8:00 a.m.  
**Registration Open**  
*Display booths in the Innovation EXPO Open at 8 a.m. and remain open throughout the day until 4:30 p.m.*

9:00 a.m.  
**Morning Session Opening Remarks**  
**JIM JAY | President and CEO, TechPoint**

9:10 a.m.  
**Opening Keynote**  

**MICHAEL STELZNER** is the founder of Social Media Examiner—a popular online magazine that helps businesses answer social media questions with useful ‘how to’ articles, in-depth case studies, expert interviews, and original research. He’s author of the new book *Launch: How to Quickly Propel Your Business Beyond the Competition*. He also authored the book *Writing White Papers: How to Capture Readers and Keep Them Engaged* and the *Social Media Marketing Industry Report*. As an innovative thought leader and experienced marketer, Stelzner has gained the full respect of social media leaders and business marketing experts alike. In less than 18 months, SocialMediaExaminer.com grew from infancy to boasting over 94,000 subscribers and is now the top small business blog in the world according to Technorati. He also pioneered the highly popular Social Media Success Summits, which have sold out for two years in a row—in the middle of the worst economic downturn since the Great Depression. The principles that Stelzner teaches are the very concepts that helped him build two highly successful businesses that made him a leading expert in both industries.
9:55 a.m.  
**Rapid-Fire Orientation**  
**JIM JAY | President and CEO, TechPoint**  
An introduction to how the Rapid-Fire Theatre works and why you “leave at your own risk.”  
Rapid-Fire Theatre

10:00 a.m.  
**Subscribers, Fans, Followers – Marketing to today’s hyper-connected consumer**  
**MITCH FRAZIER | Director, Marketing Strategy and Communications, ExactTarget**  
Mitch Frazier serves as Director, Marketing Strategy and Communications at ExactTarget where he leads global marketing operations, corporate communications, analyst relations and strategic marketing initiatives. Prior to joining ExactTarget, Mitch served as the director of media relations for Governor Mitch Daniels’ economic development organization, the Indiana Economic Development Corporation.  
Rapid-Fire Theatre

10:10 a.m.  
**How Mid-Sized Companies Transform their Business via Information Technology**  
**JAY ISENTHAL | Regional Manager, Oracle**  
Jay will co-present with one of his entrepreneur partners.  
Jay Isenthal has spent 20+ years in the technology industry. He started his career in Silicon Valley with National Semiconductor, and has since started and invested in three start ups all focused on software applications for the electronic and semiconductor industry. Before joining Oracle, Jay held VP of Sales positions at DataStream Systems and Infor Global Solutions. At Oracle Jay manages a $20m business focused on Midsize Companies in Ohio, Kentucky, Indiana, and Michigan.  
Rapid-Fire Theatre

10:30 a.m.  
**Inspiring Creative Experiences Through the Arts**  
**PAULINE MOFFAT | Executive Director, IndyFringe**  
IndyFringe began as an answer to the question: “What do we want Indianapolis theatre to look like in the future?” Over 250 citizens sat down together and took part in this conversation. The idea that met most of our needs and desires for the community was a fringe theatre festival. Today, ten years later, IndyFringe has grown roots with its own theatre building and the thriving organization provides an accessible, affordable outlet that draws diverse elements of the community together and inspires creative experiences through the arts.  
Rapid-Fire Theatre
10:40 a.m. **Slingshot SEO: Bootstrapping Exponential Growth**

KEVIN BAILEY | President & Co-Founder

Slingshot SEO

Bailey has fifteen years of business and Internet marketing experience involving search engine optimization, eCommerce, conversion rate analysis, ppc management, analytics and statistical analysis, affiliate marketing, and web design. Bailey's core responsibility at Slingshot SEO is helping manage the Company's overall strategic objectives.

10:50 a.m. **Morning Session Closing Remarks**

JIM JAY | President & CEO, TechPoint

11:00 a.m. **Luncheon Service Begins**

*Luncheon Theatre doors open for seating at 10:30 a.m.*

11:25 a.m. **Luncheon Remarks**

JIM JAY | President & CEO, TechPoint

JEFFREY FREYER | Regional Vice President

Comcast Business Services

11:30 a.m. **Luncheon Keynote**

RANDI ZUCKERBERG ran marketing at Facebook for six years, where her team led the company's U.S. election and international politics strategy, launched the live streaming industry with her media partnerships around the U.S. Presidential Inauguration, and was nominated for an Emmy Award in 2011 for her innovative TV/online coverage of the 2010 mid-term elections. Randi has appeared on CNN, Good Morning America, The Today Show, Bloomberg, NDTV & World News, and was a correspondent for the 2011 Golden Globe Awards and the World Economic Forum in Davos. In August 2011, Randi left Facebook to start R to Z Media, a new type of media platform that will be launching later this year. She was recently appointed to the United Nations Global Entrepreneurs Council, the World Economic Forum's Global Council on Social Media, and the U.S. Broadcasting Board of Governors Commission on Innovation. Randi holds a bachelor's degree in psychology from Harvard University.

12:15 p.m. **Randi Zuckerberg Audience Q&A**
1:00 p.m.  Luncheon Closing Remarks  Luncheon Theatre

JIM JAY  |  President & CEO, TechPoint

1:05 p.m.  BREAK  Innovation EXPO

Innovation EXPO Open

1:30 p.m.  The Startup Weekend Experience  Rapid-Fire Theatre

LORRAINE BALL  |  Creative Director, Roundpeg

As Creative Director, Lorraine is typically at the center of the managed chaos that is Roundpeg. With more than thirty years as a marketing professional (lie, tell her she doesn’t look that old) Lorraine keeps Roundpeg popping with a never-ending stream of new ideas. A native New Yorker, Lorraine is a Hoosier by choice, and is committed to fostering growth and entrepreneurship in her adopted city. Recognized by the Indianapolis Business Journal as one of the Most Influential Women in Indianapolis, she is an active member of the local Indianapolis business community.

1:40 p.m.  Ice Miller and Flat12: Brewing Up a New Business  Rapid-Fire Theatre

DUSTIN DUBOIS  |  Partner, Ice Miller LLP

Dustin will co-present with Sean O’Connor.

Dustin DuBois is a partner with Ice Miller and concentrates his practice in various facets of intellectual property and transactions. DuBois designs strategies for clients’ intellectual property portfolios based on their goals as well as market expectations, securing patents, trademarks and other forms of intellectual property. DuBois assists clients with other complex legal issues including compliance with export control regulations, international privacy laws, and in compliance with a host of other regulatory frameworks.

SEAN O’CONNOR  |  President & CEO

Flat 12 Bierwerks

The Flat12 Bierwerks line-up pays proper respect to the traditions of American craft brewing with its flagship beers, as well as seasonal and specialty brews. Flat12 offers balanced, clean, flavorful beers with a unique twist.
1:50 p.m.

**Connecting Mom Talent to Your Business Needs or Personal To-Do List**

**CAMI BACK | Founder & CEO, GetOutMom.com**
*Cami will co-present with partners Stacie Gopsill and Kim Graham Lee.*

Cami has been teaching Math, Science and Computers for the past two decades. Meeting countless stay-at-home moms with a desire to work flexible hours, plus working moms striving to find the ideal family balance inspired her to create a casual employment website – connecting businesses to their local moms and thus utilizing the tremendous amount of mom talent across the nation.

**STACIE GOPSILL | Co-founder & COO, GetOutMom.com**

Born and raised in Indiana, Stacie, like many other moms, has a background in something other than being a mom. Her BS in Biology from Indiana University served her well when she was working as a Technical Services Scientist and a Medical Device Recruiter. However, once her two boys were born she and her husband made the family decision for her to stay-at-home. Now that the boys are older, she is diving back into the working world but still wanted the flexible schedule that so many moms crave.

**KIM GRAHAM LEE | Executive Advisor, GetOutMom.com**

Kim has 30 years of business experience including c-level leadership of start-up and growth companies in the technology space. After a successful 19-year career at Walker Information where she worked with Fortune 500 clients, Kim’s passion became helping other Indiana-based companies grow and thrive, including serving as the CEO of Vontoo, President of OneBridge, President of Hufford Financial Advisors, and CMO of Bluelock.

2:00 p.m.

**The Product and the Customer – Everything Else Is Noise**

**ERIC TOBIAS | Founder and President, iGoDigital**

A serial entrepreneur and technology thought leader in online retail space, Eric serves as Founder and President at iGoDigital, guiding the company’s overall strategic vision and objectives. Eric also founded or co-founded Batteries.com, Technuity and Evolving Technologies. Eric is a Gravity Ventures angel funding member and avid “champion” and advisor for other entrepreneurs throughout Indiana.
2:10 p.m.  Venture Un-Funding  

NICK CARTER | Creator and President, AddressTwo

Nick Carter is the creator and president of AddressTwo, a software company that provides small businesses with tools and processes to manage their sales and marketing. Staring his first business at the age of 16, Nick is truly an entrepreneur at heart. Nick is the author of “Unfunded,” which teaches entrepreneurs to start a business without seeking venture capital.

2:20 p.m.  Longtail Funding  

CHRIS BAGGOTT | Co-Founder & CEO, Compendium

Award-winning marketer Chris Baggott has been a leader in marketing for more than 20 years and was named one of the 100 Most Influential Marketers of 2008. Chris has been quoted in such publications as the Wall Street Journal, Forbes, Inc. and ADWEEK. Chris is a co-founder of ExactTarget and is currently the CoFounder/CEO of Compendium Blogware, a software as a service blogging solution for businesses and organizations.

2:30 p.m.  Afternoon Keynote  

JODY THOMPSON, along with her partner Cali Ressler, is the Founder of CultureRx and co-creator of the Results-Only Work Environment (ROWE). Her first book, WHY WORK SUCKS AND HOW TO FIX IT, was named “The Year’s Best Book on Work-Life Balance” by Business Week. She has been featured on the covers of BusinessWeek, Workforce Management Magazine, HR Magazine, Hybrid Mom Magazine, as well as in the New York Times, TIME Magazine, USA Today, and on Good Morning America, CNBC and CNN. Jody is also a nationally recognized keynote speaker and has presented to numerous Fortune 500 companies and prominent trade associations. Jody and her partner Cali created ROWE based on the belief that the traditional solution of flexible schedules is not the answer to managing life’s many twists and turns. Bottom line? Work sucks. So they’re on a mission to fix it. Today, Jody and Cali are leading a global movement to change the way we work and live.

3:00 p.m.  BREAK  

Innovation EXPO Open

Buy tickets and learn more at www.techpoint.org/summit.
Inside the Innovator’s Studio

PETER ASHKIN loves solving problems --- and the bigger the better. Throughout his career with some of the most successful, visible and innovative global corporations he has been a leader and master problem-solver working in environments facing rapid change and intense competition in uncertain economic times. Mr. Ashkin served as President of the Technology Group for CanWest Mediaworks, Canada’s largest media company with multiple locations across Canada consisting of newspapers, broadcast television and cable channels and helped them navigate their way into the digital age. Prior to CanWest, he served as President of Product Strategy for AOL (America Online) the world's largest Internet provider where he was recruited to chart the future technical direction for the company. His challenge was to help provide an engaging, easy-to-use, everyday Internet experience, while keeping an eye on new product development and the future of the Internet. And if you think you have challenges, imagine making even simple changes that affect 30 million users. Today he is President of Peter Ashkin Consulting where he works with high-tech start-up companies. Mr. Ashkin also owns and operates Red Head Ranch in Paso Robles, California (www.redheadranch.com), the producer of award winning wines for wine drinkers and wine connoisseurs.

David Castor, Partner at Alerding Castor Hewitt, will interview Ashkin live, on stage. Mr. Castor’s practice is focused largely on representing Internet and software based technology companies in licensing transactions, but he also has key experience in areas such as contract drafting and negotiation, mergers & acquisitions, business formation and entity selection, trademarks, and stockholder and LLC membership issues.

Closing Keynote

DONALD E. BROWN, M.D. co-founded his third software company, Interactive Intelligence, in October 1994 and has served as Chief Executive Officer since April 1995 and President since inception. Dr. Brown also serves as Chairman of the Board, a position he has held since July 1998. Dr. Brown has been a director since inception. In March 1988, Dr. Brown co-founded Software Artistry, Inc., a developer of customer support software that became a public company in March 1995 and was subsequently acquired by IBM Corporation in January 1998. At Software Artistry, Dr. Brown served as Chief Executive Officer and director from inception through September 1994. Dr. Brown’s first software company was acquired by
Dr. Brown graduated from the Indiana University School of Medicine in 1985. He also holds two additional degrees from Indiana University, an M.S. in computer science and a B.S. in physics.

Dr. Brown will be interviewed on stage by Gerry Dick, Creator and Host of Inside INdiana Business. Gerry is a frequent keynote speaker and moderator on issues related to the Indiana economy and serves as a business analyst for WISH-TV 8 (CBS, Indianapolis) and 93.1 WIBC (Indianapolis).

5:00 p.m.  
Adjournment to Innovate  
Luncheon Theatre