From: Prosper, Terrie D.

Sent: 4/25/2011 12:12:59 PM

To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)

Cc:

Bcc:

Subject: CPUC Co-Sponsors Burbank Small Business Expo and Matchmaking Fair: CPUC

Media Advisory

FOR IMMEDIATE RELEASE MEDIA ADVISORY

Media

Contact: Terrie Prosper, 415.703.1366, news@cpuc.ca.gov

CPUC CO-SPONSORS BURBANK SMALL BUSINESS EXPO AND MATCHMAKING FAIR

SAN FRANCISCO, April 25, 2011 - The

California Public Utilities Commission (CPUC) today announced it is partnering with Governor Jerry Brown's office and Southern California Edison to host a Small Business Expo and Matchmaking Fair to connect small businesses with companies such as AT&T, Verizon, Comcast, and many others in an effort to stimulate job growth in the state.

WHAT: Burbank Small Business Expo and Matchmaking Fair, co-sponsored by Governor Brown's office, the CPUC, and Southern California Edison. The event includes: \bullet Workshop on connecting businesses with state and utility contracts \bullet Matchmaking forum to learn of contracting opportunities firsthand • One-on-one meetings with procurement specialist from major utilities, local government, and state agencies • Vendor Fair WHO: Marty Keller, Deputy Director of the Governor's Office of Economic Development and Small Business Advocate

- Karl Meeusen, CPUC President Michael R. Peevey's Chief Energy Advisor
- Representatives from the companies listed below

WHEN:

Wednesday, April 27, 2011, 7 a.m. to 1 p.m.

SCHEDULE

- 7 a.m.-8 a.m.: Registration and Matchmaking Signups and Complimentary Continental Breakfast

- 8 a.m.: Opening Comments by Mr. Keller and Mr. Meeusen

 - 8:15 a.m.-9 a.m.: Presentation on Connecting Businesses with State and Utility Contracts Workshop with Q&A Opportunities

- 9 a.m.-1 p.m.: Matchmaking Session and Vendor Visits

Workshops:

- 9:30-10:30 a.m.: Access To Capital: How Small Business Can Access Financing
- 10:30 a.m. 11:30 a.m.: Successful Techniques in Social Media and Search Engine Optimization
- 11:30 a.m. Noon: Edison Supplier Diversity University (SCESU)
- Noon 12:30 p.m.: Employment Retirement Income Security Act Overview

WHERE:

Burbank Marriott Airport and Hotel and Convention Center, 2500 N. Hollywood Way, Burbank

WHY:

Learn how to obtain state and utility contracts and sell goods and services. Obtain valuable information on financial services, bonding/insurance, and pre-paid legal services. Obtain insights into ways to use social media and green business practices to grow your business. Learn how to access capital for your business.

The CPUC participates in small business events throughout the state to help connect small businesses to utilities and government procurement specialists. Through its Small Business Program the CPUC hopes to educate businesses on the benefits of becoming certified as a small business, woman-owned, minority owned, and/or disabled veteran-owned business

California State Agencies are under

Executive Order to conduct 25 percent of their procurement and contracts with small businesses and 3 percent with Disabled Veteran-Owned Business Enterprises. These

small business programs complement the CPUC's Supplier Diversity Program, which encourages participating utilities to increase procurement levels with women, minority, and disabled veteran-owned business enterprises.

PARTICIPANTS:

Verizon

CalTrans (CA Dept. of Transportation)

<u>Ехро</u> Tables: Matchmaking Tables: **Small Business** Administration (SBA) Department of General Services **Employment Development** Department (EDD) Comcast Department of General Services AT&T Veterans Business Outreach Center Verizon CalTrans (California Department of Transportation) PG&E California Department of Veterans Affairs Southern California Edison Supplier Clearinghouse Sempra Energy Utilities Burbank Chamber of Commerce La County

Pre-paid Legal Services California Water Association

California Public Utilities Commission City of Burbank

Pacific Gas & Electric Company (PG&E)

AT&T

Comcast

Southern California Edison

Sempra Energy Utilities (SDG&E, SoCalGas)

California Water Association

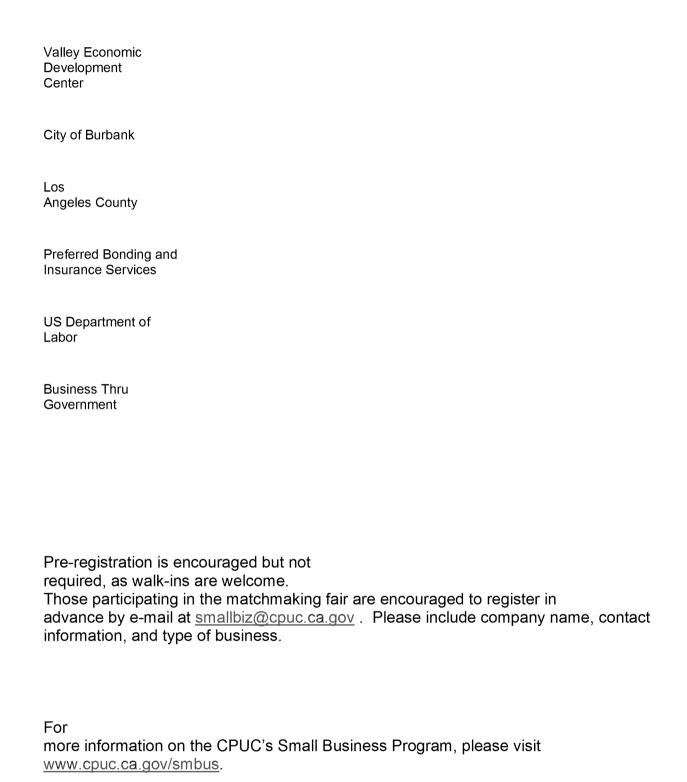
California Highway Patrol

College of the Canyons Small Business Development Center

Elite Veterans

Wells Fargo

California Disabled Veterans Business Enterprise Alliance



more information on the CPUC, please visit www.cpuc.ca.gov.

For

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Terrie Prosper Director, News & Public Information Office California Public Utilities Commission

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