



**Survey: How are proposed Tariffs affecting your business?**

## 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



**Neville Billimoria**  
*Senior Vice President of Membership & Community Relations, Mission Fed Credit Union*



**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



**Victor De La Cruz**  
City of Chula Vista - District I  
Procurement Services  
Analyst

## 11:35 AM **Closing Remarks**

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