



Seminar & Event Schedule

8:00 – 9:00 a.m.

Coffee with the Contractors

Presented by Bridging Partnerships Small Business Symposium – Hanford Small Business Council

Participate in this opportunity to meet and visit with representatives involved in small business government contracts. Representatives include:

Bechtel National, Inc.
CH2MHILL Plateau Remediation Company
Computer Science Corporation
Department of Energy – Hanford Site
Johnson Controls
Mission Support Alliance
Pacific Northwest National Laboratory
Washington Closure Hanford
Washington River Protection Solutions
Advanced Technologies and Laboratories International, Inc.
US Army Corps of Engineers

9:15 – 10:15 a.m.



The Power of Email Marketing

Presented by Dana Pethia, Constant Contact

An informative and inspiring seminar designed with you, the business owner in mind! Grow your customer-stakeholder-member groups by tapping into the power of email marketing. This program is an overview of email marketing. You will learn:

- Email Marketing Best Practices
- Hints & Tips to make your campaigns more effective
- The right way approach to email marketing
- How to build your list with permission
- The difference between standard email programs and Constant Contact
- Connecting to social media through email marketing

Dana Pethia is Constant Contact's small businesses marketing expert in the Pacific Northwest region. With a passion for building great customer relationships, Dana applies more than 20 years experience in marketing, branding, public relations, community relations, and donor development. She is dedicated to helping small businesses, nonprofits, and member organizations convert casual customers, donors, and members into raving fans through online marketing. Dana is a member of several community and business development boards in the Pacific Northwest and has been sought after as a speaker for her businesses expertise and motivational style.

10:30 a.m. – 11:45 a.m.

FailFaire: Models of Success

Presented by: Frank Armijo, Mission Support Alliance
Ken Silliman, Farmers Exchange
Christina Lethlean, Gesa Credit Union

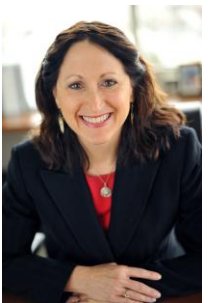
One of the core values we find is that we can quickly learn from the wisdom of others. If we understand what doesn't work in the business world and stop pushing failures under the rug, then we can collectively learn, improve, become more effective and have a great impact. This panel discussion enables attendees to listening and interact with experienced and successful business veterans.



Frank Armijo is the president and general manager of the Mission Support Alliance, LLC (MSA), a Lockheed Martin joint venture supporting the Department of Energy Hanford Site. Armijo has 25 years of professional experience with the last 15 years in various leadership positions with Lockheed Martin. He is a graduate of Lockheed Martin's Executive Leadership Institute, completed Executive courses at MIT, Stanford and Carnegie Mellon. A native of the Tri-Cities, Armijo and his wife Sherry, have served our community in a number of ways including: Board chairman for TRIDEC, led the effort to turn Washington State University Tri-Cities into a four-year institution; served on the Columbia Basin College Board of Trustees for 10 years, founding board member Leadership Tri-Cities and the Reading Foundation, served on the boards of the Washington Technology Industry Association and the Washington Technology Center, co-founded of the Hispanic Academic Achievers Program and was chosen as the 2006 Tri-Citian of the Year.



Ken Silliman was born and raised in downtown Kennewick. Ken graduated from Kennewick High in 1949, attended Central Washington University and served in the US Air Force. He started his career with Farmers exchange in 1954 with his brother, he purchased his share of the store in 1981 and continued to operate the store with his wife, Arleen, until 1997, at which time he sold the business to his son, Keith. He still works at the store because he enjoys his customers and seeing the business continue to grow.



Christina Lethlean is President and Chief Executive Officer of Gesa Credit Union, a leading financial institution in Southeastern Washington. Prior to joining Gesa in 2007, Mrs. Lethlean served as Senior Vice President of Finance and Operations for Xceed Financial Credit Union. As Vice Chairperson of the Executive Committee for the Credit Union National Association (CUNA) CFO Council, Lethlean helped to increase national membership in the CUNA CFO Council. She has presented on financial topics at numerous educational seminars detailing new and innovative ways to increase the effectiveness of credit union staff and volunteers to benefit credit unions. Mrs. Lethlean holds a BA degree in Accounting from California State University. She currently serves the following organizations: WSU Tri-Cities Advisory Council, WSU Tri-Cities Campaign Committee, TRIDEC Board of Director, Northwest Credit Union Association, Washington Governmental Affairs Committee, NWCUA Defense Fund Oversight Committee and Junior Achievement of the Greater Tri-Cities.

Noon – 1:30 p.m.

Expo & Network Tri-Cities Luncheon

Keynote Speaker: Arun Raha, PhD



Arun Raha is Chief Economist for the State of Washington and Executive Director of the Economic and Revenue Forecast Council. He is responsible for preparation and presentation of quarterly forecasts of Washington's economy and General-Fund revenues. He also advises state legislative committees and other government agencies regarding economic and revenue activity in the state.

Dr. Raha was formerly Vice-President, Economic Research, at Swiss Re in New York, a leading global reinsurer, headquartered in Zurich, Switzerland. There he was responsible for forecasts of North American macroeconomic, financial, and property-casualty insurance markets. He also worked closely with Connecticut based Conning Asset Management which was part of the Swiss Re Group.

Prior to that, he was Manager of Economic Analysis at Eaton Corporation, a global diversified industrial manufacturer in Cleveland, Ohio.

1:30 – 2:30 p.m.

Navigating Employee Benefits in Rough Waters

Presented by Matt Henderson, Pacific Crest Benefits

This seminar will look at options available to employers of all sizes relating to their employee benefit packages. It will focus on what options are available and seek to analyze which options are most attractive to employers based on the size of their business as well as their industry, workforce needs, cost considerations, Health Care Reform, etc.



Matt Henderson has been in the insurance industry since 2003. He earned his degree in Business Administration from Eastern Washington University. He has spearheaded several innovative employee benefit programs centered on health, wellness, and the delivery of "Evidence Based" medicine. Currently, Matt is a member of the Pasco Kiwanis Club, serves on the board of the Lourdes Hospital Foundation, serves as Vice-President for the YMCA of the Greater Tri-Cities, and is the Corporate Sponsor Coordinator for "Drums Along the Columbia," a local non-profit who raises funds to support local high school instrumental music programs.

2:00 – 3:30 p.m.

Small Business Roundtable

A legislative update discussion with key panelist including 16th District Representative Terry Nealey followed by an interactive roundtable conversation giving participants the opportunity to suggest, discuss, and vote on recommendations regarding:

- Health care reform
- Workers' Comp. / Unemployment Insurance
- State budget and tax issues
- Regulatory reform
- Local Government Agency Performance
- Water Issues
- Hanford
- Human resource issues - mandatory paid sick leave

Your ideas will help shape the debate locally and in Olympia!



Terry Nealey was born in Walla Walla, Washington, and raised on a farm in Whitman County that produced cattle, wheat and hay. He graduated from Washington State University, where he also participated in the Reserve Officers' Training Corps (ROTC). Terry won honors as a Distinguished Military Graduate and was commissioned as a second lieutenant in the U.S. Army, where he served as an officer in the military police in Maryland and Korea. After completing his military duty, he attended Gonzaga Law School, graduated in 1974, and was admitted that year to the Washington State Bar Association. An attorney in private practice, he has also held the positions of Columbia County prosecuting attorney and coroner. Terry and his wife, Jan, live in Dayton, and have two adult children, Keith and Kristin, and five grandchildren.

2:30 – 3:30 p.m.

HELP! I Need a Business Plan

Presented by Bruce Davis, Small Business Development Center



Our economy continues to change. How do you adapt? In a quick one-hour class, learn what a business plan can do for you. Save time by learning how to develop the plan efficiently. You will learn the basic parts of the business plan, where to start, and most importantly, how a business plan can help you succeed whether you are currently in business or just starting up.

Bruce Davis received his BS from the University of Idaho and his MA in Agribusiness Management and Marketing from Washington State University in 1972. Bruce's background includes ownership of his own business, ongoing ownership of his own farm business, co-founding an export company, serving as a marketing consultant, teaching records and management in the community college system, teaching adult education in farm management and marketing for Washington State University Cooperative Extension, instructing for Washington State University Business Links in the Tri-Cities, and has held the Washington State Insurance License for the lines of Property, Casualty, Life, and Disability. In addition he has held NASD Series 7, 63, and 65 registrations. Bruce has assisted businesses in the Tri-City area for over eight years and enjoys helping your business grow.

3:30 – 4:30 pm

Cloud Computing and Small Business
Presented by Paul Carlisle, elevate

Separating the hype from the reality of how businesses embrace Cloud Computing. This seminar will present a foundation of business knowledge that you can use to make smart decisions in how you incorporate technology in your business. Terms and concepts are presented for business owners and will be limited in their technical focus.



Paul Carlisle is the technical advisor for elevate, a technology management company located in Richland Washington. He has over 15 years experience in the industry that includes managing and consulting for a number of top IT companies. Paul is also the Adjunct Professor for the Entrepreneurial Management Business Program at Washington State University - Tri-Cities.

4:00 – 6:00 pm



Schmoosa Palooza is THE networking party to punctuate a successful trade show. Complete your business day while enjoying a beverage and tasty appetizers.