

AGENDA

BEVERLY HILLS
BACK TO
BUSINESS



CHAMBER
of
COMMERCE

BEVERLY HILLS BACK TO BUSINESS FALL VIRTUAL COLLABORATIVE

OCTOBER 21, 2020 | 9 AM - 6 PM (PT)

Agenda as of October 12, 2020

Exact session times forthcoming. All sessions will be available to watch on demand after they debut.

State of the City of Beverly Hills

Southern California broadcast icon, Fritz Coleman, will join Beverly Hills Mayor Lester Friedman to discuss the current State of the City from the beautiful and historic Greystone Mansion.

Lester Friedman | Mayor of Beverly Hills

Fritz Coleman | Southern California Broadcast Icon

The Economy of Professional Sports

President & CEO of the Los Angeles Dodgers, Stan Kasten, and Owner & Chairman of the Board of the Los Angeles Chargers, Dean Spanos, explain the effect COVID-19 is having on the team's financial model.

Stan Kasten | President & CEO, Los Angeles Dodgers joined by Mario Solis | NBC4 Sports

Dean Spanos | Owner & Chairman of the Board, Los Angeles Chargers joined by Haley Elwood | Team Reporter

State of Luxury

Emmy Award winning TV news producer | luxury expert and Strategic Communications PR Consultant, Ann Shatilla, returns with her "State of Luxury with Ann Shatilla" business seminar. This time, insightful business information in an in-depth conversation with Anish Melwani, Chairman & CEO, LVMH Moët Hennessy Louis Vuitton Inc., North America. LVMH is known as the world leader of luxury with over 70 maisons, and is the only group present in all five major sectors of the luxury market; Fashion & Leather Goods, Perfumes & Cosmetics, Wine & Spirits, Watches & Jewelry, and Selective Retailing. PR business tips with her "Pandemic PR" session will follow this interview. Both are informative regarding the current pandemic, and business leaders will not want to miss either.

Anish Melwani | Chairman & CEO, LVMH (Moët Hennessy Louis Vuitton) North America

Ann Shatilla | Emmy Award-winning TV News Producer, Luxury Expert & Strategic Communications PR Consultant

In the Kitchen at the Beverly Wilshire, A Four Seasons Hotel

As the landmark Beverly Wilshire enjoys a reopening, we get a sneak peek into their culinary world.

Amir Nematipour | Executive Sous Chef, Beverly Wilshire Hotel

O'Gara: Curators of the Extraordinary

The O'Gara experience sets the bar higher than any other dealer group due to innovative thinking and a drive to push the entire industry forward. O'Gara has the largest selection of highline vehicles in the Western Hemisphere. Learn more about the bespoke O'Gara brands, strong business community ties, and culture of giving back.

Taking Flight: What is Next for Global Air Travel, and How Does it Impact Southern California's Economy?

As the aviation authority for the nation's second largest city and hub of one of the world's most populous metropolitan areas, Los Angeles World Airports (LAWA) provides an airport system to serve a major portion of the Southern California market via LAX and Van Nuys Airports. CEO, Justin Erbacci, weighs in on how he is balancing the unique challenges impacting the commercial aviation industry due to COVID-19, and what it means for the region's economy.

Justin Erbacci | CEO, Los Angeles World Airports joined by Blair Schlecter | VP Economic Development & Government Affairs, Beverly Hills Chamber of Commerce

Is Private Aviation the Future?

Advent Jets CEO, Scott Buss, discusses the role private aviation has played throughout the pandemic, and his outlook on the future of flying private.

Scott Buss | CEO, Advent Jets joined by Blair Schlecter | VP Economic Development & Government Affairs, Beverly Hills Chamber of Commerce

Urban Mobility: Where Do We Go From Here?

Three of the top experts in the field of emerging mobility and transportation delve into the future plans for accessibility and sustainability. Harry Campbell, John Rossant and Emily Warren discuss the outlook on community planning and business growth.

Harry Campbell | Owner, The Rideshare Guy

John Rossant | CEO, CoMotion

Emily Warren | Senior Policy Advisor, Nelson Nygaard

Moderated by Blair Schlecter | VP Economic Development & Government Affairs, Beverly Hills Chamber of Commerce

Exploring Diversity & Inclusion in the Workplace

Michele Ruiz, best selling author and expert in the field of empowerment, diversity and inclusion will offer her insights on mitigating unconscious bias and management communication strategies.

Michele Ruiz | Emmy Award-winning TV News Anchor & Best Selling Author

The World of Commercial Real Estate Post Covid-19

Some of the top experts in the field of real estate and commercial investment discuss what 2021 will look like for the market, and where investment opportunities may be. Curt Northrup, Michael Lushing, Larry Green, and Drew Planting examine the challenges in real estate, and how we need to evolve our practices and develop our city to meet Angelenos' needs post Covid-19.

Larry Green | Managing Director, L Green Investment

Michael Lushing | Principal, Lushing Realty Advisors

Drew Planting | Founder & Managing Partner, GPI

Moderated by Curt Northrup | Real Estate Agent, Douglas Elliman Beverly Hills

California Election & Business Policy Issues and Their Impact on the Economy

Los Angeles Business Federation CEO, Tracy Hernandez, leads a discussion with several esteemed panelists including Spencer Kallick, Philip Recht, and Kelly O. Scott as they delve into key new laws and ballot measures impacting businesses.

Spencer Kallick | Partner, Allen Matkins

Philip Recht | Partner, Mayer Brown

Kelly O. Scott | Partner, Ervin Cohen & Jessup

Moderated by Tracy Hernandez | CEO, Los Angeles Business Federation

Best Business Practices for Navigating Challenges & Opportunities Using LinkedIn

With over 675 million members, LinkedIn is arguably the most powerful platform for businesses of all size, industry and location. It provides a wealth of shared information and connections. Jordan Dahl, News Editor for Small Business at LinkedIn will share valuable insights from the LinkedIn community, and provide tips to get the most out of it for your business growth and career opportunities.

Jordan Dahl | News Editor Small Business, LinkedIn

The Economic Importance of the Beauty Industry

At a time when authenticity, originality and a work-from-home culture is driving trends, how will the 500+ billion dollar global beauty industry adapt to new expectations and continue to thrive? Sennen Pamich, Coty Cosmetics SVP North America, gives us his perspective.

Sennen Pamich | SVP North America, Coty Cosmetics

Will Entertainment Ever Be the Same?

The entertainment industry has been one of the hardest hit due to COVID-19. We are joined by the Recording Academy's Qiana Conley, BAFTA's Matthew Wiseman, and the Wallis Annenberg Center for Performing Arts' Rachel Fine, to discuss the current state of entertainment, and how the arts are surviving.

Qiana Conley | Executive Director, Recording Academy (Grammys) Los Angeles Chapter joined by Katy Gaspar | Grammy U Student

Matthew Wiseman | CEO, British Academy of Film & Television Arts (BAFTA) Los Angeles Chapter joined by Kathryn Busby | Chair of the Board, BAFTA Los Angeles

Rachel Fine | Executive Director & CEO, Wallis Annenberg Center for Performing Arts joined by Mark Slavkin | Director of Education, Wallis Annenberg Center for Performing Arts

Join Us in Celebrating the 2020 Best of Beverly Hills Golden Palm Award Honorees

Fred Hayman Visionary Award: Mr. John Bendheim

Above & Beyond Award: Cedars-Sinai Health System

Above & Beyond - Small Business Award: Meraki Fitness

Innovation Award: Spago Beverly Hills

Innovation - Small Business Award: UMBERTO

Honoring Beverly Hills Police Department & Fire Department

Breakout Sessions

These sessions are available to watch on demand all day.

What's in Store for the 2020 Retail Holiday Shopping Season and Beyond?

Three of Beverly Hills' most revered retailers; Thomas J. Blumenthal of GEARYS, Tara Riceberg of Tesoro, and Daniel Zahir of Edelweiss Chocolates discuss the current challenges and opportunities facing them this holiday season, and their outlook on retail in 2021.

Thomas J. Blumenthal | President & CEO, GEARYS

Tara Riceberg | Owner, Tweak & Tesoro

Daniel Zahir | Creative Director & Chocolatier, Edelweiss Chocolates

A Few Minutes with the California Retailers Association

Find out how the California Retailers Association is helping their members through this unprecedented time for business.

Rachel Michelin | President, California Retailers Association

Pivots that Worked: How a Local Restaurateur Grew His Business During the Pandemic

Peter Garland of Porta Via not only managed to stay open, he actually launched his third location during the pandemic.

We'll find out what he did, and how you can apply his success to your business.

Peter Garland | Owner, Porta Via Restaurants joined by Todd Johnson | President & CEO, Beverly Hills Chamber of Commerce

A Few Minutes with the California Restaurant Association

Find out how the California Restaurant Association is helping their members survive the most difficult year imaginable.

Jot Condie | President & CEO, California Restaurant Association joined by Todd Johnson | President & CEO, Beverly Hills Chamber of Commerce

Banking in 2020 and Beyond

US Bank's Brian Hernandez breaks down what big banks are doing differently in light of COVID-19, and how they can serve small businesses.

Brian Hernandez | SVP Business Banking Market Leader, US Bank joined by Cesar Hernandez | VP Business Banking Sales Manager, US Bank

You Thought Influencer Marketing and E-Commerce Was Only for Big Brands? Think Again.

XrossWorld CEO, Julio Cerne, will show you how to structure and execute an influencer marketing campaign to drive a Call To Action (CTA). Points covered include finding the right people, how to engage influencers, deciding what CTA, structuring a narrative, managing the campaign, and ultimately building your tribe. Then, Soapbox CEO, Danny He, will explain how to convert that new traffic into revenue by incorporating e-commerce effectively into your business.

Julio Cerne | CEO, XrossWorld

Danny He | CEO, Soapbox

Customers May Be Gone, But Not Gone Forever

Dan Pfister, Founder of Strategic WinBack Services will walk you through a proven system for winning back clients and customers, regardless of your industry.

Dan Pfister | Founder, Strategic WinBack Services

How to Make Money with Instagram

Deborah Deras (aka The Social Media Goddess) takes you by the hand, and guides you through the fundamentals of using Instagram for business, not selfies. This in-depth lesson is packed with specific, easily applicable steps to start driving sales.

Deborah Deras | Keynote Speaker, Entrepreneur, Author, Master Results Coach and Social Media Strategist

Entrepreneurship in Beverly Hills

The Beverly Hills Incubator is a subcommittee of the Next Beverly Hills Committee, which fosters entrepreneurship among the next generation of business leaders in Beverly Hills. In June we were introduced to two companies in their most recent cohort as they discussed the Incubator process from inception to pitch day. Today we get to see those companies present their business ideas to a panel of professionals for feedback.

Derrick Ontiveros | Chair, Next Beverly Hills Committee

Noelle Freeman | Vice Chair, Next Beverly Hills Committee

Noah Etesami | Chair, Beverly Hills Incubator

Ethan Bazarganfard | Co-Founder & Facilitator, Beverly Hills Incubator

Sher Chaudhary | Co-Founder & Facilitator, Beverly Hills Incubator

Ryan Ross | BHI Spring 2020 Cohort Participant, CEO & Co-Founder, TopDog

Phillip Oh | BHI Spring 2020 Cohort Participant, CTO & Co-Founder, TopDog

Noah Gould | BHI Spring 2020 Cohort Participant, Director of Marketing, TopDog

Aaron Raimi | BHI Spring 2020 Cohort Participant, Co-Founder, MeetJew

Daniel Ebrahimi | BHI Spring 2020 Cohort Participant, Co-Founder, MeetJew

Ivan Nikkhoo | Panelist & Managing Partner, Navigate Ventures

Yair Vardi | Panelist & Co-Founder, Fusion LA Accelerator

Thea Knobel | Panelist & VP of Platform and Marketing, GSV Ventures

Frederik Kofoed | Panelist, Common Living

Subject to change.