

The Northeast Ohio Chamber of Commerce
for the LGBT Community and Allies

plexus

Ashtabula • Akron • Canton • Cleveland • Lorain • Medina • Warren • Youngstown



SECOND ANNUAL
**Small Business
Roundtable**

**Friday
October 29, 2010**

BUSINESS PLANNING & FINANCIAL MANAGEMENT

Presented by
KeyBank



LEGAL SERVICES: When should you engage an attorney, AND Copy right, why it is important to a business?

Presented by
James Simon, partner at
Buckingham Doolittle
& Burroughs

SOCIAL MEDIA: Is it right for your business and how can You make that decision?

Presented by
Matthew Skallerud,
President of
Pink Banana Media

Special thanks to our host and
Plexus Bronze-level sponsor **KeyBank**



Small Business Roundtable Agenda

Time	Activity
8:00	Morning Presenters Arrive
8:30 - 8:45	Participants Arrive/Continental Breakfast
8:45 - 8:50	Opening Remarks <i>Eric Lutzo, Plexus President</i>
8:50-10:15	Business Planning Presentation <i>Brett Tijanich & Kristyn Daniels</i>
10:15-10:30	Morning Break
10:30-12:00	Financial Management Presentation <i>Joe Magas & Tiffany Towne</i>
12:00-1:00	Lunch Break
1:00-2:30	Legal Presentation <i>Jim Simon, Buckingham, Doolittle & Burroughs, LLP</i>
2:30-2:45	Afternoon Break
2:45-4:15	Social Media Presentation <i>Matt Skallerud, PinkBanana.com</i>
4:15-4:30	WRAP UP <i>Eric Lutzo</i>

Harvard Room, 9th Floor
Key Tower
127 public square
Cleveland, OH 44114

Presenter Bios

Tiffany Towne is a Senior Cash Management Advisor with KeyBank Treasury Management. She is a graduate of California State University at Los Angeles, where she worked in banking for more than a decade. Tiffany has held many different roles throughout her career, with the vast majority of her banking experience in Cash Management and Commercial Lending. Tiffany is a member of the Northeast Ohio Treasury Management Organization and brings a wealth of knowledge and experience to her current position with KeyBank.

Joe Magas, Certified Treasury Professional, is a Vice President & Senior Cash Management Advisor and is responsible for developing new business in the Northern Ohio markets. He joined KeyBank in 2006, and brings more than two decades of experience in banking and Treasury Management sales. Further, he provides financial expertise, counsel and customized Treasury Management solutions to help his clients reach their short- and long-term financial goals.

Jim Simon is a partner with the law firm of Buckingham, Doolittle & Burroughs, LLP, representing tax-exempt, government and business clients in a variety of matters including forming tax-exempt and for-profit entities, business and real estate acquisitions, leasing matters, public and low-income housing finance transactions, multiparty negotiations, and zoning and compliance matters. Prior to his career with BDB, Jim was the Director of Administration for the Summit County Engineer, overseeing the Engineer's finance, human resources, IT and audit compliance functions.

Matthew Skallerud, President of Pink Banana Media- Matt began his online career in May 1995 with the launch of GayWired.com, which became one of the top 3 GLBT websites worldwide. Having worked with companies large and small over these past 15 years in reaching the GLBT online market through this site and others, he has since sold these sites and is now focused on the more cutting-edge aspects of social networking and Web 2.0 technologies, helping these companies reach this market using some of the more advanced techniques taking hold in the marketing world today, including Facebook, YouTube, blogs and Twitter.

About Pink Banana



Pink Banana Media specializes in helping its clients to build your social media content networks and then develop and implement a strategy that integrates that content into the social media universe that is specifically matched to your industry.

Gay & Lesbian
Social Networking
Marketing
Advertising
Community

Pink Banana focuses on the LGBT marketplace, assisting businesses to reach deep into this niche demographic, specializing in leveraging existing social media services, including Facebook, Twitter, LinkedIn, YouTube, and others.

Strategy & Online
Media Placement
Banner Ads - EMail - Blogs
Facebook - YouTube

It also assists clients with banner advertising and email marketing opportunities to help promote businesses to the online LGBT community.

Among its clients, Pink Banana has assisted the following companies:

- AIDS Project Los Angeles
- American Airlines
- Chelsea Pines Inn
- Clear Channel
- Congregation Kol Ami
- Connexion.org
- Falcon Cable Video
- Gay Travel News
- GayFestNYC.com
- GayGadget.com
- GayRealEstate.com
- GayTravel.com
- GM/LA Auto Show
- iLume
- Interactive Male
- Isentress (HIV drug)
- Lambda Legal
- MDG Marketing Group
- Milk (the movie)
- NYC & Co.
- Prime Access
- Southwest Airlines
- TheClubs.com
- Travelocity
- VisitBritain
- VisitLondon
- VisitSweden

What Is Plexus?

Plexus is the Chamber of Commerce for the LGBT Community and Allies serving Northeast Ohio. The word *plexus* is defined as “a structure in the form of a network,” which is how the Chamber seeks to operate. Organized in 2006, Plexus seeks to provide coordination and support for LGBT professionals and business owners, along with our allies in the business world. Membership is open to everyone, from business owners to professionals, and from students to retirees.

What Does Plexus Do?

As an affiliate of the *National Gay/Lesbian Chamber of Commerce*, Plexus is a resource in this region for professionals and businesses to connect with one another and to build upon and secure their competitive advantages. Professionals have the opportunity to promote their company, their organization or their skills within the LGBT business community, and to demonstrate their support for workplace equality and diversity issues.

In addition to its networking function, Plexus also advocates on behalf of LGBT individuals in the workplace and supports efforts to ensure equal rights and opportunities for everyone. It also assists LGBT-owned businesses to become nationally certified as minority business suppliers.



www.thinkplexus.org

1.888.PLEXUS.9

PO Box 91697 | Cleveland, OH 44101