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

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

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

8:25 Keynote Speakers
  - Jeremy Hartman, Vice President, Venture Forward at GoDaddy
  - Alexandra Rosen, Director, Venture Forward at 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
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 PHX East Valley Cities
   ○ Jaye O’Donnell, Assistant Economic Director, City of Mesa
   ○ Dan Henderson, Economic Development Director, Town of Gilbert
   ○ Doreen Cott, Economic Development Director, Town of Queen Creek

8:30 Small Business Resiliency + Q&A: PHX East Valley Small Business Owners
   ○ Brian McKean, Old Ellsworth Brewing Company, Town of Queen Creek
   ○ Eric Hervey, Mythical Coffee, Town of Gilbert
   ○ 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, TIP Strategies
   ○ Jeff Marcell, Senior Partner, TIP Strategies