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January 21 - 27, 2012
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WORKSHOPS & SEMINARS

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BUSINESS DEVELOPMENT WEEK 2012 SCHEDULE OF EVENTS

SATURDAY JANUARY 21 Gulf View Square Mall	TUESDAY JANUARY 24 PHCC West Campus	TUESDAY JANUARY 24 PHCC West Campus (cont.)	WEDNESDAY JANUARY 25 Marchman Tech. Center	THURSDAY JANUARY 26 PHCC West Campus	THURSDAY JANUARY 26 PHCC West Campus (cont.)	FRIDAY JANUARY 27 County Wide
<p>Business Expo 10 a.m. - 5 p.m.</p> <p>MONDAY JANUARY 23 Spartan Manor</p> <p> Kick-Off Luncheon Jen Holloway "Jen's 20 Suggestions for Success" Spartan Manor 11:30 - 1:30 p.m. \$25.00 pp</p> <p>Social Networking to Promote Your Business Facebook, Twitter, QR Codes, and more New Port Richey Library 6:00 - 8:00 p.m. Antony Francis - Head of Lettuce Media Amber Osborne - Head of Lettuce Media</p>	<p>Technology Tuesday All sessions in Conf Center</p> <p>How to use Today's Technologies to Improve Efficiency in Your Business Antony Vannata 8:00 - 9:30 a.m.</p> <p>Maximizing your Reach on a Minimal Budget with Technology Antony Francis 9:45 - 11:45 a.m.</p> <p>Technology of Today and the Future PHCC - Box Lunch Antony Francis - Head of Lettuce Media Antony Vannata - T-Cellular/Sprint Ernest Norquist - Bright House Networks Jill Tarbox - PCS Tampa Bay 12:00 - 1:30 p.m. Conf. Center \$7.00 pp</p>	<p>Hands on Learning with Today's Devices Droids, iPhones, Tablets, and iPads Bring your own or use ours 2:00 - 3:30 p.m.</p> <p>Sun Toyota 3001 US 19, Holiday Career Academies and Business Partnerships in Pasco County Rob Aguis, John Hagen, Jerome Salatino 3:30 - 4:30 p.m.</p> <p>Sun Toyota Mixer Learn How to GO GREEN in your Business 5:30 - 7:30 p.m.</p>	<p>SCORE Workshops Starting a Home Business 101 Dick Bendtzen 8:30 - 10:00 a.m. Starting a Home Business 102 Dick Bendtzen 10:15 - 11:45 a.m. High School Sessions C-006, C-007 & Media Center Education Day Luncheon 12:00 - 1:30 p.m. \$13.00 pp Ryan Benjamin</p> <p>SCORE Workshops cont. Intro to QuickBooks Mike Kouremetis & George Motran 1:45 - 3:15 p.m. Advanced QuickBooks Mike Kouremetis & George Motran 3:30 - 5:00 p.m. Business Card Exchange/Mixer & Business to Business Expo Fox Hollow Golf Club 5:00 - 8:00 p.m.</p>	<p>Success Stories Breakfast with Seven Springs Rotary Club Woody Tucker, Evie Parks & Merl Faupel Seven Springs Golf & Country Club 7:30 - 9:00 a.m. \$8.00 pp</p> <p>ALL SESSIONS IN CONF CENTER</p> <p>Handling Business Challenges Joanne Whittlesey 10:00 - 11:30 am</p> <p>Successful Women in Business Luncheon PHCC - Box Lunch 12:00 - 1:30 p.m. Conf. Center \$7.00 pp Cindy Rose - All Children's Hospital Leigh Massengil - Medical Center of Trinity Janet Woods - Times Publishing Company</p>	<p>Tips to Successful Grant Writing Barbara Sweinberg 1:45 - 3:15 p.m.</p> <p>Using the Media to Market Your Business Luby Sidoff - Tampa Bay Times Steve Schurdell - True Oldies 106.3 Antony Francis - Head of Lettuce Media 3:30 - 5:00 p.m.</p> <p>Tapping into the Baby Boomer Workforce Debbie Duncan 5:30 - 6:30 p.m.</p>	<p>Hyundai of Wesley Chapel</p> <p>SCORE Workshops</p> <p>How to Successfully Obtain a Business Loan Hap Fairman 8:00 - 9:00 a.m.</p> <p>How to Really Start your own Business Jim Waters 9:30 - 10:30 a.m.</p> <p>Marketing your Business for Success Bill Brydia 10:45 - 12:00 noon</p> <p>PEDC Luncheon Dr. Scott Brown, Chief Economist for Raymond James 11:00 a.m. Networking & Registration 11:30 - 1:30 p.m. \$25.00 pp Tampa Bay Golf & CC</p>

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SATURDAY ~ JANUARY 21**GULF VIEW SQUARE MALL****BDW Business Expo**
10:00 a.m. – 5:00 p.m.**MONDAY ~ JANUARY 23****SPARTAN MANOR** 6121 Massachusetts Avenue, New Port Richey
NEW PORT RICHEY LIBRARY 5939 Main Street, New Port Richey**Kick-Off Luncheon****Jen Holloway**
Bright House Networks

For more than a decade, Jen Holloway helped many of you get your day started on Bay News 9, an exclusive news source found only on Bright House Networks. But after years of starting her day at 2AM, Jen decided to take a break from life as a television news anchor. Instead she's now a part of the Bright House Marketing Team and the face of the cable, internet and phone provider.

Social Networking to Promote Your Business – Facebook, Twitter, QR Codes, and more

If you're not involved in it now, you better be!

Antony Francis – Head of Lettuce Media
Amber Osborne – Head of Lettuce Media
New Port Richey Library
6:00 – 8:00 p.m.**TECHNOLOGY TUESDAY ~ JANUARY 24****PHCC WEST CAMPUS** 10230 Ridge Road, New Port Richey**Technology in Your Business Today****Anthony Vannata**

How to use today's technologies to improve efficiency in your business. Learn about different devices and software programs that are available to help track work orders, inventory, and staff.
8:00 – 9:00 a.m.

Maximize Your Reach on a Minimal Budget with Today's Technology**Antony Francis**

9:45 – 11:45 a.m.

Technology of Today and the Future**Antony Francis – Head of Lettuce Media**
Anthony Vannata – T-Cellular/Sprint
Ernie Norquist – Bright House Networks Business Solutions
Jill Tarbox – PCS Tampa Bay
PHCC – Box Lunch12:00 – 1:30 p.m. Conf. Center \$7.00 pp
RSVP 727-842-7651 by January 20, 2012
Each panelist will tell us how businesses are using today's technology to improve efficiency in today's busy work environment. Also, what we can expect in the future.**Hands on Learning with Today's Devices Droids, iPhones, Tablets, and iPads**

Bring your own or use ours.

You have received some great advice today; now we are going to give you hands-on training on how to download the applications and programs we have suggested throughout the day.
2:00 – 3:30 p.m.

The following Session and Mixer will be held at **Sun Toyota Career Academies and Business Partnerships in Pasco County**
Rob Aguis, John Hagen, Jerome Salatino

Learn what's going on in Pasco County high schools. Career Academies are gaining traction, providing a skilled workforce and working their way into the local PEDC and Workforce Board. Innovators and Business partners are encouraged to attend.
3:30 – 5:00 p.m.

Sun Toyota Mixer
3001 US 19, Holiday, FL 34691

Learn how to GO GREEN in your Business. Sun Toyota has recently gone "green" which means they are doing everything possible to eliminate pollution, reduce energy consumption, and preserve the environment for future generations. Come take a tour of this GREEN Dealership.
5:30 – 7:30 p.m.

WEDNESDAY ~ JANUARY 25**MARCHMAN TECH. CENTER** 7825 Campus Drive, New Port Richey**SCORE WORKSHOPS****Starting a Home Business 101****Dick Bendzen**

8:30 – 10:00 a.m.

This session will explore the idea of working from home, introduce internet marketing concepts for beginners, and show how to find the right business to match your time schedule and individual skills & interests.

Starting a Home Business 102**Dick Bendzen**

10:15 – 11:45 a.m.

This session will examine various internet marketing techniques and business models you can use to develop your own system to earn long term residual income working from home.

High School Sessions

C-006, C-007 & Media Center

Education Day Luncheon

12:00 – 1:30 \$13.00 pp

Ryan Benjamin

Ryan was signed by the Tampa Bay Buccaneers as an undrafted free agent in 2001. He played college football at South Florida. He won a Super Bowl ring as a member of the 2002 Tampa Bay Buccaneers.

Intro to QuickBooks**Mike Kouremetis & George Motran**

1:45 – 3:15 p.m.

The seminar includes a basic introduction to QuickBooks, the popular automated business record keeping system.

Advanced QuickBooks**Mike Kouremetis & George Motran**

3:30 – 5:00 p.m.

This seminar is designed for the more experienced QuickBooks user.



Business Card Exchange/Mixer & Business to Business Expo
Fox Hollow Golf Club
10050 Robert Trent Jones Parkway
Trinity, FL 34655
RSVP 727-842-7651 by Jan. 20, 2012
5:00 p.m – 8:00 p.m.

A great opportunity to make new contacts or renew old ones, so bring plenty of business cards!
A Business to Business expo will be featured during the mixer so reserve your table today! Space is limited!

THURSDAY ~ JANUARY 26**PHCC WEST CAMPUS** 10230 Ridge Road, New Port Richey**Success Stories Breakfast with Seven Springs Rotary Club****Seven Springs Golf & Country Club**

3535 Trophy Blvd, New Port Richey

7:30 – 9:00 am \$8.00 pp

RSVP 727-842-7651 by January 20, 2012

Woody Tucker - Woody Tucker Plumbing & A/C**Evie Parks - HPH Hospice****Merl Faupel - Faupel Funeral Home****ALL SESSIONS IN PHCC CONFERENCE CENTER****Handling Business Challenges****Joanne Whittlesey**

10:00 - 11:30 am

Learn ways to protect your business in case of an emergency. Learn about resources that can help you with your emergency situation.

Successful Women in Business Panel PHCC – Box Lunch

12:00 – 1:30p.m. Conf. Center \$7.00 pp

RSVP 727-842-7651 by January 20, 2012

Cindy Rose - All Children's Hospital**Leigh Massengil - Medical Center of Trinity****Janet Woods - Times Publishing Company****FRIDAY ~ JANUARY 27****HYUNDAI OF WESLEY CHAPEL** 27000 Wesley Chapel Blvd. (SR 54 West of I-75)**SCORE WORKSHOPS****How to Successfully Obtain a Business Loan****Hap Fairman**

8:00 – 9:00 a.m.

This seminar teaches participants the right way to successfully apply for and obtain the desired dollar amount of business capital from local banks and /or the SBA.

How to Really Start Your Own Business**Jim Waters**

9:15 – 10:30 a.m.

Explore key issues of starting a business. We will discuss information sources for insurance and legal requirements.

Marketing Your Business for Success**Bill Brydia**

10:45 – 12:00 noon

This session focuses on how to profitably grow your business.

Tips to Successful Grant Writing**Barbara Sweinberg**

Grants have become an important tool in today's market. This seminar will provide you with helpful hints to write a successful grant.
1:45 – 3:15 p.m.

Using the Media to Market Your Business for FREE**Luby Sidoff – Tampa Bay Times****Steve Schurdell – True Oldies 106.5****Antony Francis – Head of Lettuce Media**

How can I promote my business in the media for FREE?? Find out from the pros how to submit press releases and find out about print, broadcast, and online resources that are free or low cost alternatives for marketing your business.
3:30 – 5:00 pm

Tapping into the Baby Boomer Workforce**Debbie Duncan**

Learn the benefits of hiring from this growing workforce.
5:30 – 6:30 p.m.

BDW BUSINESS EXPO
SATURDAY
JANUARY 21, 2012
10:00 a.m. - 5:00 p.m.



Gulf View Square Mall

BUSINESS DEVELOPMENT WEEK AWARDS BANQUET
February 16, 2012
Seven Springs Golf & Country Club

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