



**DESCRIPTION:**

Join us on May 5<sup>th</sup> for the Chamber’s Annual Small Business Success Summit in honor of Small Business Week—a unique gathering where San Diego’s small businesses, which make up 98% of our economy, can access a wealth of information, resources, and networking all under one roof. This summit will feature a dynamic speaker program and a table exhibit, providing opportunities for businesses to connect with key organizations and industry leaders.

**LOCATION:** SDG&E Century Park East, 8680 Balboa Ave, San Diego, CA 92123

**DRAFT AGENDA:**

**9:00 AM**            **Attendees may check-in, grab breakfast, begin to walk expo**

**9:30 AM**            **WELCOME REMARKS**  
*Chris Cate, President & CEO, San Diego Regional Chamber of Commerce*

**9:35 AM**            **SPONSOR REMARKS**

**9:40 AM**            **ELECTED OFFICIAL INTRODUCTORY REMARKS**  
*Jordan Marks, Assessor/Recorder/County Clerk, County of San Diego*

**9:50 AM**            **KEYNOTE SPEAKER: “The Marketing Foundation Most Businesses Never Build”**  
*Adal Bermann, CEO, Coto Collective*

Join the CEO of COTO Collective for an engaging session on marketing and branding, focused on aligning your brand with your mission while resonating with your target audience. Attendees will gain practical insights on how to build an authentic brand, refine their messaging, and create a strong connection with customers to drive growth and long-term success.

**10:15 AM**            **Navigating the Rising Cost of Doing Business Panel**  
*Danielle Finch, Director of Customer Service, SDG&E*  
*Andrew Shemirani, Principal, Urban Property Group*

Hear experts’ perspectives on current cost pressures, market trends, and practical strategies to help small businesses manage expenses, plan ahead, and remain resilient in a challenging economic environment.

**10:45 AM**            **KEYNOTE SPEAKER: “Small Business Leadership & Management Skills”**  
*Darrah DiGiorgio Johnson, Founder & Principal, The Direforza Group*

Tap into expert insights on small business leadership and management as our keynote speaker shares practical strategies for leading teams, making confident decisions, and fostering a strong organizational culture that drives long-term growth and resilience.

**11:05 AM**            **KEYNOTE SPEAKER: “Doing Business with Public Agencies: Contracts, Compliance & Opportunities”**  
*Craig Ruiz, Small Business Development Manager, San Diego International Airport*

Learn the fundamentals of procuring with public entities and explore how small businesses can access valuable contracting opportunities. This session will highlight the role of small business development programs—like those at the San Diego airport—in creating pathways for small, local, and veteran-owned businesses, along with key insights on how to navigate the process and get started.

**11:35 PM**            **Closing Remarks**

**11:35 PM -**         **Networking/walk through tabletop displays**