TUESDAY, SEPTEMBER 29TH: NATIONAL FOCUS
8:00am-11:00am
Note: Events are Pacific Daylight Savings Time

8:00 Welcome
- Mayor Gail Barney, Town of Queen Creek
- Mayor John Giles, City of Mesa
- Vice Mayor Yung Koprowski, Town of Gilbert

8:05 Importance of First Tier Suburbs
- Adrian Hernandez, First Tier Suburbs Council Chair, National League of Cities

8:10 American Entrepreneurship Trends & Resources
- Jenn Steinfeld, Director of Entrepreneurship and Economic Development, National League of Cities

8:25 Keynote Speakers
- Jeremy Hartman, Vice President, Venture Forward, GoDaddy
- Alexandra Rosen, Director, Venture Forward, GoDaddy
- Stacy Cline, Director, Corporate Social Responsibility & Sustainability, GoDaddy

9:30 East Valley Small Business Research & Findings + Q&A
- Jeff Marcell, Senior Partner and Jenn Todd-Goynes, Consultant, TIP Strategies

10:00 Panel Discussion + Q&A: Challenges and Opportunities in COVID-19 Resiliency
- Kimber Lanning, Founder and Executive Director, Local First Arizona Foundation
- Jenny Poon, Founder, CO+HOOTS
- Kimberly Roland, Director of Innovation & Entrepreneur Programs, Better Business Bureau Serving the Pacific Southwest

10:50 Closing
NATIONAL LEAGUE OF CITIES FIRST TIER SUBURBS COUNCIL
Small Business Economic Resiliency Conference
Featuring Phoenix East Valley Cities
EVENT AGENDA

WEDNESDAY, SEPTEMBER 30TH: LOCAL FOCUS
8:00am-11:00am
Note: Events are Pacific Daylight Savings Time

8:00   Panel Discussion + Q&A: Success Stories from the Phoenix East Valley Cities
      - Doreen Cott, Economic Development Director, Town of Queen Creek
      - Dan Henderson, Economic Development Director, Town of Gilbert
      - Jaye O’Donnell, Assistant Economic Development Director, City of Mesa

8:30   Panel Discussion + Q&A: Phoenix East Valley Small Business Resiliency
      - Eric Hervey, Mythical Coffee, Town of Gilbert
      - Brian McKean, Old Ellsworth Brewing Company, Town of Queen Creek
      - Adam Small, Urbix Resources, City of Mesa

9:10   Breakout Session Discussions
      - Leveraging resources and developing partnerships for regional success
      - Reaching business owners: marketing programs and services
      - Providing equitable and inclusive small business support services
      - Preparing small businesses for a post-COVID economy

10:00  Breakout Session Share-Out + Discussion

10:30  Closing