

New Directions for Small Business

Aiming for Profit

**June 24, 2011
Westin Indianapolis Hotel
50 South Capitol Avenue
8:00 am – 3:00 pm**

Platinum Sponsors



- § Identify & Sell to *Today's* Customers
- § Make Money Exporting
- § Market to the \$600 Billion Buyer
- § Borrow to Grow Your Business
- § On-site Business Counseling

New Directions for Small Business is the Indianapolis area day of events marking 2011 Indiana Small Business Week from June 19 – 25, 2011. *New Directions for Small Business* provides entrepreneurs with new techniques to expand their businesses and to start new ones. It is an opportunity to talk with other business owners and with business counselors about current challenges and how to increase sales. Active small business lenders will be available to meet one-to-one to discuss your borrowing needs. At lunch, the U.S. Small Business Administration (SBA) will present its Small Business Week awards for Indiana.

Business Counseling and Conversations

Opens at 8:00 am - available all day

- ✳ Teams of business consultants and former business owners with expertise ranging from manufacturing to franchises and service businesses will be available for private meetings to help you find a new direction for your company or business idea. Feel free to bring your business plan along with your issues and ideas to start the conversation.
- ✳ Talk with exporting professionals who can help you take your products to global markets. Start with Canada; advance to China.
- ✳ Do you need working capital? What about a new building or advanced equipment? Ready to launch a new company? Meet with financial institutions that are lending right now to Indiana small businesses.



Business Seminars

Seminars are repeated 3 times

✳ **The Right Mix – Merging Traditional with Digital Marketing**

- How to identify, target and sell to *Today's* Customers
- Integrating broadcast and print with your digital marketing to deliver results
- Strategies and tactics for your Website, Email, and Social Media

✳ **Sell your Products and Services to the Federal Government**

- How to have your products or services considered for purchase
- Meet federal purchasing agents who are buying goods and services right NOW
 - US Department of Homeland Security, Customs and Border Protection – Clarence Abernathy
 - United States Army Corps of Engineers - Chicago, Detroit, Buffalo Districts – Priscilla Abeyta-Perez
- Programs and mechanisms for subcontracting for a part of the \$600 billion in federal purchases

✳ **Business Borrowing – Expansion or Start-up**

- Learn about the business borrowing process directly from bank representatives
- Identify what you should take to the bank and what you need to know for your visit
- Hear about the U. S. Small Business Administration's (SBA) loan products to help your company get financing

☀ **Exporting Made Easy – Big Business for Small Business**

- Extraordinary marketing assistance is available to small businesses seeking global expansion
- Meet experts for selling to customers in other countries
 - UPS International Account Executive - Jon Witherbee
 - U.S. Export Assistance Center Director - Mark Cooper
- Tips and assistance to make shipments and paperwork almost easy

2011 SBA Indiana Small Business Week Awards Luncheon



- ☀ **Indiana small businesses and their Advocates will be recognized at the Awards Luncheon**
- ☀ **Music will be provided by the *NapTown Strutters* Dixieland Band**
- ☀ **Time to network with other companies, enjoy the music and think about new directions for your company**

New Directions for Small Business – Aiming for Profit

June 24th – Westin Indianapolis Hotel
50 South Capitol Avenue

- 8:00 am ***Registration opens***
- 8:00 am ***Counseling and Conversations opens with coffee - experts available throughout the day***
- 8:30 am ***Business Seminars – Session I***
- 10:00 am ***Business Seminars – Session II***
- 11:30 am ***Awards Luncheon***
- 1:30 pm ***Business Seminars – Session III***
- 3:00 pm ***Counseling and Conversations closes***

Pre – registration payment is required on or before June 14th

The \$50.00 Registration Fee includes attendance at three of the seminars, unlimited one-to-one meetings with the experts at Counseling and Conversations, and your meal at the SBA Awards Luncheon. Parking at the Westin Indianapolis Hotel is at a reduced rate of \$15.00 for the day to pre-registered attendees. Additional parking may be available at Circle Center Mall or other garages.

Questions? 317/226-7272

U. S. Small Business Administration

REGISTRATION FORM

New Directions for Small Business
Westin Indianapolis Hotel ***June 24, 2011***

Event registration is \$50.00 per person which includes lunch with a choice of chicken or vegetarian.

Reservations with payment due on or before Tuesday, June 14th

Attendees (Please PRINT):

Meal preference

Name _____	_____ Chicken	_____ Vegetarian
Name _____	_____ Chicken	_____ Vegetarian
Name _____	_____ Chicken	_____ Vegetarian
Name _____	_____ Chicken	_____ Vegetarian
Name _____	_____ Chicken	_____ Vegetarian
Name _____	_____ Chicken	_____ Vegetarian
Name _____	_____ Chicken	_____ Vegetarian
Name _____	_____ Chicken	_____ Vegetarian

For questions or if the program is sold out before your check is received:

Contact _____

Name	Telephone #	E-mail address
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Enclosed is my check for:

_____ Individual Attendees @ \$50 each (open seating at luncheon)

_____ Reserved tables at luncheon for 8 @ \$400

Name to identify the Reserved Luncheon Table: _____
(company or person)

\$ _____ CHECK TOTAL ENCLOSED

Make your check payable to: ***Small Business Week***

MAIL THIS COMPLETED FORM & PAYMENT TO BE RECEIVED BY **June 14th** TO:

Small Business Week
SCORE Suite 401
8500 Keystone Crossing
Indianapolis, IN 46240