8:30 - Continental Breakfast
9 - Welcome, Introductions
   Angela Greiling Keane, The National Press Club President, Bloomberg News
   Jan Schaffer, J-Lab Executive Director

9:15 - Give Me the Money
   Advertising - Diane Alverio, Founder, Latino News Network
   Grants - Nicole Hollway, General Manager, St. Louis Beacon
   Venture Capital - Melinda Wittstock, Founder & CEO, Verifeed

10:30 - Break

10:45 - Making Your Startup Work
   Strategic Partnering - Michele Kayal, Co-Founder, American Food Roots
   Bringing in Revenue - Jeanne Pinder, Founder & CEO, ClearHealthCosts.com
   E-Products - Laura Fraser, Rachel Greenfield, Co-Founders, Shebooks

NOON - Lunch
   Want to Truly Understand and Engage Your Audience? Tips and Tricks for Today's Online World
   Vanessa Fox, Author, “Marketing in the Age of Google,” Creator, Google Webmaster Central, Founder/CEO, Nine by Blue

1:30 - Digital Tools for the Media Entrepreneur
   Moderator: Amy Eisman, Director, Media Entrepreneurship, AU School of Communication
   Using and Tracking Social Media for the Media Entrepreneur
   Mandy Jenkins, Interactives Editor, Digital First Media
   10 Tools for any Digital Entrepreneur’s Toolkit
   Jody Brannon, Editor, Next America on National Journal at Atlantic Media
   Moderator: Kathy Kiely, Managing Editor, Sunlight Foundation
   5 Things to Do and 5 Things to Avoid: Takeaways from Working on Two Startups
   Ju-Don Roberts, former GM & Senior VP, Everyday Health, Entrepreneur

2:45 - Open Dialogue with Participants