

# SATURDAY | MAY 30TH | 9:00AM - 5:00PM

9:00AM-10:00AM

**WILD HORSES — SUCCESSFUL SOCIAL ENTREPRENEURS TELL THEIR STORIES (Brentwood Room)**  
Jud Ireland • Roger Lehet • Stephen Powers

## VISIT THE LOHAS MARKETPLACE | 10:00AM–5:00PM

### SPECIAL PROGRAM: EXPERT DOJO — BUILDING SUCCESSFUL ENTREPRENEURS

10:00AM – 10:30AM

**HOW TO BUILD YOUR BUSINESS THE LEAN WAY (Santa Monica Room)**  
David Ochi – Start up specialist – Blackstone Launchpad Accelerator

10:30 AM – 11:00AM

**COMMUNICATE YOUR BUSINESS MESSAGE THE 313 WAY (Santa Monica Room)**  
Ryan Foland – Start up specialist – Blackstone Launchpad Accelerator

10:30AM – 11:15AM

**ALAN TRATNER, GREEN2GOLD (TBD Brentwood Room)**

11:00AM – 11:15AM

**LEGAL TIPS TO FORM YOUR COMPANY THE RIGHT WAY (Santa Monica Room)**  
Chris Harvey – CEO – Harvey Esquire

11:15AM – 12:00PM

**MARKET YOUR SUSTAINABLE BUSINESS (Santa Monica Room)**  
James Little – Partner – The Launchpad Agency  
Len May – VP of Marketing – Uptrending marketing development agency and incubator  
Daniel Miller – Marketing Kingpin – Benchmark Email • Omar Rezec – VP of Sales – CenturyLink

12:00PM – 12:30PM

**FOCUSING ON THE NEW, IMPACT ECONOMY (Santa Monica Room)**  
Grace Kim – GOOD Magazine

12:00PM

**SPECIAL MOVIE SCREENING (Brentwood Room)**  
"THE TRUE COST OF FASHION" with Filmmaker Andrew Morgan

12:30PM – 1:15PM

**USE THE CLOUD TO YOUR ADVANTAGE (Santa Monica Room)**  
Daniel Egan – start up evangelist – Microsoft

1:15PM – 2:00PM

**EQUITY CROWDFUNDING AS A WAY FOR FINANCE YOUR STARTUP (Santa Monica Room)**  
Ron Miller – CEO – Start Engine I

2:00PM – 2:45PM

**HOW TO MAKE AN ANGEL OR VENTURE CAPITAL FIRM LOVE YOU (Santa Monica Room)**  
Asher Leits – Money Man – Active Angel and experienced VC.

2:45PM – 3:00PM

**WRAP UP OF SESSION (Santa Monica Room)**  
Brian Mac Mahon – Head Honcho – Expert DOJO

2:00PM – 4:00PM

**SPECIAL MOVIE SCREENING (SANTA MONICA ROOM)**  
"THE VANISHING OF THE BEES" (A 5 YEAR RETROSPECTIVE)  
Explore Biodiversity with musical artist Moby and filmmaker Maryam Heneim during the Director's Chat

**IM** = IMPACT    **SI** = SUSTAINABLE STRATEGIES & INNOVATION    **LO** = LOHAS  
**FS** = FUSE    **SC** = SMART CITIES/CLEAN TECH '15    **MM** = MILLENNIALS