

# Schedule of Events

**TRACK A**

**TRACK B**

**TRACK C**

EXHIBITOR SET-UP AVAILABLE

TRADE SHOW FLOOR OPEN - NOON TO 6:30 P.M.

8:00 a.m. – 8:30 a.m. Attendee Registration  
 8:30 a.m. – 9:30 a.m. Opening Remarks;  
**General session: "Be a Champion in These Complex Times" Mike Thompson**

9:30 a.m. – 9:45 a.m. **Networking- Ken Abernathy**

**Session 1 Seminar:**  
 "Get Ready, Get Set, Go Close the Deal"  
*Jennifer Edwards & Stennett Thompkins  
 Rock Solid Solutions, AAA Insurance*

**Session 1 Seminar:**  
 "Choosing the Right Technology for Your Business"  
*Steve Hankins  
 Accio.US  
 Courtesy of: the Northwest Arkansas  
 Business Journal*

**Session 1 Seminar:**  
 "Health Insurance Reform Update"  
*Mel Blackwood  
 Arkansas Blue Cross and Blue Shield  
 Courtesy of: the Northwest Arkansas  
 Business Journal*

10:45 a.m. – 11:00 a.m. **Networking- Ken Abernathy**

**Session 2 Seminar:**  
 "Collection Strategies for Improving Your Company's Bottom Line"  
*Brett Maurras  
 The Slinkard Law Firm*

**Session 2 Seminar:**  
 "Show Me the Money; Investors & Venture Capital"  
*Larry Yancy, Allsop Corporation  
 Courtesy of: SCORE*

**Session 2 Seminar:**  
 "Trade is Not a Four Letter Word"  
*J. Nichole Bivens Collinson  
 Travis & Rosenberg, P.A.  
 Courtesy of: the Arkansas World  
 Trade Center*

12:00 p.m. – 1:30 p.m. **Expo Opens;** Luncheon and Small Business of the Year Awards  
**Keynote Speaker: "Innovation: The Blood Line of Your Future" Bill Rancic**

1:00 p.m. - 6:00 p.m. Tech Pavillion opens in Expo Hall

1:30 p.m. – 1:45 p.m. Expo Time; **Networking- Ken Abernathy**

**Session 3 Seminar:**  
 "Five Small Business Strategies for Social Media"  
*Trish Kalbas-Schmidt  
 UA Small Business & Technology  
 Development Center*

**Session 3 Seminar:**  
 "Leading a Culture of Engagement & Performance"  
*Wendy Soderquist Togami, Ryan Hale  
 The Soderquist Center for Leadership & Ethics  
 Courtesy of: the Northwest Arkansas  
 Business Journal*

**Session 3 Seminar:**  
 "Franchise is it for Me?"  
*Kelly Ellis  
 The Entrepreneur Authority of Arkansas  
 Panel: Scott Clark, Ann Gray,  
 & Carl Grimes  
 Entrepreneurs*

3:45 p.m. – 5:00 p.m. Expo Time; **Networking- Ken Abernathy**  
 4:00 p.m. – 5:00 p.m. Networking Time/Tip Sheets at Expo Booths  
 5:00 p.m. – 6:30 p.m. Business After Hours

CONFERENCE & EXPO PRESENTED BY

