CALIFORNIA SMALL BUSINESS SUCCESS CONFERENCES

Pasadena Conference Center - May 2, 2007

TIMES AND CONFERENCE ROOMS

CONFERENCE SESSIONS - 50 minutes each	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00pm	4:30 PM	5:00 PM
PLAN																	
Business Plan- Drive With A Road Map?			208					201									
How to avoid "Groundhog Day" Meetings							101										
Marketing Plan - Are You Growing Fast Enough?						208											212
How To Get The Money to Grow Your Business						211											
Growth Plan - Start with the End in Mind									208								
Laughlin Associates presents: To Incorporate or Not? Or When?									105								
Entrepenurial Spirit ~ Don't Be Your Own Worst Enemy									209							201	
Be Prepared to Fire Someone				101													
Financial Statements Are Not That Scary!											208						
Get Paid! - Credit & Collections			105														
Effective & Efficient Marketing, Promotions and Strategies	101																
FINANCIAL PANEL - City National Bank, SBA, 1st PMF Bancorp				106													
EXECUTE																	
A Marketing Launch that isn't Rocket Science									211								
Learn how Microsoft Office Live can take your business online – for		107														107	
Everyone is in Sales - Especially You!		201															
Making the Right Move - Home or "Real" Office?											201						
Knowing When to Hire - Chicken vs. Egg Scenario			209														
Labor Laws Apply Even If You Have Only One Employee												106					
Training, Training, Training and then more Training													201				
Pasadena Star presents: Secrets of Successful Advertising					103												
Interviewing Techniques - Don't Hire the Wrong Person!						105											
What Can We Learn From Ketchup - Simple Marketing Strategies													207				
Marketing Panel-So Cal Broadcaster Assoc.,Spot Runner,Pasadena Star,InfoUSA.com															106		
GROW																	
Secrets of Successful Growth Companies											207						
Ready, Set, Grow! - More Sales and Revenues		212								101							
Generate Referrals By Becoming a Client Magnet					212										208		
Expanding To More Than One Location											212						
Win-Win Incentive Plans for YOU and Your Employees															211		
Your Business from Cradle to Grave – A Legal Perspective			211														
Franchise Facts											103						
3 Year Operating Plan - 'cuz Hope is Not an Option												101					
50 Simple Employee Benefit Ideas that will Change Your Company													209				
Accountability From Your Peers:'cuz you can't count on your friends					201												
TECHNOLOGY PANEL - Time Warner, PC Club, Microsoft & Verizon										106							
SUCCEED																	
Ready, Set, Grow! - My Story		103											105				
American CPR Training presents : 50 minute First Aid Course													211				
Cashing In without Selling Out-Plan for Transition and Liquidity								207									
Exit Strategies - Begin with the End in Mind															209		
AFLAC presents: Attracting and Retaining Excellent Employees	106													212			
Business Etiquette for Meals & Meetings		207															
Dress to be Remembered - First Impressions					207												
Private Business, The Greatest Wealth Generator of All Time!																101	
Keys to Networking Success				107													
How To Make The Most Of Your 24 Hours						209											
Delegate, So You Can Take A Day Off!								212									
KEYNOTE SPEAKER - Author Laurence Haughton; "It's Not The Big That Eats The Small, It's The Fast That Eats The Slow" Theater #107 at 12p & 3p							X					X					
Networking Breakfast Featuring BNI Founder; Dr. Ivan Misner Room 106 6:45am - 8:30am (Doors open at 6:30am) ~ $15 fee																	
BNI SPONSORED SPEED NETWORKING AREA 8:30am - 6:00pm Room 104																	
LAUGHLIN ASSOCIATES SPONSORING - Room 102 BUSINESS ASSESSMENT CLINIC 9:00am - 5:00pm																	
BOOK STORE 8:30am - 6pm: Conference Building~1st Floor																	