

revise, rebuild & reconnect

HAWTHORNE BUSINESS EXPO 2022

network, educate, and build your business for the future

April 26 & 27, 2022 • 10:00 am to 3:00 pm

program of events



Day One

April 26, 2022

Check-in and registration

● Lobby 8:00 a.m. – 2:30 p.m.

Program Begins

● 10:00 a.m.

Pledge of Allegiance

Welcome

● **Olivia Valentine**
Councilwoman, City of Hawthorne

Master of Ceremonies

● **Jan Vogel**
Executive Director, South Bay Workforce Investment Board

How Business Development In the South Bay Is Impacting Hawthorne

● **Alex Vargas**
Mayor of Hawthorne

Recognition of Visitors and Dignitaries

Panel Discussion

● **Revise, Rebuild and Reconnect in 2022**
10:15 a.m. – 10:50 a.m.

Panelists

● **Shallom Berkman**
Co-Founder, URTH Caffè

● **Lucy Gomez**
Owner, State Farm Insurance Agency

● **Guy Hocker**
Guy Hocker Realty

● **Dr. Burton Schnierow**
Schnierow Dental Care

Moderator

● **Barbara Levine, MBA**
Senior Business Assistance Director
Los Angeles County Economic Development Corporation

2022 Businesses of the Year

● **Los Angeles Ale Works**
● **Common Space Brewery**

Recognition of Supporters and Awards

Recognition of Committee Members

Announcement of Seminar Leaders

Raffle

Refreshments

● Polaris Room 11:20 a.m. – 11:50 a.m.

Seminars

● 12:00 p.m. – 3:00 p.m.

Day Two

April 27, 2022

Check-In and Registration

● Lobby 8:00 a.m. – 2:30 p.m.

Pledge of Allegiance

Welcome

● **Olivia Valentine**
Councilwoman, City of Hawthorne

Recognition of Visitors and Dignitaries

Exhibition Floor

● 10:15 a.m. – 3:00 p.m.

Raffle

● 3:00 p.m.



gold

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South Bay Propane
The AMAAD Institute
Urth Caffé

bronze

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Republic Services
Ring

South Bay Workforce Investment
Board
SpaceX



panel discussion

Revise, Rebuild & Reconnect

The theme of this year's panel discussion is "Revise, Rebuild & Reconnect." Hear panelists describe the state of their business prior to the start of the pandemic and the effect Covid has had on their operation since that time. The panelists will also discuss how they have navigated the challenges over the past year and the future prospects for their business.



Moderator:

Barbara Levine, MBA

Senior Business Assistance Director
Los Angeles County Economic Development Corporation

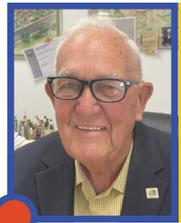
Panelists:



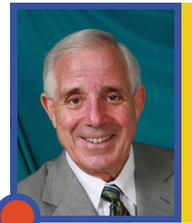
Shallom Berkman
URTH Caffé



Lucy Gomez
State Farm Insurance Agency



Guy Hocker
Guy Hocker Realty



Dr. Burton Schnierow
Schnierow Dental Care

JUPITER ROOM – 12:00 P.M. – 12:50 P.M.

Supercharge your Social Media: How to Go from Likes to Sales

Presented by: Deborah Deras: El Camino College SBDC

Your business can transform likes to Sales, Shares to Raving Fans, and Comments to Customers.

Social Media Marketing can be overwhelming- from posting to monitoring comments to creating content. As busy small business owners we need to be efficient, lean, and ensure that our efforts lead to profit.

Deborah Deras, Social Media Marketing Trainer, for the El Camino College SBDC, has used her Social Media knowledge to grow her small business and to coach hundreds of small business owners to replicate her techniques to increase revenue in their businesses.

In this workshop, you will learn how to authentically connect and create compelling messaging on Social Media to develop lasting relationships that go beyond transactional customers to create a tribe of devoted followers to grow your business for success with ease and grace.

You will learn:

- How to convert followers to sales?
- What platforms are right for your business?
- How to create compelling content?
- When to post and how to use time-saving techniques to post on multiple platforms?

MARS ROOM – 12:00 P.M. – 12:50 P.M.

How to Start and Successfully Operate Your Business In Hawthorne

Presented by: Larry Johnson: El Camino College SBDC

Interested in starting a business in the City of Hawthorne? This seminar will not only take you through the process of legal registration, but most importantly will review the core fundamentals critical to building a successful business. We will also provide an overview of funding options and emphasize the importance of proper record keeping and financial controls.

You will learn:

- Essential steps to take when starting a business in Hawthorne
- City of Hawthorne Business License Requirements
- An overview of the current landscape and environment for new business start-ups
- The reasons why starting a small business makes sense today
- Whether you have the “right stuff” to become an entrepreneur
- A roadmap/checklist for starting a business



JUPITER ROOM – 1:00 P.M. – 1:50 P.M.

Four Steps for Building an Unforgettable Brand Presence While Optimizing for Search

Presented by: Omari Valentine: off the lip web design
Ernesto Comodo: 907k marketing

Branding is one of your best tools to effective marketing campaigns. In this 50-minute seminar, you will learn the basics of branding for small businesses. You will also learn a few simple techniques for building a great search presence, and how that can spill over into your brand awareness.

You will learn:

- Brand Marketing Basics
- How to Pick the Right Customer Persona
- How SEO can uniquely impact small businesses

MARS ROOM – 1:00 P.M. – 1:50 P.M.

Insurance Requirements for your Small Business

Presented by: Joel Versh: Farmers Insurance

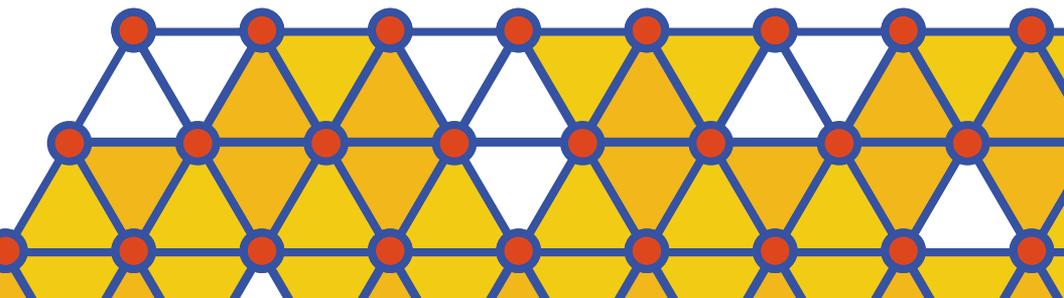
You are either thinking about a business opportunity or perhaps you are looking to scale up and move out of your garage into an office space. Maybe you are already in an office and are getting ready to hire an employee or two.

Let's talk about insurance needs. The difference between General Liability and Professional Liability.

This session will explain the mysteries of insurance, what coverages you need and why.

You will learn:

- Why do I even need insurance?
- What does General Liability cover?
- EPLI and what it protects
- Cyber Liability and why it is even more important than ever now...
- What are your responsibilities when you have an employee?



MARS ROOM – 2:00 P.M. – 2:50 P.M.**How to Finance Your Business**

Presented by: Michael DeDonato, J.D., MBA: El Camino College SBDC

This seminar will provide an overview of available options for financing your business. Equity and debt options as well as crowd funding and the process for raising capital from friends and family will be discussed. Details on what you need to know to obtain business funding be provided. The various types of financial institutions and which institutions are currently loaning money and what you will need to qualify will be presented. We will make sure that you know all you need to know about credit!

You will learn:

- Common Ways to Fund a Business
- Micro and Alternative Lenders (Opportunity Fund, CDC Small Business Finance)
- SBA Loan Programs (7A, 504 and Disaster loans)
- Areas of Credit Evaluation

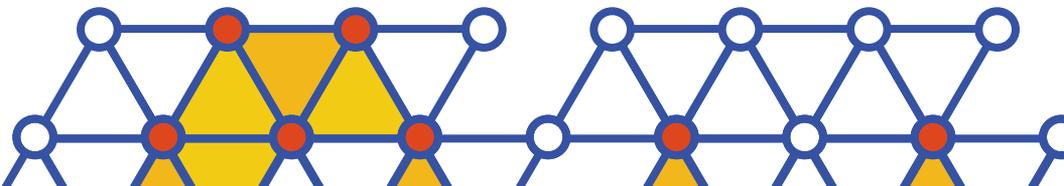
PLUTO ROOM – 2:00 P.M. – 2:50 P.M.**Apprenticeship and Employee Training Support AT NO COST for Your Business**

Presented by: Chris Cagle: South Bay Workforce Investment Board

You will find out how your business can benefit from a paid career pathway apprenticeship program designed by employers to assist them with their workforce development pipeline needs. Also learn how you can improve your bottom line with no cost Recruitment Services, Hiring Support, Subsidized Labor Programs and On-The-Job Training Programs provided by the South Bay Workforce Investment Board (SBWIB). For over 39 years, the SBWIB has been matching employers with qualified candidates in the South Bay region. Find out how you can take advantage of our many services for large and small businesses as well as job seekers.

You will learn:

- Recruitment Services
- Business & Support Services
- Hiring Support
- Subsidized Labor Programs



PLUTO ROOM – 12:00 P.M. – 12:50 P.M.

Practical Cyber Security

Presented by: Jerome Michalczak, Senior Detective: Hawthorne PD

This session will review the importance of maintaining and updating your systems. This means keeping your security patches, firmware, software, and time clocks up to date along with the importance of passwords, updating them regularly and making them complex. Awareness of phishing emails and social media ads that attempt to steal personal information will be highlighted. We will explore the pros and cons of cloud services that offer robust security with a reoccurring cost and how to create a plan for data loss or breach. Learn about your current system and what capabilities you may already have.

You will learn:

- Updating Your Computers
- Changing Your Passwords
- Phishing Emails and Social Media
- Cloud Solutions

PLUTO ROOM – 1:00 P.M. – 1:50 P.M.

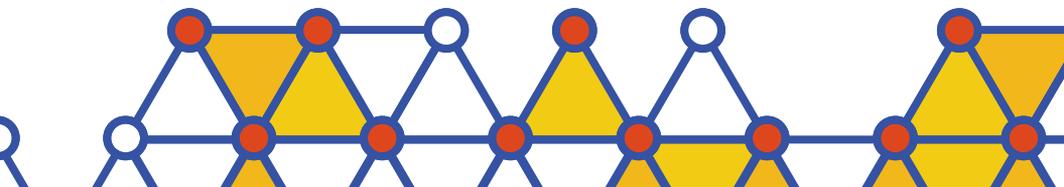
How to Do Business With Los Angeles World Airports

Presented by: Joon Lee, Senior Management Analyst: LAWA & Shaun Shimoda Kobayashi, Certification Manager: LAWA

The Doing Business with Los Angeles World Airports (LAWA) seminar is a summary version of the two-hour presentation covering the in-and-outs of contracting at Los Angeles International Airport (LAX). This seminar will give a short overview of the business opportunities that LAWA offers including the Request for Bids and Request for Proposals process as well as learning about and registering a business with the City's central online database of procurement: Los Angeles Business Assistance Virtual Network (LABAVN). There will also be a brief introduction to various LAWA Business Enterprise Certification Programs, eligibility requirements, and how to apply.

You will learn:

- A short overview on the business opportunities at LAWA
- The LAWA Request for Bids and Request for Proposals process
- Los Angeles Business Assistance Virtual Network (LABAVN)
- LAWA Business Enterprise Certification Programs





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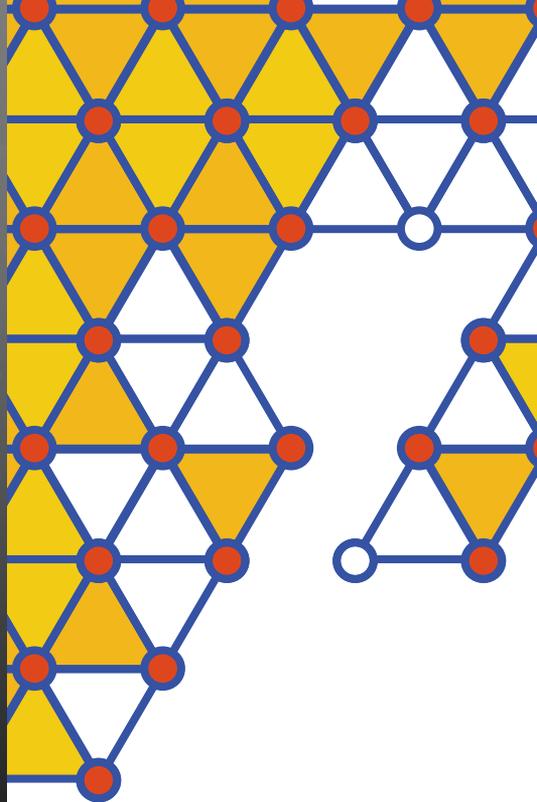
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seminar presenter biographies



Larry Johnson

southbaysbdc.org

Larry has deep executive experience leading established and start-up enterprises. He is the founder and CEO of LR Johnson Associates LLC, a specialty foods sales and marketing firm. In addition, Larry serves as Program Lead Advisor for El Camino College, where he provides advice and counsel for small business and entrepreneurs from the South Bay to the Westside of Los Angeles, through its Small Business Development Center (SBDC).

Previously, Larry provided corporate finance advisory and investment banking services for both Deloitte and Price Waterhouse. Larry maintains an affiliation with the Los Angeles consulting firm of Stanton Associates LLC.

He is active in Rotary International, having served as President of his local Rotary Club. He also serves on the Board of Wells Bring Hope, a not for profit that drills water wells in Western Africa.

Larry received his MBA from Columbia University and has a BS in Economics from Boston College. An avid golfer, Larry also is an aficionado of the Los Angeles Philharmonic.



Jerome Michalczak

hawthornepolice.com

Jerome Michalczak has been a police officer for approximately 22 years and has served in a number of capacities to include patrol, bicycle patrol and gang enforcement. He worked as a fraud detective with the Hawthorne Police Department for six years and has investigated numerous crimes to include identity theft, burglary, robbery and murder.



Joel Versh

farmers.com

My name is Joel Versh, husband, father, and small business owner. My wife and I have been married for almost nine years and we are the proud parents of a seven-year-old son who runs our household. I graduated from Cal State Fullerton with a degree in Psychology. I am a proud member of the Kiwanis Club of Hawthorne and enjoy giving back to the community.

My Agency is a full-service, Insurance and Financial Services Agency. Meaning I can protect all your stuff including your money!

My Agency's philosophy is simple. You worked extremely hard to gain your assets and our job is to work awfully hard to protect them for you.

I am honored to be a presenter and look forward to speaking with all of you.



Chris Cagle

sbwib.org

Chris Cagle is the Regional Affairs Manager for the South Bay Workforce Investment Board (SBWIB). He specializes in helping businesses succeed by connecting them with regional resources that promote growth. The Workforce Board provides "no-cost" business and employment services throughout the Los Angeles South Bay area. Business resources include programs that provide wage subsidies and funding for employee training. Services also include assistance with hiring and recruitment and much more.

Chris is frequently a guest speaker on workforce development issues at many community events and was previously a two-term city councilman representing the residents of District 2 in Redondo Beach. He holds a master degree in Political Science and resides in Redondo Beach with his wife Diane.



Omari Valentine

offthelip.com

With over a decade of experience managing software projects, Omari Valentine has guided the development of websites and mobile apps in games, finance and news media.

In 2017, Omari founded his agency, Off the Lip, bringing with him his passion for producing premium online experiences, this time for small businesses. Off the Lip offers clients performance-optimized websites along with a suite of brand asset creation services.

Omari recently joined the El Camino College SBDC as an advisor, assisting clients through workshops and one-on-one consultations.



Ernesto Comodo

907k.com

Ernesto graduated in 2002 with a BFA in Fine Arts from Otis College of Art and Design and soon after, started working as a junior designer for a boutique web design agency of one of his former professors. Working at a small agency, he was involved in all aspects of the agency learning the business part of running a design agency, such as managing projects, clients, and pricing.

With that knowledge, Ernesto opened his own design studio in 2003 Rapadura Design sharing a small office space in Playa Del Rey, CA with a colleague from college. Here Ernesto started to venture into print, working for a monthly financial equities' magazine, a bi-monthly Brazilian publication, various jobs for other advertising, design agencies around Los Angeles and many startups and small businesses at the core of the firm.

The freedom of being a business owner was great, but it was a struggle working with small business owners, as they would come for projects such as a logo design or a web site and a year later the client would be out of business. A lot of great work had been done for these companies but was frustrating seeing these companies no longer in business.

Ernesto had to figure out a better way to help his clients and the answer was "Marketing". These businesses were missing the fundamentals of being an entrepreneur from creating a business plan, marketing strategy and budgeting. To better serve his clients, Ernesto had to re-invent himself; he had to get re-educated by reading marketing books and taking marketing courses. With this transformation, a new company emerged in 2014 called 907K Fashion Marketing, hence majority of his clients at the time where in the fashion industry but within one year the name was adjusted to 907K Marketing to encompass all industries.



Deborah Deras

southbaysbdc.org

Deborah Deras, Social Media Marketing Strategist, Trainer and Professional speaker, has used her Social Media knowledge to grow her small business and to coach hundreds of small business owners to replicate her techniques to increase revenue in their businesses. She serves as a facilitator for the Beverly Hills Chamber, El Camino College SBDC and has presented on stage to conferences of over 1000 attendees. She has booked speaking engagements with huge companies like NASA, Verizon, J.P. Morgan, and Proctor & Gamble through the strategies she will share with you in this seminar. You will leave energized, inspired and with practical tools.



Michael DeDonato

southbaysbdc.org

Michael has been a business consultant, finance and accounting professional for 35 years. He is the Managing Member of DeDonato and Johnson Advisory Group, LLC which provides strategic merger and acquisition finance and accounting support to privately held clients, small to midsized businesses involved in mergers and acquisition. He has extensive sell and buy side expertise.

Since 2016 he has served as a business advisor for the El Camino College Small Business Development Center where he mentors startup and small businesses. In this role, he provides one on one counseling. He also develops and, teaches business workshops such as Business Financing, Crowd Funding, Legal Structure and Investor Pitches.

He has spent decades as a Chief Financial Officer and Controller for privately held companies. His industry expertise includes manufacturing, aerospace and defense, consumer packaged goods, health care and construction. He has prepared and negotiated multimillion dollar aerospace and defense contracts and is well versed in government contracting and government accounting standards and procedures.

Michael combines an outstanding work ethic with self-determination, professional integrity, excellent education and a dedication to team-oriented results-driven performance.

He earned his Juris Doctor (Law) from the University of San Diego and his Master's in Business Administration (MBA) from Bentley University.





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