



OMEN's 2010 Oregon Summit on Entrepreneurship Agenda & Session Descriptions

Function	Time	Session Title & Description	Presenters
Registration	8:30-9:30am		
Breakfast	8:30-9:30am	<i>Breakfast and Open networking time</i>	
Annual Meeting	9:30-10:00am	<i>Welcome from Board of Directors Chair, Shawn Winkler-Rios, and OMEN's Executive Director, Valerie Plummer</i> <i>Hear from OMEN Board of Director Candidates and Recognize VISTAs.</i>	
Concurrent Sessions I	10:00-11:30am	<u>Accessing Business Oregon Resources for Small Businesses:</u> Learn about the resources available to small businesses through Business Oregon (OBDD) including information on new programs such as BOOST, and existing programs such as EDLF, Business Retention Services, CAP, CEF programs. This session will also provide a forward look to the 2011 Legislative session.	John Saris, Business Service Manager, Oregon Business Development Dept
		<u>Best Practices in Business Plan Training:</u> Jean Wall, Umpqua Community Development Corporation (UCDC) PRIME Program Manager, will share UCDC's recently self-published business planning guide. The guide has been successfully utilized by UCDC's DreamSaver IDA participants both in and outside of class. In counseling sessions or at home, clients can work on their own to build business planning skills as well as business management skills as they read through instruction and Oregon specific examples. Attendees of this session will experience Jean's philosophy of client support through assessment, recognition of client defined needs, meeting those needs & revealing others, and development of functional business plans with emphasis on supporting/building your client's ability to make wise independent business decisions – which can include deciding not to go into/be in business.	Jean Wall, PRIME Program Manager, Umpqua Community Development Corporation (UCDC)
		<u>From the Classroom to the Boardroom:</u> This session will expose participants to two local nonprofits which are working to build the next generation of entrepreneurs, our youth. Participants will receive valuable information about how to bring entrepreneurship lessons into their local school and further opportunities for students to immerse themselves in entrepreneurship including the the Young Entrepreneurs Business Week (YEBW) program and Financial Beginnings. In addition to sharing information about these programs available for youth, we will also share volunteer opportunities for participants to spread entrepreneurship onto the next generation in their communities.	Maurissa Fisher, Executive Director, Youth Entrepreneurs Business Week
		<u>Oregon Self Employment Assistance Program:</u> At this session, participants will learn about the Self Employment Assistance program (SEAP) operated by the Oregon Employment Dept. Attendees will gain knowledge of the SEA program to direct	Patrick Sanderlin, SEAP Coordinator, Oregon Employment Department



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		prospective entrepreneur /unemployment claimants to apply for this resource. A brief history and overview of the program will be provided as well as some detail on the worker profiling system (program eligibility).	
Lunch	12:00-12:30pm	<i>Lunch and Open networking time</i>	
Keynote	12:30-1:30pm	<i>Keynote Message: Christine Hamilton-Pennell, Growing Local Economies</i>	
Panel Discussion	1:30-2:30pm	<i>Join local and regional economic development experts for a discussion about strategies and lessons learned in helping entrepreneurs and businesses succeed.</i>	Moderated by Jody Christensen, McMinnville Economic Development Partnership
Break	2:30-2:45pm		
Concurrent Sessions II	2:45-4:00pm	<u><i>Lessons Learned from the Field: CORE Collaborative:</i></u> Join RDI and a panel of CORE (Connecting Oregon for Rural Entrepreneurship) partners to learn about the successes and challenges of creating a collaborative around entrepreneurship and some of the best practices you can develop in your community.	Craig Smith, Executive Director, Rural Development Initiatives (RDI) and panelists
		<u><i>Memory Made Easy for Business:</i></u> Memory mishaps erode your confidence and your results. Yet in today's fast-paced information driven world, even the best memory can get overwhelmed. Join Kristin Thompson, professional speaker and coach, for a fun, interactive program that will open your eyes to the real power of your natural memory and all the ways it can help you reduce stress, build rapport, stay organized, solidify your expert status, and get you noticed!	Kristin Thompson, Thompson Professionals
		<u><i>Working with Latino Entrepreneurs & Establishing a Successful Cooperative Enterprise with Immigrant Women:</i></u> This session will tell the 4-year history of Micro-Mercantes, a cooperative venture of 20 low-income Latina Immigrants sponsored by Hacienda CDC. The Micro-Mercantes is a group of women who sell tamales and other Latin American cuisine at Portland area farmers markets, at special events, and offer catering services. The session will describe the lessons learned during the 4 years of the venture, how to organize a Latino immigrant group to form a successful collaborative, and significant challenges that arise in the process in terms of business development, financing, and integrating many limited-English speaking immigrants into the U.S. business system.	Nathan Teske, Community Economic Development Director, Hacienda CDC
Wine Reception	4:00-5:00pm	<i>Enjoy local wines and appetizers in the Evergreen Aviation Museum</i>	