

MarkeTech Conference Schedule

Thursday, March 31, 2011

Northeast Community College Learning Center
Norfolk, Nebraska | 601 East Benjamin Avenue



SEE EXHIBITOR LISTING ON LAST PAGE OF PROGRAM ★ VISIT THE EXHIBITORS ON THURSDAY ALL DAY FROM 8 AM—5 PM

8:00–9:00 am	MarkeTech Conference Registration <i>Northeast Community College Learning Center, 601 East Benjamin Avenue, Norfolk, NE</i>		
9:00-10:00 am	Welcome & Opening Remarks: <i>Janell Ehrke, GROW Nebraska</i> Unveiling of GROW's Re-Design eCommerce Site: <i>Jonathan Patton, JM Web Designs</i>		
10:00–10:30 am	Break—Networking—Exhibits		
10:30–11:45 am	WEBSITE TRACK (location TBA) eCommerce <i>Dennis Kahl</i> <i>UNL Extension</i> & Branding BootCamp <i>Dan Parsons</i> <i>Parsons Marketing, PR & Designs</i>	SOCIAL MEDIA TRACK (location TBA) Twitter Time Savers <i>Brent Pohlman</i> <i>Midwest Laboratories</i>	BUSINESS BASICS TRACK (location TBA) Start Up Tools for Success <i>David Simonsen</i> <i>Elkhorn Valley EDC</i> & Identifying & Protecting Your Intellectual Property <i>Tyson Benson</i> <i>Advent IP, P.C., L.L.O.</i>
12:00-1:30 pm	LUNCH & KEYNOTE Address: “Your Website Is A Tool, Now How To Use It” <i>Joseph Knecht, Co-Founder & Managing Director, Vipa Solutions</i>		
1:30–2:30 pm	Content Makes Marketing Go Around <i>Sally Cohen</i> <i>eGrowth Marketing</i>	Transforming Social Media to Professional Media—Building Your Personal & Company Brand <i>Jocelyn Joyce</i> <i>LinkedIn</i>	Developing a Reliable Sales System with Mathematics <i>Grant Stanley</i> <i>Contemporary Analysis</i>
2:30–2:45 pm	Exhibits & Break to Next Session		
2:45–4:00 pm	Tools for Search Engine Optimization <i>Mark Hall</i> <i>eSelling4u.com, Inc.</i> & Get Clicky & Analytics Tools <i>Brent Pohlman</i> <i>Midwest Laboratories</i>	Permission based Marketing: Integrating Facebook, Blogs and Auto responders into your client user experience <i>Tim O’Neill</i> <i>Discover with Tim</i>	Loans & Opportunities <i>SBA Loans—Michael Foutch</i> <i>U.S. Sm. Business Administration</i> & <i>SBIR—Lisa Tedesco</i> <i>PtAC—Vicky Jones</i> <i>Nebraska Business Dev. Cntr.</i>
4:15—5:00 pm	Closing Remarks, Sponsors Reception and Exhibits		

Where Technology & Marketing Meet