

## BUSINESS FORUM 2012

February 21, 2012  
9:00 am – 10:00 am

Avila Lighthouse Suites  
Port San Luis Conference Room  
550 Front Street, Avila Beach, CA

Map and Directions:

<http://avilalighhousesuites.com/map-directions/index.cfm>

### AGENDA

- 9:00 a.m. Welcome and Overview
- 9:05 a.m. Economic Strategy Update
- 9:10 am Specialized Manufacturing Alliance Overview/Introductions

#### PRESENTERS:

##### **Jeff Wade, Central Coast Marketing**

Leveraging his 30 years of experience in technology marketing and sales, Jeff enjoys helping entrepreneurs and small companies formulate and implement their business development plans. Jeff has managed Marketing departments, driven strategic and channel partnerships, performed product management and marketing and worked for small organizations as well as IBM. Redefining and implementing an entire product lifecycle process for a \$500M company, positioning and branding analysis and leading strategic planning are among the projects he has enjoyed most. Jeff's background includes training in Chasm theory, a BSEE from WPI and an MBA from Pepperdine.

- 9:15 am **U.S. General Services Administration**
- Deciding if a GSA Contract is Right for You
  - The Application Submission Process
  - Obtaining the Award and Next Steps
  - Using the Contract for Increasing Sales
  - Responsibilities and Managing the Contract
- 9:45 a.m. Question & Answer
- 10:00 a.m. Next Meeting/Adjournment