**SF Bay Area Entrepreneurship Conference and Trade Show**

Final Guest Speaker Lineup

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| **STUDENT WORKSHOPS - Sunday, March 16, 2014** |
| ***Building an Online Identity/Profile***  Jon Roloff, Online Information Center Manager, National University, Fairfield |
| ***Connecting People to Business***  Christina Baird, Author, Little Wing Connections, Vacaville |
| ***Funding your Business Idea with Crowdfunding***  Ben Bateman, Campaign Funding Specialist, Indiegogo, Oakland |
| ***Managing Your Social Media - Building a Social Media Dashboard***  Misty Avila/Jessica Steimer, Communications and Training, Aspiration , SF |
| ***Marketing to Different Personality Types / Trade Booth Design***  D’Ann Hayes, Marketing Consultant, Ink It Up Designs, Benicia |
| ***The Business of Comics***  Steve Oerding, Supervisor & Sr. Graphic Artist, UC Davis |
| ***The Confidence Code – Overcoming Obstacles to Starting Your Own Business***  Vinca Heart, Creator of the Money Codes for High End Sales Success |
| ***Video Marketing***  Susan Schwartz, Owner, Your Marketing Spot, Fairfield |
| ***Winning Websites***  Eric Mason, Director of Communications, WIX, SF |
| ***Youth and Entrepreneurship***  Charlie Monahan, Deputy Sector Navigator, Napa College |
| **TEACHER WORKSHOPS** |
| ***HP Life E-Learning - Free Online Entrepreneurship Curriculum***  Debbie Ledbetter, HP Life Partnership Manager, Hewlett-Packard |
| ***How to Start a Real Business in Your Classroom***  Charles Rieger, Director, Solano County Small Business Development Center |
| ***Junior Achievement Programs for Your Classroom***  Kathie Blanchette, VP of Education and Denise Sposato, Senior District Manager, JA |
| **INTERACTIVE SESSION** |
| *I****nnovation Challenge 2014***  Being an entrepreneur is all about bringing ***innovative*** ideas to the table. Our 2014 Innovation Challenge will allow YOU to explore this concept in a non-competitive, fun, and very interactive experience. |
| **KEYNOTE - Monday, March 17, 2014**  **“*Marketing Shortcuts for the Self-Employed*”**  Patrick Schwerdtfeger, Author & Speaker |