

## 3RD ANNUAL B2B SERIES...BACK TO B2B!

As part of our ongoing commitment to being your most valued business partner, Montecito Bank & Trust's B2B Series is back this Fall! This business education series was designed to bring local businesses together to network and learn from highly regarded experts on topics that matter most to you.

**Workshops.** Begin your day with a 4-hour interactive, small-group session with more face time and individual attention with the facilitators, and plenty of time to network.

**Keynotes.** Each keynote starts with a full hour of networking while you enjoy complimentary hors d'oeuvres and cocktails. All 1-hour keynote presentations feature highly regarded and nationally recognized speakers.

## PROMOTE YOUR BUSINESS

Be sure to take advantage of these great opportunities when you register.

**B2B Swag Bag.** All registered guests may include one promotional item in the B2B Swag Bags (size restrictions apply). They will be distributed to all guests at the event(s) for which you are registered.

**B2B Online Directory.** Looking for an easy way to connect with other B2B attendees? All registered guests will have the option of including their contact information in our online B2B directory.

## REGISTRATION

To register, visit [montecito.com/events](http://montecito.com/events). All guests who register before August 31 receive a 50% discount. Montecito Bank & Trust customers receive 20% off registration fees after August 31.

	BEFORE 8/31 	AFTER 8/31	AFTER 8/31 MB&T CUSTOMER 
KEYNOTE	\$29	\$59	\$47
WORKSHOP*	\$79	\$159	\$127

\*Purchase of Workshop includes entry into Keynote.

If you heard about this event from a Montecito Bank & Trust employee, please enter their referral code when you register on [montecito.com/events](http://montecito.com/events).

Referral Code:

FOR MORE INFORMATION ON ALL THE EVENTS AND TO REGISTER, GO TO [MONTECITO.COM/EVENTS](http://MONTECITO.COM/EVENTS)


TWITTER ADVERTISING VISION GOOGLE+  
TOURISM MARKETING LEADERSHIP BRANDING  
EMPLOYEE ENGAGEMENT COMMUNICATION SALES BACK TO CORPORATE CULTURE  
SOCIAL MEDIA B2B MODEL THE WAY TRAINING  
DESTINATION MARKETING STRATEGIC PLANNING NETWORKING  
CORE VALUES TEAM DEVELOPMENT CHALLENGE THE PROCESS  
TRANSPARENCY INSPIRE A SHARED VISION  
TRAVEL ENABLE OTHERS TO ACT INNOVATION TECHNOLOGY  
FACEBOOK CUSTOMER SERVICE LINKEDIN

3RD ANNUAL

# B2B SERIES

A BUSINESS EDUCATION SERIES

PRESENTED BY MONTECITO BANK & TRUST

SANTA BARBARA • VENTURA • SOLVANG 





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## SEPTEMBER 12 - VENTURA

KEYNOTE	
TITLE	<b>How Creating a 'Culture of Service' Impacts Your Bottom Line</b>
SPEAKER	<b>Jonathan Wolske</b> <i>Culture Evangelist, Zappos Insights</i>
TIME & LOCATION	5:00 p.m. – 7:30 p.m., <b>Crowne Plaza Hotel</b>
TOPICS	<ul style="list-style-type: none"> <li>Why defining culture and core values is imperative to impeccable customer service</li> <li>How customer service can improve your profits and productivity</li> <li>How a 'Culture of Service' made Zappos one of Fortune's Top 100 Companies to Work For</li> </ul>
WHO SHOULD ATTEND	Upper management from businesses of all sizes who believe that customer service affects the bottom line.
FEE	\$59 <del>\$29</del> (Before August 31) 

WORKSHOP (INCLUDES KEYNOTE)	
TITLE	<b>Harness the Power of Facebook and Twitter for Your Business</b>
FACILITATOR(S)	<b>Justin Seely</b> <i>Staff Author, Lynda.com, Inc.</i>
TIME & LOCATION	1:00 p.m. – 5:00 p.m., <b>Crowne Plaza Hotel</b>
TOPICS	<ul style="list-style-type: none"> <li>Leverage your social media presence to increase brand awareness and grow your business</li> <li>Understand the essentials of Facebook: effective status updates, promoting your page, and more</li> <li>Maximize your Twitter presence: engaging tweets, @replies and direct messages, increase your following, and more</li> </ul>
WHO SHOULD ATTEND	Beginning to intermediate Facebook and Twitter users responsible for your business' social media presence.
FEE	\$159 <del>\$79</del> (Before August 31)* 

\* Purchase of Workshop includes entry into Keynote.

## SEPTEMBER 26 - SANTA BARBARA

KEYNOTE	
<b>Great Leadership Creates Great Workplaces</b>	
<b>Barry Posner, Ph.D.</b> <i>Co-author, The Leadership Challenge</i>	
5:00 p.m. – 7:30 p.m., <b>The Fess Parker</b>	
<ul style="list-style-type: none"> <li>Influence your company's bottom line by learning effective leadership practices from one of the Top 50 leadership coaches in America</li> <li>Initiate a course of action to improve your performance as a leader</li> <li>Plan a roadmap for creating a great workplace with engaged and committed people</li> </ul>	
Management teams from businesses of all sizes.	
\$59 <del>\$29</del> (Before August 31) 	

WORKSHOP (INCLUDES KEYNOTE)	
<b>The Leadership Challenge</b>	
<ul style="list-style-type: none"> <li><b>Daren Blonski</b> <i>Consultant, Sonoma Leadership</i></li> <li><b>Judy Guillermo-Newton</b> <i>SVP/Director of Organizational Development, Montecito Bank &amp; Trust</i></li> </ul>	
1:00 p.m. – 5:00 p.m., <b>The Fess Parker</b>	
<ul style="list-style-type: none"> <li>How to apply the Five Practices of Exemplary Leadership to real-life organizational challenges</li> <li>Evaluate your own leadership behaviors by taking The Leadership Practices Inventory (LPI) assessment</li> <li>Gain insight and tools to foster a more committed and engaged workforce</li> </ul>	
Management teams from businesses of all sizes.	
\$159 <del>\$79</del> (Before August 31)* 	

## OCTOBER 15 - SOLVANG

KEYNOTE	
<b>Local and Global Trends in California Tourism</b>	
<b>Lynn Carpenter-Schumann</b> <i>VP of Marketing, Visit California</i>	
5:00 p.m. – 7:30 p.m., <b>Hotel Corque</b>	
<ul style="list-style-type: none"> <li>The impact of California's growing tourism industry on the Santa Ynez Valley</li> <li>Leverage Visit California's strategies to grow business for your company, restaurant or destination</li> <li>Integrate Visit California's local and global marketing programs with your own</li> </ul>	
Businesses that rely on tourism in the Santa Ynez Valley.	
\$59 <del>\$29</del> (Before August 31) 	

WORKSHOP (INCLUDES KEYNOTE)	
<b>Tourism Marketing: How to Stand out in the Crowd</b>	
<ul style="list-style-type: none"> <li><b>Lorrie Thomas Ross</b>, Web Marketing Therapy</li> <li><b>Mary Harris</b>, SYV Hotel Association</li> <li><b>Tracy Farhad</b>, Solvang CVB</li> <li><b>Kady Fleckenstein</b>, SYV Visitors Association</li> <li><b>Kathy Vreeland</b>, Buellton Visitors Bureau</li> </ul>	
1:00 p.m. – 5:00 p.m., <b>Hotel Corque</b>	
<ul style="list-style-type: none"> <li>Navigating Through Local Tourism Associations</li> <li>Thinking Outside the Box: How to Bring In Customers Through Creative Promotions</li> <li>Customer Service: Before, During and After</li> <li>5 Factors for Web Marketing Success</li> </ul>	
Businesses that rely on tourism in the Santa Ynez Valley.	
\$159 <del>\$79</del> (Before August 31)* 	

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