

**FOR IMMEDIATE RELEASE**

**MEDIA ADVISORY**

Media Contact: Terrie Prosper, 415.703.1366, [news@cpuc.ca.gov](mailto: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:

- Workshop on connecting businesses with state and utility contracts
- 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:**

**Expo Tables:**

Small Business Administration (SBA)  
Employment Development Department (EDD)  
Department of General Services  
Veterans Business Outreach Center  
CalTrans (California Department of Transportation)  
California Department of Veterans Affairs  
Supplier Clearinghouse  
Burbank Chamber of Commerce  
Verizon  
Pre-paid Legal Services  
California Public Utilities Commission  
Pacific Gas & Electric Company (PG&E)  
AT&T  
Comcast  
Southern California Edison  
Sempra Energy Utilities (SDG&E, SoCalGas)  
California Water Association

**Matchmaking Tables:**

Department of General Services  
Comcast  
AT&T  
Verizon  
PG&E  
Southern California Edison  
Sempra Energy Utilities  
La County  
CalTrans (CA Dept. of Transportation)  
California Water Association  
City of Burbank

California Highway Patrol  
College of the Canyons Small Business Development Center  
Elite Veterans  
Wells Fargo  
California Disabled Veterans Business Enterprise Alliance  
Valley Economic Development Center  
City of Burbank  
Los Angeles County  
Preferred Bonding and Insurance Services  
US Department of Labor  
Business Thru Government

Pre-registration is encouraged but not required, as walk-ins are welcome. Those participating in the matchmaking fair are encouraged to register in advance by e-mail at [smallbiz@cpuc.ca.gov](mailto:smallbiz@cpuc.ca.gov) . Please include company name, contact information, and type of business.

For more information on the CPUC's Small Business Program, please visit [www.cpuc.ca.gov/smbus](http://www.cpuc.ca.gov/smbus).

For more information on the CPUC, please visit [www.cpuc.ca.gov](http://www.cpuc.ca.gov).

###