



Santa Cruz Chamber of Commerce **Business Forum & Exhibition Sponsorship**

April 14, 2009 at the Cocoanut Grove

Significant changes in the 2009 economic environment have created an opportunity to expand the Chamber's annual business fair. The Chamber has recruited a rather extraordinary group of national and international speakers on retail, travel and leisure, and employee talent. They will provide business owners, managers, and key employees strategic insight into what is certain to be the recession-transformed business environment of the next decade. These speakers will attract new attendee segments to the *Business Fair's* traditional pipe-and-drape-booth exhibition, renamed the **Business Forum and Exhibition** for 2009.

The event has attracted truly "world-class" speakers. Each presenter will discuss the rapidly emerging changes in the business environment that will alter enterprise in these industries over the next decade. They will also join in a round-table discussion to talk about the current conditions of the economic environment. These distinguished speakers include:

Kevin Wheeler – the Future of Talent. Kevin Wheeler is one of the world's premier authorities on business talent. He will talk about trends in the relationships between businesses and the "knowledge workforce". He will discuss the impacts of the recession on the future of talent-dependent enterprises. Wheeler will also describe how "the creative class" is changing how businesses operate and how knowledge workers, contractors, and consultants will position and market themselves to succeed in a rapidly evolving world-wide market for talent. Wheeler advises corporations such as Lilly, British Petroleum, Microsoft, IBM, Cisco, Federated Department Stores, Deloitte Touche Tohmatsu, Starbucks, and United Way. He has served as the Sr. V.P. for Staffing at Charles Schwab and founded the corporate university at National Semiconductor. He is a frequent keynote speaker at international conferences and hosts an exclusive, invitation-only forum called the Future of Talent that explores emerging technologies and practices regarding talent acquisition.

Robert Gibbs – Retail. Robert Gibbs is unique in the world of retail and commercial planning and development. Profiled in the *Atlantic Monthly*, *Consumers Reports*, *New York Times*, *Urban Land Institute*, and *The Wall Street Journal*, Gibbs's expertise in retail is rooted in the psychology of commerce – the practical science of analyzing and adjusting the elements known to affect a shopper's mood in the marketplace. Applying these principles and trends, he will talk about what successful "post-recession" retail will look like, who will be the retailing "winners and losers", and why. Gibbs is an internationally recognize speaker and consultant who has worked with scores of cities to design, develop, and support their retail sector including: Atlanta, Cambridge, Charleston, Chicago, Dallas, Denver, Miami, Naples, Portland, and Seattle. *(Final confirmation pending)*

Christian Strobel – Tourism and Hospitality. As the Chief Development Officer for Joie de Vivre Hotels, Christian Strobel is responsible for the creation and implementation of the strategies that guide this fast-growing chain of hotels. An expert on trends in the travel and hospitality industry, Strobel will discuss how changes in demographics and technology and the impacts of the recession will reinforce some strategies and require changes in others. He will discuss how hospitality providers such as the Joie de Vivre properties (including Santa Cruz's Dream Inn), attractions,

restaurants, and others in the travel and leisure industry must adapt to this new environment. Prior to joining Joie de Vivre in 2004 Strobel was a consultant with Bain & Company, an international leader in business strategic consulting, where he advised Fortune 500 companies on strategic environments and planning.

The program will be designed in 40 minute presentation segments with 30 minute intervals before and after each presentation during which participants will interact with exhibitors. We will market each of the industry-specific presentations independently and expect to attract a different group of participants to each session. We have set the participant price at \$10 to attract a broad spectrum of participants.

Exhibitor and attendee evaluations of the 2008 business fair were enthusiastic. The Chamber has reduced the number of booths and tables to accommodate a presentation area in the Bayview Room and expects to again sell out exhibition space for the event. The sponsor package has been designed to provide successful market exposure for both consumer sales and business to business markets.

The \$1,100 Sponsor Package includes:

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| <ul style="list-style-type: none">■ Radio Spots... sponsor names will be rotated in more than 400 hundred radio spots throughout the county in a broad array of market segments■ Display Advertising... logos will appear in display advertising in the Sentinel, Good Times, and the Capitola, Aptos, and Scotts Valley Times■ Chamber Website... Logos on the site receiving more than 100,000 hits per month | <ul style="list-style-type: none">■ Business Fair Program... Logo's and highlights in the program and editorial content of the Good Times program insert■ Banner advertising... on the Chamber's Business Fair Website■ Premier exhibit space... for highest traffic potential■ Banner signage... at the Business Fair (you provide the banner)■ 5 tickets... to the Business Fair (a \$50 value) for employees and customers |
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Lead sponsor: Bay Federal Credit Union will be the lead sponsor for the 2009 Business Forum and Exhibition.



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