



Fairfax County
Small Business Forum
Educate, Empower and Enable Growth

FAIRFAX, VA | OCTOBER 10, 2019



- 8:00 - 9:00 AM** Registration and Networking Breakfast
- 9:00 - 9:50 AM** Welcome Remarks and Keynote Address by
Dr. David J Miller, Executive Director, GMU's Center for Innovation and Entrepreneurship (CIE)
- 10:00 - 2:30PM** Reverse Vendor Tradeshow

BUSINESS CONSULTATIONS WITH BIZEX | Conference Room 8

10:00 - 2:30PM *By Appointment - contact christopher.mcgough@fairfaxcounty.gov to schedule an appointment.

The County's BizEx Program helps businesses launch and grow in Fairfax County by offering guidance on permitting, licenses, zoning, inspections, etc. Appointments will be available for individual sessions of 15 minutes.

10:00 - 10:50 AM Breakouts | [Choose one of these sessions:](#)

Cybersecurity

Is your organization protected from Cyber threats? Come see what Ransomware is and what you can do to protect yourself.

SPEAKER: **Michael Drobnis**, Owner of OptfinlTy and cybersecurity expert.

ROOM: Conference Room 9/10

Business Readiness: Keep the money flowing through good times and bad

For businesses to succeed, they must create growth strategies, consistent messaging, and disaster response plans to respond to economic fluctuations, competing messaging platforms and natural disasters. This panel of experts will address how businesses can proactively prepare.

SPEAKERS: **Peter Baldwin**, MarketForce Strategies, **Avery Church**, Office of Emergency Management, **Tom Pfeifer**, Consistent Voice Communications

ROOM: Conference Room 4/5

11:00 - 11:50 AM Breakouts | [Choose one of these sessions:](#)

Marketing on a Shoestring

Think you need lots of money to market? That would be ideal, but there's plenty of exposure you can generate for little or no money. Bring your marketing questions and ideas.

SPEAKER: **Cindy Butler**, Director, Women's Business Center at Community Business Partnership.

ROOM: Conference Room 9/10

Intellectual Property

USPTO protections, tips on what, when and how to secure your intellectual property.

SPEAKER: **Clyde Findley**, Berenzweig Leonard.

ROOM: Conference Room 4/5

1:00 - 1:50 PM Breakouts

Selling to Fairfax County

This workshop provides actionable information on Fairfax County's procurement process including how to identify upcoming contracting opportunities, the mechanics of the public procurement process and general tips on how to do business with Fairfax County. Procurement staff will be available after the presentation for a customized and detailed Q/A discussion.

SPEAKER: **Lionette Robinson**, Dept. of Procurement and Material Management

ROOM: Conference Room 9/10

Conference Center Map (2nd floor of Government Center)

