



Small Business Success Summit Agenda

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

9:30 AM WELCOME REMARKS



Jessica Anderson
Interim President & CEO, San Diego Regional Chamber of Commerce

9:35 AM SPONSOR REMARKS



Doug Wright
CEO, Mission Fed Credit Union

9:40 AM INTRODUCTORY REMARKS



Councilmember Raul Campillo
Councilmember, City of San Diego, District 7
Chair of Economic Development and Intergovernmental Relations Committee

9:50 AM KEYNOTE SPEAKER: Unlocking Global Markets for Small Businesses



Aron M. Davidson
Director, San Diego and Imperial U.S. Commercial Service, U.S. Department of Commerce |International Trade Administration

Insights on how small businesses can expand into global markets, tap into export opportunities, and navigate international trade. This keynote will provide strategies, resources, and federal support to help small businesses grow and compete on a global scale

10:15 AM **PANEL: Driving Local Growth Through Business Improvement Districts**

Explore how Business Improvement Districts (BIDs) drive local economic growth and support small businesses. District leaders and experts will share insights on successful BID initiatives, funding opportunities, and strategies for fostering vibrant business communities.



Moderator:
Sean Karafin
City of San Diego |
Economic Development
Small Business
Engagement Unit



Joel Hermosillo
San Diego Downtown
Partnership
Director of Business
Engagement



Natasha Salgado
City Heights CDC
Vice-President of Programs &
Strategic Initiatives



James Sly
East County Economic
Development Council
President/CEO

10:45 AM **KEYNOTE SPEAKER: Prepare Your Workplace for Emergencies**



Melissa Altman
Community Disaster Program Manager | American Red Cross Southern California Region

Ensure your staff is trained in lifesaving skills and your workplace is prepared for emergencies. This session covers flexible training options and strategies to enhance resilience, protect lives, and maintain operations during crises.

11:05 AM **PANEL: A Guide to Small Business Contracting**

Learn how your small business can secure contracts with state and federal agencies in this informative panel discussion. Representatives from key agencies will share insights on available opportunities, the procurement process, and essential steps to navigate government contracting. Gain expert guidance on finding and competing for contracts that can help grow your business.



Moderator:
Daniel Fitzgerald
San Diego & Imperial SBDC
Network
Regional Director



M'Lynn Martin
Caltrans | District 11
Small Business and Property
Management Analyst



Christian Silva
City of San Diego |
Equal Opportunity
Contracting Program
Program Manager



**Deputy Mayor Carolina
Chavez**
City of Chula Vista
District I

11:35 AM **Closing Remarks**

11:35 AM **Networking/walk through tabletop displays**