



TUESDAY
MAY 1, 2018

WORKSHOP HOSTS

Main Street Launch
Mason Tillman Associates
Radisson Oakland Airport



CITY OF OAKLAND

presenting partner



To Register:

<http://bit.ly/OAKEImhurstSBW>

More Info:

oaklandnet.com/sbw or
(510) 238-7952

Changing Demographics & Access to Capital Workshops

Radisson Oakland Airport, 8400 Edes Avenue

2:30 - 6:00 p.m.

*Esta sesión se ofrecerá con interpretación en español
This session will be available in English and Spanish.*

2:30 – 3:00 p.m.

Registration & Refreshments

3:00 – 4:00 p.m.

Changing Demographics: How to Ride the Wave of Prosperity

Change can be scary, but opportunity exists for those that understand how to adapt their businesses to thrive in evolving environments. Hear from and interact with experts who know what it takes to appeal to an expanding customer base to support your businesses' growth now and into the future. Panel Host: Mason Tillman Associates, Oakland BRT Business Sustainability Program. Panelists:

- Mercedes Lewis, Small Business Manager, Hack the Hood
- Alfonso Hooker, CEO, TekPerfect
- Rosa Martin, Owner, Las Marianas Food Truck
- Dorian Webb, Owner, Dorian Webb Lifestyle

4:15 – 5:15 p.m.

Demystifying Access to Capital: Business Owner Panel

A loan can be a great tool to grow your business, but for many business owners taking on debt can be intimidating. In this panel, you will hear from Oakland business owners who have gone through a loan process and used it to successfully grow their business. Hear their challenges and successes from someone who has taken the leap and see what you can learn for your business. Panel Host: Main Street Launch, Oakland. Panelists:

- Walter Allen, Owner, Acumen Building Enterprises
- Calvin Andrews, Owner, Lena's Soul Food Cafe
- Veronica Navarro, Owner, Artesanias Y Botanica Del Sol
- Rocio Navarro, Owner, Artesanias y Botanica Del Sol
- Diane Lewis, Moderator, Main Street Launch

5:15 – 5:45 p.m.

Questions & Discussion

Oakland Small Business Week runs April 29-May 5, 2018. Visit <http://www.oaklandnet.com/sbw> to register for scores of free business development workshops and events for Oakland-based entrepreneurs and small businesses. Register today for one event or stay the whole day!

APRIL 29 - MAY 5, 2018

HELPING **OAKLAND'S DIVERSE** BUSINESS COMMUNITY **THRIVE**