



BURLINGAME CHAMBER of COMMERCE

PRESENTS

Small Business Symposium

In association with



Date: Friday, May 8
Time: 8:00 a.m. to 12:30 p.m.
Location: Burlingame Public Library
480 Primrose Road, Burlingame
Contact: (650) 344-1735

Register Online

RSVP HERE

**Seating is limited.
First come, first serve.**

A Business Development event held in the heart of Burlingame designed to instruct, inspire, empower and excite small business owners and individuals seeking to start a new business.

Program:

- Networking and Refreshments at 8:00 a.m.
- **Welcome** by Bradley McCulley, Burlingame Librarian.
8:30-8:50 a.m.
- **Keynote address** by Michael Neuendorff, Business Coach.
9:00 - 9:45 a.m.
- **Social Media** by Renee Sagon, SlingShot Connections.
9:50 - 10:35 a.m.
- **How to do Business on the Web** by Cindy Yang, NerdWallet.
10:40 – 11:25 a.m.
- **Business Etiquette** by Rosalinda Randall, Etiquette and Civility Consultant.
11:30- 12:15
- **Networking: Collaboration, Not Competition**

Expert Panel:

- **Ron Visconti** of Phase2Careers, Facilitator
- **Saili Gosula**, Synergy HomeCare
- **Michael Neuendorff**, Business Coach
- **Barbara Rosasco**, Waddell & Reed
- **Renee Navarro**, Burlingame Chamber of Commerce
- **Rosalinda Randall**, Etiquette and Civility Consultant

Speaker and Panelist Information



Ron Visconti

Ron Visconti, MA, founder and Executive Director, of Phase2Careers, a nonprofit that assists the Over 40 worker. Phase2Careers is a 501(c)(3) nonprofit devoted to assisting the Over 40 through job search, career development, and small business programs. Ron is active in issues of workforce development in the Bay Area.



Michael Neuendorff

Michael Neuendorff, The Growth Coach, is an executive coach, public speaker and sales trainer. He works with executives and their teams within the Bay Area to solve problems and attain higher performance. In the coaching field since 2008, he was awarded Coach of the Year in 2014 by The Growth Coach organization. He speaks to audiences regularly and teaches at both San Francisco State and Skyline College. He holds an Advertising degree from Arizona State and is a certified Executive Coach, Corporate Speaker and Five Behaviors of a Cohesive Team facilitator.



Renee Sagon

Renee Sagon is the Talent Acquisition and Marketing Specialist for SlingShot Connections, a staffing and workforce solutions company. She has worked in a variety of industries including: high tech nonprofit, and financial. She has assisted companies small and large with their Social Media presence.



Cindy Yang

Cindy Yang is head of the small-business group for NerdWallet, a personal finance startup. NerdWallet Small Business helps connect entrepreneurs with advice and tools to help answer their funding, tax and legal questions. Cindy joined NerdWallet as the Chief of Staff to the CEO in 2013 and has helped grow the company from 40 employees to 180+ and triple revenues over the last 2 years. She teaches marketing for small-business owners at the San Francisco office of the U.S. Small Business Administration, and has keynoted conferences including the Texas A&M Chamber of Conference.





Rosalinda Randall

Rosalinda Randall is an author and modern-day expert on tact and civility, using etiquette as a foundation. She has been spreading civility for more than 15 years. Her tactful, straight-forward manner provides her audience with modern social and business practices, not only through her workshops, but also in her new book, "Don't Burp in the Boardroom" Handling Uncommonly Common Workplace Dilemmas. Her pastimes include dancing, improv classes, and Tai Chi.



Saili Gosula

Saili Gosula is the owner and Executive Director of Synergy. She has an MS in Computer Science, and worked in IT most of her life. She was a successful director at a large corporation at her last corporate job. Always an avid volunteer in the schools and local non-profits, focusing on people and the community became more important to her, and she made a career switch. She is passionate about her new career in home care, where she gets to help others, be involved in the community, and create jobs. She differentiates herself by her tirelessly giving and positive approach. This has quickly grown her business and provided her with many loyal fans and followers, across clients, associates, and employees.



Renee Navarro

Renee Navarro is the Director of Membership Services for the Burlingame Chamber of Commerce. Originally in the restaurant industry in San Francisco, Renee has owned several small businesses of her own. She now works with the Chamber helping businesses across the county connect and get their word and brand out. Renee hosts networking events and runs several Chamber Referrals Groups, designed to help local professionals, to build their referrals based businesses. Renee is a long time resident of Burlingame.



Barbara L. Sabol Rosasco

Barbara Rosasco has 20 years of experience in financial services and as a financial advisor since 2010. Her skills as a financial advisor include financial planning, insurance and retirement planning and investment strategy solutions.

When Barbara followed her husband to Japan in 1990, she had just two people in her Tokyo network: her husband and her 3-year-old son. Her motto, adopted out of sheer necessity, became "network or perish," and it is a motto she still takes to heart today as it taught her to embrace a new way of life that greatly expanded her network of friends and acquaintances. Barbara returned to live in the US in 2009 and lives in Menlo Park. She is a member of both the Burlingame and Menlo Park Chambers of Commerce and other networking groups.

Barbara Rosasco, Waddell & Reed

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