

Creating Trust in the Era of Fake ... Everything



Kent Stones has been a researcher, planner and entrepreneur for over 30 years. Over his career, he has worked or collaborated with large and small agencies like RPA, Digitas and Hint, as well as with Fortune 500 companies like Sprint, American Century and Heineken. Currently he is founder of Stones Insight LLC, and co-founder of www.fakenot.com.



Join us as Kent shares his passion for bringing the same level of analysis and insight that big agencies have to small companies. His work has shown that these small, nimble groups are best positioned to win in the market, bringing bolder, more innovative ideas to the table. He believes that with the right data and insight behind them, small companies can inspire confidence that their ideas will get results, earning work with today’s biggest brands.

We’ll then finish off the morning with “Needs and Leads,” a resource-sharing process that empowers attendees to get and give the information they need by leveraging the network to help fill resource gaps and take advantage of new business opportunities.

When and Where

Wednesday, January 24, 2018
7:30 a.m. to 9:30 a.m.
Continental breakfast will be provided.

SoCalGas Energy Resource Center
9240 Firestone Blvd
Downey, CA, 90241
Room: Commercial Auditorium
Free, ample parking

Registration

[Register now.](#)
Seating is limited to the first **70** registrants.
Certified MBEs, **\$20**
Non-certified MBEs, **\$30**

<https://socialgasbreakfastwithchampions.eventbrite.com>



About Our Host

The Southern California Gas Company is the primary provider of natural gas to the Southern California region, providing natural gas service for more than 21 million customers and spanning roughly 20,000 square miles. Since 1979, So Cal Gas has been committed to investing in comprehensive supplier diversity initiatives, providing technical assistance, and forming community partnerships for programs that help diverse suppliers succeed.

About the MBE Input Committee

The MBE Input Committee (MBEIC) consists of minority business enterprises who are elected into membership by SCMSDC-certified MBEs. As a standing committee of the Board of Directors, it provides constructive input, promotes Council events and activities, develops programs, and serves as the liaison between corporate members, staff and MBEs.

Contact

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