

Marketing Panel

Claudia Newcorn

Claudia is an award-winning strategic marketing consultant and author of the Amazon Best Selling book, Zipline to Success: Fast-Track Marketing Strategies to Accelerate Your Sales & Profits. With decades of corporate experience with industry leaders such as Gillette and E&J Gallo, Claudia has worked with hundreds of clients, from entrepreneurs to mid-sized firms and large corporations as President of Acorn Enterprises consulting. She developed the Zipline system that reveals big company marketing secrets to help company owners, managers and their teams rise above obstacles and achieve their business goals, all while enjoying the ride. Claudia earned her BA from Wellesley College and MBA from Northeastern University, and taught marketing at St. Mary's College in California. She received the inaugural University of California-Merced Small Business Development Center 2016 Center Impact Award for consulting excellence. (ZiplineToSuccess.com)



Shirly Sarno

Shirly Sarno has been working in marketing since 1980. Her career included direct advertising sales for Business Week Magazine, and a "Beanie Baby" sales consultant for Ty, Inc. Her career also included being an owner/operator of several restaurants and most recently owner operator of a 22-room historic boutique hotel in Sonora, CA. Now retired from the hospitality industry, she continues her role with the Sonora Chamber of Commerce as Executive Director, serves on numerous local boards and committees, is a consultant for SBDC, and strives to aid in the enrichment and success of local businesses in Sonora and communities throughout Tuolumne County. Shirley's diverse background enables her to offer clients assistance in marketing and implementation of successful marketing strategies.



Jennifer Boland

Jennifer started her working career as a Kirby Vacuum salesperson at 18 years old. Within 3 months she was promoted because she had quickly become a top producer. Her time with Kirby proved to be a great training ground for the car business! In 1999, she began selling cars and ended up working for a company with an outside call Center "BDC" for car dealers. Inspired by the business model, she decided she could help other dealers set-up their own BDCs. She went on to help start several more BDCs before establishing her own business in 2007. Jennifer continued to evolve her business model using advanced techniques to help auto dealers close more leads. Over the past 10 years, Jennifer's business, "Simply the Best" has partnered with Braman Group, Dealer-e-process, The Nextup, & HomeNet. Her efforts focus on digital marketing and web site conversions, implementing new techniques and technologies to sell more cars off the Internet by increasing the lead volume, improving Internet presence and/or adjusting and supporting their marketing process.



4th Annual Grow Your Business Expo

February 28th, 2017 | Sonora Opera Hall | 8:00 am - 12:00 pm

- 8:00 Light Breakfast & Networking
- 8:25 Opening Remarks
- 8:30 Keynote presentation
- 9:00 Teaser Talks Round #1
- 9:30 Teaser Talks Round #2
- 10:00 Teaser Talks Round #3
- 10:30 Teaser Talks Round #4
- 11:00 Expert Panel
- "Effective Marketing Strategies"
- 11:50 Closing Remarks
- Mayor, Connie Williams, City of Sonora
- 12:00 Adjourn

Strategies for Business Success in 2017

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The Valley Sierra Small Business Development Center is funded in part through a subcontract between Opportunity Stanislaus and the University of California, Merced under the current cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations will be made, upon request, for handicapped individuals.

Keynote Speaker

Derek Maxson, Co-Founder & Strategist at Front Porch, Inc.

Derek, will discuss the challenges he has faced as the co-founder and now Strategist of Front Porch, Inc. His business expertise and visionary insights have enabled Front Porch to continually bring Internet providers multiple new streams of revenue. Mr. Maxson oversees the technology strategy and development functions for Front Porch's flagship product, the PorchLight, which is deployed on over 4,000 networks worldwide helping ISPs and other network operators communicate effectively with their users.



"Teaser Talk" Experts

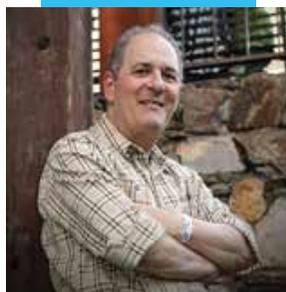
Lourdes Uranday

President and founder of First Steps/Primeros Pasos Human Resource Consulting, Lourdes is a Human Resource Management expert. She has an MBA in Human Resource Management and over 20 years experience in HRM with major corporations in food manufacturing, agriculture and distribution, and serves as a consultant, trainer and expert resource for companies throughout the region. Born and raised in the Central Valley, Lourdes has served as a Board member for the Employer Advisor Council and is currently a Board member for the Central Valley Hispanic Chamber of Commerce. She works closely with her small business clients to address questions and issues, ensure they are up to date and compliant with employment laws, and have comprehensive HR policies and procedures in place. Having traveled to Europe and recently to China, addressing globalization and the economic effects on local small businesses has become a passion for Lourdes, and is one of her popular training topics in her seminars and workshops for business professionals.



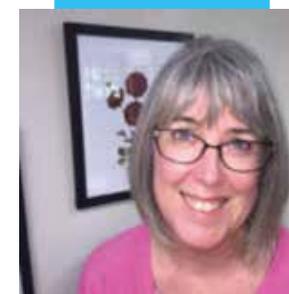
Greg Falken

Greg Falken has been helping businesses and organizations develop their Internet presence since 1995. He brings a strong background in media and communications, along with technology expertise that extends back to the earliest days of personal computing. Currently, his attention is drawn to the intersection of computers, the Internet and communications, especially social media and other efforts to humanize technology. Along the path of a varied career, Greg has worked as a recording engineer for A&M Records and as a commercial pilot, having flown throughout the United States, Canada and Europe, in everything from an open cockpit biplane to corporate jets and turboprops. Pursuing a growing interest in the Internet and World Wide Web, he founded Webdancers, an Internet development firm, in 1995.



Jennifer Hawks

Jennifer has been working in the account and bookkeeping field since 1994. She has worked with a diverse range of clients, from retail businesses to contractors, rental activities and non-profits. This broad range of experience has enabled her to become skilled at payroll compliance, sales tax reporting, all areas of accounts payable and receivable, inventory tracking and general business analysis. Her experience includes working with individuals, sole proprietor businesses, partnerships, LLC's, S Corps, C Corps, estates, trusts and non-profits. Jennifer is a QuickBooks Pro Advisor and an experienced user with all versions of QuickBooks dating back to 1994. She loves teaching business owners how to be efficient enough in their record keeping that they can spend more time doing what they do best - focusing on growing a successful business. Jennifer has a heart for helping people and businesses succeed. Jennifer has been using her experience and passion for teaching as a consultant with the Valley Sierra SBDC since 2012.



Rob Hawks

Living in Sonora since 1991, Rob spent 10 years at a firm in Modesto, the last 5 years as a partner, and was responsible for the Quality Assurance process for all income tax returns produced by the 21-person office. He also gained significant auditing and forensic accounting experience during his tenure there. Rob left the partnership in 2006, relocating his tax clients, and moved into a shared office space with a client group involved in the senior housing industry. He worked closely with this group to help build the business up to 5 operating locations plus a central management company office, while continuing his income tax practice. With Rob's help the business group negotiated a successful \$73 million merger deal late in 2011. In 2011, Rob purchased a practice from a retiring CPA, and has maintained an office in downtown Modesto ever since. Rob has provided services to his "foothill" clients since 1991 and in 2012 opened a "satellite" office on Stewart Street in downtown Sonora. With his recent purchase of the practice of a longtime Sonora CPA, he has expanded the Sonora office into a fully staffed second location.



Phil VanSwoll, CIC

Phil has been a SCORE counselor since 2008, and served as chapter chair for 4 terms, beginning in 2010. He has been President and CEO of Concal Insurance Services, Inc., an independent general insurance brokerage in Dublin, California since 1991. Phil retired from active management of the business in 2007. His career in the insurance industry covered a span of 50 years. Phil earned the professional designation of Certified Insurance Counselor (CIC) in 1982. He is a Past President of the Insurance Agents and Brokers Association of Southern Alameda County, and served on the State Executive Board of the Professional Insurance Agents Association (PIA of Calif/Nevada) for 7 years. He has taught many insurance classes, and served for 10 years as a member of the Board of Directors of Alliance United Insurance Company. Concal Insurance was also recognized nationally as a "Best Practices" agency for a number of years prior to Phil's retirement. In addition to his work with SCORE, Phil was also past President of the Tuolumne County Newcomers Club (3 terms), past "Big Sir" of Sonora chapter 136 of SIR Inc., and since 2008 has been a Board member of and currently serves as Chairman of the Tuolumne County Revolving Loan Fund.

