiences on your budget, timeline, and terms.

**2<sup>30</sup> PM - 3<sup>30</sup> PM** **7 Steps To Write Your Book, Become A Speaker And Grow Rich!**  
by Brian Nieves, 



- Why You MUST Have a Book to be a High Paid Speaker!
- How to Engineer Your Book to Your Desired Result.
- How to use Your Book to Market You and Your Business!
- Why YOU using Your Own Book is so Effective!
- How to Start, Write, and Finish Your Book Quickly!

**4<sup>30</sup> PM - 6<sup>00</sup> PM** **Success Dynamics - The 7 Keys To Build An Unstoppable Business!**  
by Bill Walsh, Founder & CEO, 



- Turn your Passion into Cash Flow
- How To 10x your Leads & Sales
- Social Media & Internet Marketing Services
- How to Attract Powerful Partners
- How to Build Million Dollar Daily Habits

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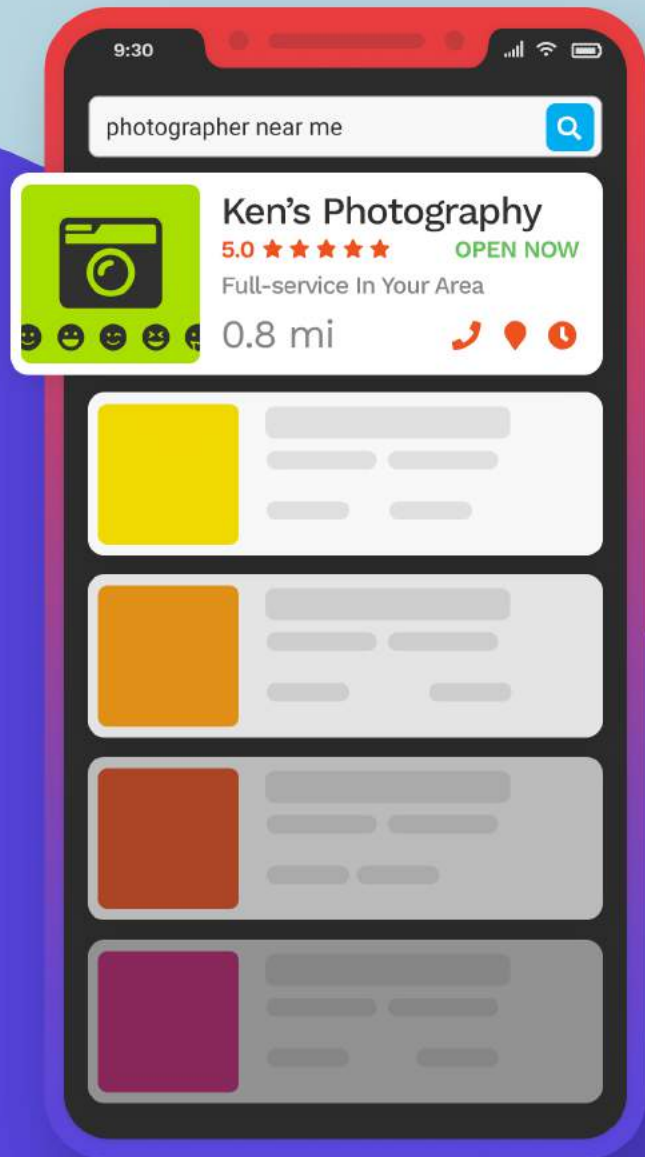
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