

2009

Business  
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Business

Expo

TUESDAY, NOV. 17

**L. Gale Lemerand Entrepreneurial Speaker Series featuring  
CakeLove founder, Warren Brown**

Meet Warren Brown who left his career as a lawyer to pursue a dream and start a business. With a lot of hard work and positive word-of-mouth advertising Brown grew his business from a moonlighting project into seven thriving bakeries.



Brown has been recognized for his entrepreneurial spirit and featured by a number of media outlets, including *The Oprah Winfrey Show*, *The Today Show*, *People Magazine*, *Southern Living*, *Black Enterprise*, *Inc. Magazine*, *the Washington Post*, *American Express Commercials* and many others. Brown continues to pursue his entrepreneurial spirit by building additional retail storefronts, his new book "CakeLove" and expanding the product line.

**Free and open to the public.**

WEDNESDAY, NOV. 18

**Power Breakfast with Jon Gordon**

Jon Gordon is a speaker, consultant and author of the international best seller *The Energy Bus: 10 Rules to Fuel Your Life, Work and Team with Positive Energy*, *The No Complaining Rule: Positive Ways to Deal with Negativity at Work*, *Training Camp: What the Best do Better than Everyone Else*, and *The Shark and The Goldfish: Positive Ways to Thrive During Waves of Change*.



The message in Jon's books and speaking presentations is such that NFL coaches such as Jack Del Rio, Mike Smith, the PGA Tour and the FBI have called on Jon to inspire and benefit their teams. Jon and his books have been featured on CNN, NBC's *Today Show* and in *Forbes*, *Fast Company*, *O Magazine*, *The Wall Street Journal* and *The New York Times*. Clients such as The Atlanta Falcons, Campbell Soup, Northwestern Mutual, Publix Super Markets and JP Morgan Chase also call on Jon to bring out the best in their leaders and teams.

**BDP Luncheon with John Brandt**

John Brandt is founder and CEO of the MPI Group, a firm that offers companies strategic advice based on research and customized benchmarks. This speaker is presented in a partnership with the University of Central Florida.



An accomplished management innovator and an expert on manufacturing and technology, with unique knowledge of manufacturing in China. He offers audiences world-class advice on how to adapt to new market realities, new corporate structures and new customer expectations. He has led *IndustryWeek* magazine and the Chief Executive Group, publisher of Chief Executive magazine and now CEO of the MPI Group.

Join more than 2,000 business owners, CEOs and leaders as they network and learn about up-to-date business strategies and resources.

**Ocean Center  
Daytona Beach**

Registration:  
[www.choosedaytona.com/expo](http://www.choosedaytona.com/expo)  
or call  
(386) 255-0981, ext. 233

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TUESDAY, NOV. 17

Vendor Reception: 5:30 p.m.  
Presentation: 6:30 p.m.  
Book Signing: 7:30 p.m.  
Vendor Social : 7:30 - 8:30 p.m.

WEDNESDAY, NOV. 18

Registration: 7:30 a.m.  
**Power Breakfast:** 8 - 8:50 a.m.  
Seminars: 9 - 9:55 a.m.  
Exhibitor Showcase: 9 - Noon  
Seminars: 11 - 11:55 a.m.  
**BDP Luncheon:** Noon - 1:25 p.m.  
Seminars: 1:30 - 2:25 p.m.  
Exhibitor Showcase: 1:30 - 4:30 p.m.  
Seminars: 3:30 - 4:30 p.m.  
**Business Social:** 4:30 - 6:30 p.m.

**Seminar Tracks:**

Marketing  
Management  
Finance  
Technology

The opportunity to gain distinct competitive advantage with insight from nationally recognized entrepreneurs, industry experts plus 150 businesses that specialize in business products/services-Microsoft, Intuit, Palo Alto Software, SBA, Constant Contact, Workforce Development, Business Legal Firms, Accounting Associates, Commercial Insurance Agencies, Bank Executives, Marketing Agencies, Commercial Realtors, Commercial Developers, Volusia/Flagler Chambers, and Local/Regional Economic Development Agencies.



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A true learning experience.

Experts sharing business strategies on everything from banking to Web marketing.

## SEMINARS

Wednesday, Nov. 18, 2009

### Marketing

9 - 9:55 a.m.	High Performance Marketing
11 - 11:55 a.m.	E-Commerce & Social Media
1:30 - 2:30 p.m.	Professional Sales Skills
3 - 3:50 p.m.	Advertising on a Budget

### Management

9 - 9:55 a.m.	Insurance and Liability Planning
11 - 11:55 a.m.	Hiring and Personnel Performance
1:30 - 2:30 p.m.	Legal Tactics
3 - 3:50 p.m.	Procurement and Government Contracting

### Finance

9 - 9:55 a.m.	Cash Flow, Budgeting and Benchmarking
11 - 11:55 a.m.	Capital Formation Strategies
1:30 - 2:30 p.m.	International Trade
3 - 3:50 p.m.	Reducing Tax Liability

### Technology

10 - 10:55 a.m.	Microsoft Technology Center
2:30 - 3:25 p.m.	Microsoft Technology Center

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Business After Hours - 4 - 6 p.m.

A great networking opportunity to meet with more than 1,000 business owners from Volusia and Flagler counties, as well as Central Florida.

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