

**NATIONAL LEAGUE OF CITIES FIRST TIER SUBURBS COUNCIL**  
**Small Business Economic Resiliency Conference**  
**Featuring Phoenix East Valley Cities**  
**EVENT AGENDA**

**TUESDAY, SEPTEMBER 29<sup>TH</sup>: NATIONAL FOCUS**

8:00am-11:00am

Note: Events are Pacific Daylight Savings Time

**8:00 Welcome**

- Mayor John Giles, Mesa
- Vice Mayor Yung Koprowski, Gilbert
- Mayor Gail Barney, Queen Creek

**8:05 Importance of First Tier Suburbs**

- Adrian Hernandez, First Tier Suburbs Council Chair, National League of Cities

**8:10 American Entrepreneurship Trends & Resources**

- Jenn Steinfeld, Director of Entrepreneurship and Economic Development

**8:25 Keynote Speakers**

- Jeremy Hartman, Vice President, Venture Forward at GoDaddy
- Alexandra Rosen, Director, Venture Forward at GoDaddy
- Stacy Cline, Director, Corporate Social Responsibility & Sustainability, GoDaddy

**9:30 East Valley Small Business Research & Findings + Q&A**

- Jeff Marcell, Senior Partner and Jenn Todd-Goynes, Consultant, TIP Strategies

**10:00 Panel Discussion + Q&A: Challenges and Opportunities in COVID-19 Resiliency**

- Kimber Lanning, Founder and Executive Director, Local First Arizona Foundation
- Jenny Poon, Founder, CO+HOOTS
- Kimberly Roland, Director of Innovation & Entrepreneur Programs, Better Business Bureau Serving the Pacific Southwest

**10:50 Closing**

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**WEDNESDAY, SEPTEMBER 30<sup>TH</sup>: LOCAL FOCUS**

8:00am-11:00am

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**8:00 Panel Discussion + Q&A: Success Stories from the PHX East Valley Cities**

- *Jaye O'Donnell, Assistant Economic Director, City of Mesa*
- *Dan Henderson, Economic Development Director, Town of Gilbert*
- *Doreen Cott, Economic Development Director, Town of Queen Creek*

**8:30 Small Business Resiliency + Q&A: PHX East Valley Small Business Owners**

- *Brian McKean, Old Ellsworth Brewing Company, Town of Queen Creek*
- *Eric Hervey, Mythical Coffee, Town of Gilbert*
- *Adam Small, Urbix Resources, City of Mesa*

**9:10 Breakout Session Discussions**

- *Leveraging resources and developing partnerships for regional success*
- *Reaching business owners: marketing programs and services*
- *Providing equitable and inclusive small business support services*
- *Preparing small businesses for a post-COVID economy*

**10:00 Breakout Session Share-Out + Discussion**

**10:30 Closing, TIP Strategies**

- *Jeff Marcell, Senior Partner, TIP Strategies*