



*“Featuring keynote speaker  
**Ed Bestoso**, Home-based  
entrepreneur, master  
coach, and founder of  
makegreengogreen.com”*

# HOME-BASED BUSINESS RESOURCE FAIR & CONFERENCE

**FRIDAY, NOVEMBER 18<sup>TH</sup>**

**WILLIAMSBURG HELLENIC CENTER | 8:00 am – 6:00 pm**

4900 Mooretown Road | Williamsburg, VA 23188

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**CALLING ALL HOME-BASED BUSINESS OWNERS & ENTREPRENEURS!**

Don't miss the region's 2nd annual Home-Based Business Resource Fair & Conference. This unique event features a resource fair with over 30 exhibitors, as well as conference sessions and specialty breakout tracks focused on topics relevant to all types of home-based businesses, including traditional, franchise, and direct & network marketing.

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Attendees must register online for just \$30 (\$20 for Chamber members) at [www.yorkbizexpo.com](http://www.yorkbizexpo.com). Earlybird discounts available thru October 14, 2016

***INTERESTED IN BEING AN EXHIBITOR OR SPONSOR?***  
***Call (757) 877-5920 or visit [www.yorkbizexpo.com](http://www.yorkbizexpo.com) for more information  
and to purchase tickets today!***



**[www.yorkbizexpo.com](http://www.yorkbizexpo.com)**

Military Discount: HBBMILITARY16 | Student Discount: YORKHBB16



# DETAILED SCHEDULE

- 8:00 am** Registration, Networking, Resource Fair, & Continental Breakfast
- 8:30 am** Welcome Remarks
- 9:00 am** General Session Panels Begin
- “TOP TIPS” PANEL #1: PROTECTING YOUR INVESTMENT  
Cybersecurity & Data Protection, Legal Matters, Tax Topics, & Business Insurance
- “TOP TIPS” PANEL #2: GROWING YOUR HOME-BASED BUSINESS  
Time Management & Organization, Networking & Self-Branding Techniques,  
HR Topics: Employee or Contractor, & Marketing Essentials
- 11:40 am** Lunch Buffet Open
- Noon** Lunch & Keynote Speaker
- 12:30 pm** Networking & Resource Fair Open
- 1:30 pm** Specialty Breakout Sessions: Direct Sales & Network Marketing, Franchises, & Traditional Home-Based Businesses
- DIRECT SALES & NETWORK MARKETING**
- **1:30 pm** Filling the Funnel: How to Perpetuate Leads & Customer Referrals
  - **2:15 pm** The Secret to Long-Term Residual Income - 12 Success Factors
  - **3:00 pm** How to Build Teams, Develop Leaders, & Duplicate Success
  - **3:45 pm** Keeping Your Head in the Game!
- TRADITIONAL HOME BASED BUSINESSES & FRANCHISES**
- **1:30 pm** Credit Card Processing Options, Regulations, Liability, & Tips
  - **2:15 pm** Managing & Financing Growth for Long-Term Success
  - **3:00 pm** Marketing & Social Media: Growing Your Business on a Small Budget
  - **3:45 pm** Surviving in Business: Overcoming Obstacles & Maintaining a Positive Life/Work Balance
- MISCELLANEOUS WORKSHOPS**
- **1:30 pm** Doing Business with the Government: SWAM Certification, eVA Registration, & How to Win Government Contracts
  - **2:15 pm** Starting Out the Right Way: The Process, Local Specifics, & Local & State Assistance Programs & Organizations
  - **3:00 pm** Chew on This: Food Topics for Home-based Culinary Businesses
  - **3:45 pm** In-Depth Cybersecurity, Social Media Security, & Data Protection
- 4:30 pm** Raffle Drawing & Closing Remarks
- 4:45 pm–6:00pm** Networking Reception & Resource Fair Open

**PROFESSIONAL HEADSHOTS AVAILABLE FOR JUST \$15 EACH.**  
*Must pre-register to take advantage of this opportunity.*

## WHO SHOULD ATTEND?

- Existing Home-based Business Owners in all industries (Traditional, Franchise, or Network Marketing)
- Transitioning Military
- Anyone thinking of starting a home-based business
- Public & private service providers to home-based businesses
- Students & Entrepreneurs

## TIPS FOR ATTENDEES

- Bring plenty of business cards.
- Come early for more dedicated one-on-one-time with the exhibitors & resource providers.
- Bring a friend!
- Take advantage of the \$15 professional headshots to update your website, business cards, resume, & social media sites.