



Resources for Growth.

# Southern Virginia Small Business Expo SCHEDULE OF EVENTS

## TRADE SHOW OPEN 8:30AM - 5:00PM

Exhibitor Check In & Set Up: 7:30am - 8:30am

**8:30 am**  
Registration

**9:15 am**  
Opening Remarks

**9:30 am**  
An Economic Roadmap  
What Comes Next for Southern Virginia

A discussion with economists from the Federal Reserve System, Longwood University, and Hampden Sydney College moderated by Mr. Hugh Newton, Regional President, M&T Bank.

**11:00am**  
Networking

**11:45am**  
Lunch featuring Gayle Turner  
"The Heart to Act"

We've learned about the economic landscape. Now it's time to have the clarity to discern what it all means, the confidence to decide the direction of your business, and the commitment to lead your team into a better future.

**1:30pm**  
Breakout Session 1 - Room A  
Growing Your Business with Government Contracting  
Presented by: Joanne Tompkins, Crater Procurement Assistance Center  
Discover opportunities for your business to grow through Government Contracting.

**Breakout Session 2 - Room B**  
Growing through Sales Skills  
Presented by: Marc Willson, Virginia SBDC  
Learn how to work with your sales associates to effectively manage customer experiences and boost your sales. Bring your lead sales associates to this session and maximize the potential for using these techniques in your business.

**3:00pm**  
Breakout Session 1 - Room A  
Financing Your Future  
Presented by: M&T/SBA  
Learn what you need to know to navigate the financial landscape and secure financing for your business. Panel discussion format hosted by M&T Bank and the Small Business Administration.

**Breakout Session 2 - Room B**  
Achieve Your Goals "Ignite Your People"  
Presented by: Gayle Turner, Catch Your Limit Consulting  
Using his signature spirited and humoristic style, Gayle Turner will discuss leading a team to achieve "BHAG's" (Big Hairy Audacious Goals) by sharing your values and living your values.

**4:30pm**  
Networking

### FEATURED SPEAKER PROFILE

#### Gayle Turner, Catch Your Limit Consulting



Gayle Turner is the managing consultant of Catch Your Limit's Richmond office.

In addition to being one of the most genuine and fun loving people you will ever meet, Gayle is an experienced consultant, nationally recognized brander, resident film director/producer, and actor. A recognized brand authority in the United States, Gayle is a powerhouse advertising and communication speaker and has been a featured speaker regularly on the subjects of branding, marketing, sales and account service for ADWEEK conferences. He has consulted with some of the largest ad agencies in the world including Grey Global, Marc USA, Leo Burnett, BBDO, and Foote Cone Belding helping them install new business systems, in many cases providing them with a process of clarifying their own brand and enabling them to strengthen the services they offer. He has been credited with creating ad campaigns that not only built brands and brand equity, but also delivered the highest sales history of the advertisers' existence.

As a senior consultant and facilitator for Catch Your Limit, Gayle guides organizations, from Fortune 500 companies to national associations, to "catch their limit" in areas such as leadership development, creativity, innovation, teaming and positive change.

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