



Connect • Learn • Prosper

Wednesday, October 4<sup>th</sup>, 2017 | 8:00 am - 1:00 pm | Spring Creek Event Center, Zion Crossroads  
**Summit Agenda**

- 8:00 - 8:30     **Registration, Visit Exhibitors/Networking**
- 8:30 - 9:30     **Breakfast**  
**Welcome Remarks:** 2017 Summit Chair(s) & Gold Sponsor  
**Keynote:** Stephen Moret, President & CEO, VEDP  
*Economic Development Vision and Approach for Central Virginia*
- 9:40 - 10:30   **Breakout Sessions**  
**A. Top Marketing Trends for 2017**  
Christina Garnett, Marketing Director - Roanoke Regional Small Business Development Center  
**B. Tips for Attracting and Retaining Millennials**  
Gail White, President - Charlottesville Society for Human Resource Management  
**C. Business Transformations to Stay Competitive - The Gig Economy**  
Carl Knoblock, District Director - Virginia Small Business Administration
- 10:30 - 10:50   **Resource Fair - Visit Exhibitors/Networking**
- 11:00 - 11:50   **Breakout Sessions**  
**A. What is Your Digital Presence?**  
*My Top 3 Avenues for Online Growth and How to Harness Each for Your Success*  
Irene Borys, Business Development Manager - Cyberbility  
**B. Where Have All the Soft Skills Gone? Customer Service Training and Workplace Readiness**  
Kathy Reid (PVCC) and Ben Sherman (GCC) - Business Development Directors  
**C. Cyber Security: Basic Strategies for Home and Work**  
Dr. Daria M. Brezinski - Cyber Security Social Engineer
- 12:00 - 12:50   **Lunch and Panel Discussion**  
**A. Connect • Learn • Prosper**  
○ Business Success Story's (4 Business Panel Discussion led by Alan Yost)
- 12:50 - 1:00    **Wrap Up: Door prizes & Evaluations**
- 1:00            **Summit Concludes**

## Our Keynote Speaker



**Stephen Moret** serves as CEO of the Virginia Economic Development Partnership (VEDP), a position he has held since November 2016. Before VEDP, he served as the Secretary of Louisiana Economic Development from 2008 to May 2015, where he directed business development efforts and cultivated higher education partnerships that helped secure economic development projects in Louisiana's urban and rural communities. Most recently, Mr. Moret served as the President and Chief Executive Officer of Louisiana State University Foundation in Baton Rouge before taking his current position at VEDP.

## Resource Fair Partners

- Virginia Department of Veterans Services; Veterans Education, Transition and Employment
- Central Virginia Small Business Development Center
- Virginia Procurement Technical Assistance Program
- Central Virginia SCORE
- Community Investment Collaborative
- Virginia Department of Small Business & Supplier Diversity
- Virginia Tourism Corporation
- Piedmont Virginia Community College
- Germanna Community College
- Virginia Department of Agriculture and Consumer Services
- Virginia Workforce Center
- Piedmont Workforce Network
- Central Virginia Partnership on Economic Development
- Charlottesville Albemarle Technical Education Center
- iLab at UVA

## Summit Sponsorship Partners

