






**November 14, 2011**

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<p>6:30 a.m. – 7:30 a.m.</p>	<p><b>Exhibitor Set-Up</b></p>
<p>7:30 a.m. – 6:00 p.m.</p>	<p><b>Registration, Marketplace and Town Square Open</b></p>
<p>8:30 a.m. – 9:00 a.m.</p>	<p><b>Welcome Remarks and Opening Session in Town Square</b></p> <ul style="list-style-type: none"> <li>• Robert Rosenbaum, President, <a href="#">Maryland Technology Development Corporation (TEDCO)</a></li> <li>• Christian Johansson, Secretary, <a href="#">MD Dept. of Business and Economic Development (DBED)</a></li> <li>• Dave Troy, CEO, 410 Labs, Inc. &amp; Organizer, Baltimore Angels</li> <li>• Aris Melissaratos, Senior Advisor to the President of <a href="#">Johns Hopkins University</a></li> </ul>
<p>9:00 a.m. – 9:10 a.m.</p>	<p><b>Networking, Break &amp; Exhibits</b></p>
<p>9:10 a.m. – 10:40 a.m.</p>	<p><b>Break-Out Sessions</b></p>
	<p><b>The Top 10 Strategic and Tactical Imperatives for Entrepreneurs, Pt. I (M)</b></p> <p>Join our expert panelists as we explore five of the Top 10 Strategic Imperatives for Entrepreneurs. This session will focus on: Partnerships and Strategic Alliances, Target Market, Market Positioning and Sales. (Room: DE)</p> <p><b>Moderator:</b> Greg Boucher, Managing Director, <a href="#">The McLean Group</a></p> <p><b>Panelists:</b> Ron MacDonald, Principal, <a href="#">Robroy &amp; Company</a> Gloria Berthold Larkin, President, <a href="#">TargetGov at Marketing Outsource Associates Inc.</a> Amy Christopher, Principal, <a href="#">Christopher Consultants LLC.</a></p>
	<p><b>Learn More About Maryland Incubators</b></p> <p>Maryland incubator managers are on-hand to answer all of your questions and talk about the true benefits of becoming a business incubator tenant. (Room: G)</p>


	<p><b>How to Raise Capital in Maryland (F)</b></p> <p>Not all capital is created equal so it's essential to learn what types of capital you need, the right sources to get it from and how to work out a reasonable agreement so that you can succeed. Learn the best practices and what not to say so that the check will be "on the table". (Room: H)</p> <p><b>Moderator:</b> J. Thomas Sadowski, President and CEO, <a href="#">Economic Alliance of Greater Baltimore</a></p> <p><b>Speaker:</b> Art Jacoby, Managing Partner, <a href="#">Maryland Cyber Investment Partners</a></p>
	<p><b>Bob &amp; Weave &amp; Pivot (ST) R</b></p> <p>Lessons learned story telling session by a unique group of entrepreneurs. (Room: MD)</p> <p><b>Moderator:</b> Donald C. Fry, President &amp; CEO, <a href="#">Greater Baltimore Committee</a></p> <p><b>Panelists:</b> Greg Cangialosi, Chief Executive Officer, Nucleus Ventures LLC Mary Moslander, President &amp; CEO, <a href="#">LiveHealthier</a></p>
	<p><b>Social Media Clubhouse (S)</b></p> <p>Social Media Club representatives from the DC and Frederick, MD chapters will be on hand to discuss topics with expo attendees, facilitating genuine dialog that goes much deeper than conference room lectures. The Clubhouse is a casual lounge where you shouldn't find any slide presentations or Venn diagrams. Instead, you'll find a group of friendly social media experts who are passionate about building connections and using today's tools to do so. (<a href="#">Social Media Club Frederick</a> &amp; <a href="#">Social Media Club DC</a>). (Room: PA)</p> <p><b>Sponsored by:</b>  <b>SocialToaster</b></p>


	<p><b>Why Work with Federal Labs &amp; Universities (TT)</b>  Session comprised of Federal and Academic Tech Transfer professionals highlighting various types of deals &amp; collaborations possible at each of their respective institutions. Informal networking follows with labs and university reps in the "Market Place" on Exhibit Floor. (Room: WA/VA)</p> <p><b>Moderator:</b>  Mojdeh Bahar, J.D., M.A., CLP , Chief, Cancer Branch, <a href="#">Office of Technology Transfer, NIH</a> &amp; Chair, <a href="#">Federal Laboratory Consortium</a></p> <p><b>Panelists:</b>  Wes Blakeslee, <a href="#">Johns Hopkins University (JHU)</a>  Rick Brenner, Assistant Administrator, <a href="#">United States Department of Agriculture (USDA)</a>  Nona Cheeks, Chief, Technology Commercialization Office, <a href="#">NASA</a>  Brian Darmody, Associate Vice President, <a href="#">University System of Maryland (USM)</a>  Steve Ferguson, <a href="#">National Institutes of Health (NIH)</a></p>
	<p><b>BETASCAPE Programming</b></p>  <p>Another "WOW" factor for the day, this dynamic interactive programming throughout the day will be curated by Baltimore's famed BETASCAPE whose mission is to explore the intersection between art and technology. (Room: TSQ)</p>
<p><b>10:40 a.m. – 11:00 a.m.</b></p>	<p><b>Networking, Break &amp; Exhibits</b></p>
	<p><b>Entrepreneur Open Mic</b></p> <p><b>MC-Monica Beeman</b>, Principal, Vines to Vino</p> <p><b>Entrepreneurs, this is your BIG BREAK.</b> You have 60 seconds to take full advantage of the mic, audience and the stage. Step-up and create buzz around your impending product launch OR champion the importance of innovation to Maryland's economy OR announce your search for partnerships OR rally for support OR funding ... <b>GO!</b> (Room: TSQ)</p>
<p><b>11:00 a.m. – 12:30 p.m.</b></p>	<p><b>Break-Out Sessions</b></p>
	<p><b>Meet Your Mentor/Networking Session (M) R</b></p> <p>Don't go at it alone! Find your mentor or select your advisor. Visit with 25 potential mentors to help guide you through the entrepreneurial maze to ensure your venture is a success! (Room: G)</p> <p><i>*See Program Book insert for list of Mentors</i></p>

	<p><b>Public Financing (F)</b>  Panel featuring institutional funds available to entrepreneurs via the MD Department of Business and Economic Development (DBED), Maryland Industrial Partnerships Program (MIPS), Small Business Innovation Research (SBIR) and TEDCO. (Room: H)</p> <p><b>Moderator:</b> Karl T. Knoll, Partner, <a href="#">Womble Carlyle Sandridge &amp; Rice, LLP</a></p> <p><b>Panelists:</b></p> <p>Stephen Auvil, Vice President, Technology Transfer and Commercialization, <a href="#">TEDCO</a>  Martha Connolly, Director, <a href="#">MD Industrial Partnerships (MIPS)</a>  Charles Cleland, SBIR National Program Leader, <a href="#">U. S. Department of Agriculture</a>  Frank Barros, SBIR Program Analyst, <a href="#">U.S. Department of Homeland Security</a>  Timothy Doyle, Program Manager, Baltimore and Capital Regions, <a href="#">MD DBED</a></p>
	<p><b>Creative Resourcing &amp; Entrepreneur Tales (ST) R</b>  A panel of successful entrepreneurs using creative means to stay afloat tell their story: bootstrapping, bartering, etc. (Room: MD)</p> <p><b>Moderator:</b> Andrew Malis, President, <a href="#">MGH</a></p> <p><b>Panelists:</b></p> <p>Robert Neelbauer, Founder, SortIQ, Inc. and <a href="#">Social Matchbox</a>  Jayfus T. Doswell, Ph.D., <a href="#">Juxtopia</a>  Steve Kubisen, CEO, <a href="#">Seguro Surgical</a></p>
	<p><b>Social Media Club House (S)</b>  Social Media Club representatives from the DC and Frederick, MD chapters will be on hand to discuss topics with expo attendees, facilitating genuine dialog that goes much deeper than conference room lectures. The Clubhouse is a casual lounge where you shouldn't find any slide presentations or Venn diagrams. Instead, you'll find a group of friendly social media experts who are passionate about building connections and using today's tools to do so. (<a href="#">Social Media Club Frederick</a> &amp; <a href="#">Social Media Club DC</a>). (Room: PA)</p> <p><b>Sponsored by:</b>  SocialToaster</p>

	<p><b>Legal Considerations in Creating a Business (TT)</b>  Legal aspects surrounding the IP of an entrepreneurial enterprise. (Room: VA/WA)</p> <p><b>Moderator:</b>  Rhonda Barton, Esq., Sr. Group Patent Counsel, <a href="#">Stanley Black &amp; Decker Inc.</a></p> <p><b>Panelists:</b>  Henry Wixon, Chief Counsel, NIST-IP Considerations  Philip Bogart, Special Counsel, <a href="#">Saul Ewing – Business Considerations</a></p>
	 <p><b>BETASCAPE Programming:</b> Another “WOW” factor for the day, this dynamic interactive programming throughout the day will be curated by Baltimore’s famed BETASCAPE whose mission is to explore the intersection between art and technology. (Room: TSQ)</p>
<p><b>12:30 p.m.</b>  – <b>1:45 p.m.</b></p>	<p><b>Lunch, Exhibits, Networking and Interactive Plenary Session</b>  (BETASCAPE Programming continues.)</p>
	<p><b>Interactive Plenary Featuring:</b></p> <p><b>Mario Armstrong</b>, <a href="#">Digital Lifestyle &amp; Technology Expert, CNN and Today Show Tech Correspondent</a>, has a lively one-on-one discussion with <b>Bryan Sivak</b>, Maryland’s Chief Innovation Officer, geared towards topics of interest to the Maryland entrepreneur navigating their way through this new economy and innovative landscape! This session will be highly social via #entrepexpo. Mr. Sivak will respond to posed questions from the floor and via Twitter. <b>HIGH ENERGY PLENARY. GET READY!</b></p>
<p><b>1:45 p.m. –</b>  <b>3:00 p.m.</b></p>	<p><b>Break Out Sessions</b></p>
	<p><b>The Top 10 Strategic and Tactical Imperatives for Entrepreneurs Pt. II (M) R</b>  Our expert panelists will round out the Top 10 Strategic Imperatives for Entrepreneurs with a focus on: Corporate Culture, Human Capital, Financial Capital, Risk Management and Goals/Success. (Room: DE)</p> <p><b>Moderator:</b>  Robbie Melton, Director of Entrepreneurial Innovation, <a href="#">Maryland Technology Development Corporation (TEDCO)</a></p> <p><b>Panelists:</b>  Jennifer Stillings, <a href="#">worldAWAKE, Inc.</a>  D. Scott Freed, Partner, <a href="#">Whiteford, Taylor &amp; Preston</a>  Eileen Levitt, President, HR Team – A JPBE Powered Company</p>

	<p>Chris Kreeger, President, <a href="#">Kreeger Consulting</a>  Greg Boucher, Managing Director, <a href="#">The McLean Group</a></p>
	<p><b>Entrepreneurship Training Programs in Maryland</b>  If you are interested in learning how to become an entrepreneur, here is an opportunity to connect with the training programs available in Maryland. Program leaders will be available to describe their approaches and successes. Join us for an informal networking session. (Room: G)</p>
	<p><b>Private Financing: VC and Angel Panel (F)</b>  Informational panel where VC and Angels share what they look for/don't look for when considering investing in a company. (Room: H)</p> <p><b>Moderator:</b>  Robert A Rosenbaum, President, TEDCO</p> <p><b>Panelists:</b>  Andrew Sherman, Partner, <a href="#">Jones Day</a>  Art Jacoby, Managing Partner, <a href="#">Maryland Cyber Investment Partners</a></p>
	<p><b>Bob &amp; Weave &amp; Pivot (ST) R</b>  Lessons learned story telling session by a unique group of entrepreneurs.  (Room: MD)</p> <p><b>Moderator:</b>  Thomas G. Heseltine, CPA, Partner, <a href="#">Clifton Gunderson LLP</a></p> <p><b>Featured Speakers:</b>  Peter LaMotte, President, <a href="#">Genius Rocket</a>  Tom Loveland, Founder and CEO, <a href="#">Mind Over Machines</a>  Mark Komisky, COO, <a href="#">Oculus Labs</a></p>
	<p><b>Social Media Club House (S)</b>  Social Media Club representatives from the DC and Frederick, MD chapters will be on hand to discuss topics with expo attendees, facilitating genuine dialog that goes much deeper than conference room lectures. The Clubhouse is a casual lounge where you shouldn't find any slide presentations or Venn diagrams. Instead, you'll find a group of friendly social media experts who are passionate about building connections and using today's tools to do so. (<a href="#">Social Media Club Frederick</a> &amp; <a href="#">Social Media Club DC</a>). (Room: PA)</p> <p><b>Sponsored by:</b>  SocialToaster</p>

	<p><b>Creative Entrepreneurs Closing the Deal (TT)</b>  Panel members will be entrepreneurs that have closed a deal with Federal Labs and Academic Institutions, academic Tech Transfer Officers and Federal Technology Transfer Professionals. (Room: WA/VA)</p> <p><b>Moderator:</b>  Sally L. Sternbach, Executive Director, <a href="#">Rockville Economic Development, Inc.</a></p> <p><b>Panelists:</b>  Matthew Dowling, Ph.D., CEO, RTI  Gayatri Varma, Ph.D., Executive Director, <a href="#">Office of Technology Commercialization, UM</a>  Bruce D Weintraub, MD, President, COO, CSO, <a href="#">Trophogen, Inc</a></p>
	<p> <b>BETASCAPE Programming:</b> Another “WOW” factor for the day, this dynamic interactive programming throughout the day will be curated by Baltimore’s famed BETASCAPE whose mission is to explore the intersection between art and technology. (Room: TSQ)</p>
<p><b>3:00 p.m. – 3:15 p.m.</b></p>	<p><b>Networking Break &amp; Exhibits</b></p>
<p><b>3:15 p.m. – 4:30 p.m.</b></p>	<p><b>Break Out Sessions</b></p>
	<p><b>Meet Your Mentor/Networking (M) R</b>  Don’t go at it alone! Find your mentor or select your advisor. Visit with 20 potential mentors to help guide you through the entrepreneurial maze to ensure your venture is a success! (Room: G)</p> <p><i>*See Program Book insert for list of Mentors.</i></p>
	<p><b>Innovation Launch Pad (F)</b></p> <p><b>MC-</b>Michael C. Hardy, II, <a href="#">Rosenberg Martin Greenberg, LLP</a></p> <p><b>Judges:</b>  Amy Millman, President, <a href="#">Springboard Enterprises</a>  Paul Silber, Founding Member, <a href="#">Blu Venture Investors, LLC</a></p> <p>This is where the traditional business pitch meets <i>America’s Got Talent</i> ... Kinda like <i>Shark Tank</i> but kinder ... Come hear from some of Maryland’s coolest emerging entrepreneurs during this unique elevator-style pitch session. This pitch is unlike others because it is not just about BUSINESS; it’s about INNOVATION. Entrepreneurs and industry leaders will make up the panel of judges that will provide feedback but the audience vote is what counts! The winner</p>

	will be announced at the Closing Reception. (Room: H)
	<p><b>Creative Resourcing &amp; Entrepreneur Tales (ST)</b>  A diverse panel of successful entrepreneurs using creative means to stay afloat tell their story: bootstrapping, bartering, etc. (Room: MD)</p> <p><b>Moderator:</b>  Renee M. Winsky, CEO, <a href="#">Tech Council of Maryland</a></p> <p><b>Featured Speakers:</b>  Monyka Berrocosa, Chief Executive Officer, <a href="#">mycity4her</a>  Carol Politi, President and CEO, <a href="#">TRX Systems Inc.</a>  Andrew Wright, Co-Founder, <a href="#">grasshop</a></p>
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<b>4:30 p.m. – 6:00 p.m.</b>	<b>Closing Reception &amp; Innovation Launch Pad Winner ANNOUNCED!</b>
	<p><b>Entrepreneur Open Mic #2</b></p> <p><b>MC-Monica Beeman</b>, Principal, Vines to Vino  Entrepreneurs, this is your BIG BREAK. You have 60 seconds to take full advantage of the mic, audience and the stage. Step-up and create buzz around your impending product launch OR champion the importance of innovation to Maryland's economy OR announce your search for partnerships OR rally for support OR funding ... <b>GO!</b> (Room: TSQ)</p>

**(F)** Finance

**(M)** Mentor/Advising

**(MS)** Miscellaneous

**(S)** Social Media

**(ST)** Special Business Topics

**(TT)** Tech Transfer and Commercialization

**R** – Repeat Session