



# COUNTY OF SANTA CRUZ

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SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

## PRESS RELEASE

Date: April 19, 2017

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### MICRO-BUSINESS SUMMIT KEYNOTE SPEAKERS ANNOUNCED

The 2<sup>nd</sup> annual 82% Micro Business Summit -- the biggest small business event in Santa Cruz County -- has announced a keynote address and keynote panel that includes some of the leading local voices on small business development.

Titled "Courage Under Fire: Doing Business in Santa Cruz County," the talk will be the centerpiece of the daylong event offering real-world advice for local small businesses, which comprise the backbone of the Santa Cruz County economy. The panel discussion will feature Newman's Own Organics CEO Peter Meehan and NextSpace Founder Ryan Coonerty, and will be moderated by Event Santa Cruz founder Matthew Swinnerton.

"This all-star panel rounds out what will be an incredible day of learning, sharing and networking for local small business owners," said Barbara Mason, economic development coordinator for the County of Santa Cruz. "No matter what your line of business, the Micro-Business Summit will offer something for everyone and is the can't-miss small business event of the year."

Founded by the Santa Cruz County Office for Economic Development, the Micro-Business Summit includes speakers from LinkedIn, Plantronics, Constant Contact, Ventana Surfboards, LifeAid Beverages, Apple, InBoard, Sejoya Foods, representatives from several startup investment firms and more.



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Tickets for the 82% Micro Business Summit are on sale now. For \$49, participants will be able to choose from seminars in one of four separate tracks, with five courses in each track.

Enrollment is limited. Registration is available at [www.microbusinesssummit.com](http://www.microbusinesssummit.com). Follow the event on Facebook at [www.facebook.com/82percent](http://www.facebook.com/82percent). Each attendee receives a complimentary breakfast and luncheon, and the event features a mixer and prizes as well.

**What:** 82%: A Micro-Business Summit

**When:** Friday, April 28, 2017, 8 a.m.-6:30 p.m.

**Where:** Cabrillo College, 6500 Soquel Dr., Aptos

## BIOGRAPHIES

**Ryan Coonerty:** Ryan Coonerty is a Supervisor for Santa Cruz County and a two-time former Mayor of the City of Santa Cruz. In 2008, he cofounded NextSpace Coworking + Innovation. He is also a lecturer on law and government at UC Santa Cruz. Coonerty is the co-author of *The Rise of the Naked Economy – How to Benefit from the Changing Workplace* (Macmillan, 2013) which was praised by economist Richard Florida for "capturing the tremendous challenges and opportunities for the Creative Class as they redefine work. This is a must read for anyone trying to figure how individuals, organizations, and communities prosper in the new economy." Coonerty also wrote *Etched in Stone – Enduring Words from our National Monuments* (National Geographic, 2007). He was selected by the Aspen Institute to be a Rodel Fellow in Public Leadership as one of "the nation's most promising young elected officials." Coonerty attended Santa Cruz's public schools and graduated from the University of Oregon's Clark Honors College. He received a master's degree from the London School of Economics and a law degree from the University of Virginia School of Law.

**Peter Meehan:** Peter Meehan is the co-founder and former CEO of Newman's Own Organics. Newman's Own Organics was founded in Aptos in 1993.

**Matthew Swinnerton:** Matthew Swinnerton is founder of the entrepreneur speaker series Event Santa Cruz and Programs Manager for Santa Cruz Works. Swinnerton is an all-around Santa Cruz business community evangelist.