

Exhibitor booths will be open all day, both days!
Friday's proceeding will be in English – Saturday's will be in Spanish*

*except kitchen demonstrations

FRIDAY, NOVEMBER 18, 2011

8:45 am – 1:45 pm		Registration
9:00 am – 10:00 am	Exhibitor Booths Open	Café y Pan Dulce Opening: Mayor Anna Peterson and the Latino Business Alliance (Rm 115)
10:45 am – 11:45 am		Latino Demographics Session Learn about the Latino community in Oregon and how to connect with them (Rm 106)
12:00 pm – 1:30 pm		Luncheon Keynote Speaker: José Ibarra from the United States Council on Latino Affairs and a representative from the White House via Skype (Rm 101)
1:45 pm – 3:00 pm		Panel Discussion on Networking with the Latino Community Latino Business Alliance (Rm 106)

Where: Chemeketa Center for Business & Industry
 626 High Street NE, Salem, OR 97301



SATURDAY, NOVEMBER 19, 2011

Track 1	Business Beginners
Track 2	Already in Business
Track 3	Business Specifics

8:45 am – 2:00 pm	Registration		
9:00 am – 3:00 pm	A.C. Gilbert Discovery Zone A space for kids to play, create, and discover while adults attend sessions (Upstairs lobby)		
9:00 am – 10:00 am	Café y Pan Dulce Networking over coffee and sweet bread (Rm 115)		
10:00 am – 11:00 am Session in English	Cooking Demonstration How to Make Tamales and Sweet Bread (Rm 115)		
10:15 am - 11:15 am Sessions in Spanish	How to Start a Business Business Start-up Tips	HR & Hiring How to hire and manage your employees	Certifications/ORPIN Doing Business with Oregon Government
12:00 pm – 1:00 pm Session in English	Cooking Demonstration How to make Salsa Verde, Mexican Rice, and Corn Tortillas (Rm 115)		
12:45 pm – 1:45 pm Sessions in Spanish	Getting Legal with Your Business Learn about business entities and more	Taxes & Records How to file records to make tax time easier and identify business tax write-offs	The Triple Bottom Line Sustainability for your business
2:00 pm – 3:00 pm Session in English	Cooking Demonstration (Rm 115)		
2:00 pm – 3:00 pm Sessions in Spanish	Marketing How to create an effective marketing message	Insurance Learn the A, B, C's of business insurance	Proposals and Contracts Is contracting with the government right for your business?
3:15 pm – 3:45 pm	Closing: Latino Business Alliance (Rm 106)		

Exhibitor Booths Open