

OPENING UP SHOP AT SFO

Demystifying the Pathway to Small
Business Success



EVENT DETAILS



Yes SF Headquarters

220 Montgomery Street
San Francisco, CA 94104



Wednesday, May 7, 2025



2:00 PM - 4:00 PM

REGISTRATION LINK



<https://forms.office.com/g/zYBm3CFtTe>

GUEST SPEAKERS



CHRIS HORTON

SF District Director,
Small Business
Administration



KAREN NELSON

Director, SBTRC
Southwest Region



ERIC MALDONADO

Business Development
Manager, Redwood Credit
Union



IVA CHEN

CEO, IOC Design &
Consulting



BECKY ZHOU

CEO, Merchandising
America, Inc.

OUR PARTNERS



U.S. Small Business
Administration



OPENING UP SHOP AT SFO

Demystifying the Pathway to Small Business Success

WORKSHOP AGENDA

2:00 - 2:05 PM

OPENING REMARKS

Rolando Tirado, SF Chamber of Commerce and
Dr. Rita Ohaya, San Francisco International Airport

2:05 - 2:45 PM

PANEL 1

Redwood Credit Union, US Small Business Administration
(SBA), US Department of Transportation's Small Business
Transportation Resource Center (SBTRC), and The Siena
Group

2:45 - 3:25 PM

PANEL 2

San Francisco International Airport, Merchandising America,
Inc., and IOC Design and Consulting

3:25 - 3:30 PM

CLOSING REMARKS

Melinda Yee Franklin, The Siena Group and
Queena Lu, San Francisco International Airport

3:30 - 4:00 PM

NETWORKING RECEPTION

Hosted by Redwood Credit Union

OUR PARTNERS

