

POWER UP 2006

MANPOWER SEMINAR SERIES A through D — 8:45 am — 11:30 am

SEMINARS A and B — 8:45 am — 10:00 am

A — Key Networking Strategies — Back by Popular Demand!



Presenter: Kathleen Ronald, SPEAKiNcubator
Kathleen Ronald is President and founder of SPEAKiNcubator. A certified Neuro-Linguistic Programming with over 20 years' experience as a professional speaker and trainer. Thousands of people nationwide — high-tech, low-tech, and no-tech — have reaped the powerful benefits of Kathleen Ronald.

You too can master the art of networking; discover your limiting beliefs that are holding you back and change them; AND understand and incorporate Neuro-Linguistic Programming (NLP) strategies to give you the best "Networking Tools" you've ever had! Learn the difference between Targeted Networking, Casual Networking, Expanding Networking, and On Purpose Networking. Expect this seminar to be Fun, Exciting, and Fast-Paced!

B — New Strategies in Search Marketing — Why Madison Avenue Is So Scared



Presenter: Adam Gordon, The Oya Group Agency
Adam Gordon is Senior VP of Strategic Services at The Oya Group. A 20-year veteran of marketing and sales and an avid technologist, he helps companies from Coca to Golden Bay Federal Credit Union effectively tell their stories. Come and see what happens when you mix the best of traditional marketing and new media marketing.

Self-serve advertising with easy-to-follow metrics! No wonder Madison Avenue is panicked! Increasingly, traditional advertising budgets are migrating to the online world of Search Engine Marketing (SEM), because it delivers a message at the exact moment buyers are receptive to it, and precisely tracks the results. Large enterprises to small companies are all discovering how powerful and cost-effective SEM can be — and finding that there are hidden pitfalls and the new opportunities. Is SEM right for you? Find out from a VP in one of the only advertising companies with Google-certified staff, The Oya Group.

SEMINARS C and D — 10:15 am — 11:30 am

C — Attacks, Viruses and Worms



Presenter: Rres Johnson, Vice President of Product Management, McAfee
McAfee, Inc., headquartered in Santa Clara, California and the leading dedicated security technology company, delivers proactive and proven solutions and services that secure systems and networks around the world. With its unmatched security expertise and commitment to innovation, McAfee empowers home users, businesses, the public sector, and service providers with the ability to block attacks, prevent disruptions, and continuously track and improve their security.

Learn how the risk landscape is changing and what you can do to mitigate your risk. The profile of the attacker has changed within the last five years; they are more sophisticated and their motives result in more pain to you and your organization. You need to understand your vulnerabilities, embrace and measure against a good security policy and find cost-effective ways to measure, mitigate and manage risk.

D — Guerrilla Publicity — Practical Strategies to Increase Visibility



Presenter: Jill Lublin, Promising Promotions
Author of two national bestselling books, *Guerrilla Publicity* (which is considered the PR Bible and is used in university marketing courses) and *Networking Magic* (which went to #1 at Barnes and Noble), Jill Lublin is a renowned strategist and an international speaker. She is founder of GoodNews Media, Inc. and currently is the host of the nationally syndicated radio show, "Do the Dream", where she interviews celebrities who have achieved their dreams. She is working on her third book, *Connecting from the Heart*.

Everyone needs effective public relations techniques to reach the next level of success. This is a presentation that will help professionals in any industry get the word out about their business. Jill will share her in-depth knowledge of public relations and low-cost, powerful, practical and original publicity secrets. Learn how to pull 'em, hold 'em and pitch 'em in 30 seconds or less. And, the seven must-knows to developing a guerrilla campaign.

MANPOWER SEMINAR SERIES E and F — 1:30 pm — 2:45 pm

E — Doing Business with the City of San Jose

Panelists: Purchasing, Office of Economic Development, Mineta San Jose International Airport, and Department of Public Works.

Selling products and services to the City of San Jose is now easier. Come and find out how. Topics will include: Goods and services typically purchased, best contacts, preference policies, and City requirements. Information about specific opportunities will be available including numerous goods, retail, food and beverage concessions, professional services, and construction. The presenters will also ask for your input and suggestions for City program improvements.

F — Getting Your Foot in the Door with Corporate America

Panelists: Robert Thompson, Lockheed Martin Space Systems, Emily Martinez Stein, Cisco Systems, & Tina Gray, PG&E — facilitator: Charleen Hamel, Cisco Systems, Inc.

Many large corporations in Silicon Valley have pro-active programs for smaller companies to obtain contracts with them. What are the sources you can use and how can you participate in these programs? Learn the strategy of partnering with other small businesses for contract opportunities. What are these corporations looking for, and how can you qualify?

MANPOWER SEMINAR SERIES G and H — 3:00 pm — 5:15 pm

G — Employer Land Mines



Presenter: Delcy Bach, HR Ideas, LLC
Delcy is the founder of HR Ideas, LLC, and has over 20 years of experience providing human resource services and solutions in business throughout the United States and Canada. Ms. Bach's expertise includes employee relations, payroll, benefits, recruiting, HRIS implementation, legal and safety compliance, and international division management.

The challenges confronting small business owners become greater and more complex every year. This basic seminar teaches employers how to avoid potential hazards, pitfalls, penalties, and fines that businesses face in California. This session provides tools and information to help employers identify and address day-to-day risks and responsibilities.

H — Growing Your Business With eBay



Darlene Clements, Sr. Marketing Manager, eBay Inc.
Darlene manages eBay Stores Marketing for a subscriber base of more than 380,000 Stores worldwide. In previous roles at eBay, Darlene led the development of eBay's small business seller strategy and resource center on eBay.com. She also served as Category Manager of eBay's Collectibles business, a category with \$2.6 billion dollars in annualized Gross Merchandise Volume in 2005. In this role she helped to increase the amount of merchandise and users in the eBay marketplace.

Whether you are looking to build a Small Business or expand Corporate sales, eBay can help you expand your business to local, national and international markets. You will learn simple best practices for selling and establishing a business on eBay, as well as advanced selling techniques that can help you take your business to the next level.