



# National Small Business Week 2014 – AGENDA

## 1<sup>st</sup> Annual Entrepreneurship and Small Business Summit

**DeVry University – Duluth Campus**  
**3505 Koger Boulevard**  
**Duluth, GA 30096**

Day	Workshop Title	Facilitator	Room #	Time
Monday - 5/12/14	Learn How To Build Your Small Business Credit	Gwinnett Chamber of Commerce	4	11:30am – 1:30pm
Tuesday - 5/13/14	An Employment Law Primer: What Georgia Employers Need to Know	Stanton Law Firm	4	11:30am – 1:30pm
Tuesday – 5/13/14	8(a) Certification	Small Business Administration (SBA)	5	11:30am – 1:30pm
Wednesday - 5/14/14	Entrepreneurship/Business Planning 101 (startup companies)	Small Business Development Center - Lawrenceville	4	11:30am – 1:30pm
Wednesday – 5/14/14	The Makings of a Business Plan	Gwinnett Chamber of Commerce	5	11:30am – 1:30pm
Thursday – 5/15/14	Financing Your Business and the Financial Plan	Small Business Administration (SBA)	5	11:30am – 1:30pm

**DeVry University – Decatur Campus**  
**1 W. Court Square**  
**Decatur, GA 30030**

Monday - 5/12/14	Affordable Care Act and Its impact on Small Businesses	Dr. Karen Starks - Community Entrepreneurship Institute, Inc.	6107	11:30am – 1:30pm
Tuesday - 5/13/14	8(a) Certification	Small Business Administration (SBA)	6107	11:30am – 1:30pm
Tuesday – 5/13/14	Financing Your Business and the Financial Plan	Small Business Administration (SBA)	6109	11:30am – 1:30pm
Wednesday - 5/14/14	BBB Accreditation: Start With Trust	Better Business Bureau	6107	11:30am – 1:30pm
Wednesday – 5/14/14	Managing a Healthy Work/Life Balance for Busy Entrepreneurs	B Fit Consulting, LLC	6109	11:30am – 1:30pm
Thursday - 5/15/14	An Employment Law Primer: What Georgia Employers Need to Know	Stanton Law Firm	6107	11:30am – 1:30pm
Thursday – 5/15/14	Securing Business Loans: How the process works	Ashley McCoy – PNC Bank (an SBA Approved Lender)	6109	11:30am – 1:30pm



<b>The Conference Center at Georgia Piedmont Technical College 495 North Indian Creek Drive Clarkston, GA 30021</b>				
Friday - 5/16/14	Town Hall Business Meeting and Panel  <b>Theme: "Increasing the Impact of Small Businesses on Our Georgia Economy"</b>	<b>Please see all confirmed panelists below.</b>  ↓	16	11:30am – 3:00pm

## Town Hall Business Meeting & Panel

### HOST



#### **Austin E. Thompson, Jr., MBA, MPM**

Austin Thompson is the founder and CEO of Thompson Management Consulting, LLC, and the Visionary and Chief Organizer behind the company's First Annual Entrepreneurship and Small Business Summit, in celebration of National Small Business Week 2014. In addition to small business consulting, Austin was appointed in December 2013 by Mayor Judy Jordan-Johnson of Lawrenceville, GA to serve a 4-year term on the Downtown Architectural Review Board of the City of Lawrenceville. He is also a published Author, Adjunct Professor of Business at Shorter University, and community leader. Austin is a graduate of Keller Graduate School of Management, receiving his MBA and a Master of Project Management degree with honors in 2005, and has plans to pursue Doctoral studies in International Business very soon. He enjoys reading, sporting events, mentoring and inspiring young children, and meeting people from different parts of the world.

### KEYNOTE SPEAKER



#### **Honorable Ted Terry Mayor, City of Clarkston**

Ted Terry has spent the last decade working in the public service sector, doing everything from nonprofit consulting for organizations like the Sierra Club, Human Rights Campaign and Environment Georgia, to campaign organizing and consulting for state representatives, state senators, county commissioners, school boards members, local officials and a U.S. Congressman. During his time as a fundraiser, Ted personally helped raise millions of dollars for campaigns and causes, always with a focus on uniting individuals and businesses behind common goals for a better society.



Ted has been involved in the Clarkston Active Living Initiative (CALI) -- a nonprofit organization geared toward creating a healthier and more active community -- the Clarkston Farmers Market Street Team, and is currently working with local artists and community groups on the area's first-ever public mural project, funded by a United Way grant, aimed at involving at-risk youth within the Clarkston/Scottdale area.

Ted has a degree in Food Science & Nutrition and worked his way through college as a nursing assistant at a long-term care facility. Recently, he has worked for Georgia Solar Utilities, a company dedicated to increasing solar energy and lowering power bills. In his spare time, Ted also serves as volunteer coordinator for TEAM Georgia, a statewide safe and sober driving coalition, dedicated to reducing DUI fatalities and injuries.

## **MODERATOR/FACILITATOR**



**Rep. Valencia Stovall (D-74)**  
**Georgia House of Representatives**

Rep. Valencia Stovall is a proud native of Southeast Atlanta and has a passion for economic development and education reform. She has strong diverse background in finance, retail operations, business development, and now public policy. As the Chief Financial Officer of a retail experience and operations firm, she oversaw finance, operations, and human resources for thousands of employees for projects including the logistical and retail operations of the 1996 Olympic Games, retail operations for two Super Bowls, Georgia Dome retail development and management for events including NFL Atlanta Falcons, SEC Championship Games, Chick-Fil-A Peach Bowl, Atlanta Hawks, Motorsport Events, the Rolling Stones, and U2, the University of Georgia Sanford Stadium retail development and management, Coca Cola/Lakewood Amphitheater, Atlanta Fulton County Stadium, and promotional printing locations throughout Metro Atlanta. Rep. Stovall's philanthropic work includes serving as the Board Chair of Scholars Academy Special State Charter School which she restructured the organization through strategic planning, real estate acquisition and development, directed financial and legal negotiations, implemented growth capital programs, personnel restructuring and development, reengineered business processes, instilled urgency for financial discipline, and capitalized on growth opportunities with local community partners. She also served as the Executive Board Member for the Atlanta Council of PTA's in which she oversaw the executive financial operation and development for 90 schools. For two years she served as the co-founder of the Morrow Community Fall Festival which drew over 5,000 attendees to this unity in the community event. She is the proud mother of Lovett and Kristy and an alumni of Southside Comprehensive High School now Maynard Jackson High School, Fort Valley State University, and Georgia State University.

Rep. Stovall is proud to serve in the Georgia General Assembly as she is working to ensure that House District 74, Metro Atlanta and the State of Georgia becomes thriving economic region and is an amazing place to live.

## **PANELISTS**



**Lynn E. Hobbs, CPA**

Lynn Hobbs joined Fort Valley State University in January 2014 as the Vice President for Business and Finance.

Prior to joining Fort Valley State University, Ms. Hobbs served for one year as the Internal Auditor at Middle Georgia State College which was created in 2013 by the consolidation of Middle Georgia College and Macon State College. Prior to the consolidation, Ms. Hobbs served at Middle Georgia College for 20 years. At Middle Georgia College, she began her tenure as the Vice President for Fiscal



Affairs in March 2002 after serving as the interim Vice President for Fiscal Affairs beginning in January 2002. Ms. Hobbs previously served Middle Georgia College as the Director of Accounting Services from July 1996 to March 2002, as a Fiscal Affairs Administrative Coordinator from July 1995 to June 1996 and as an Accountant from November 1992 to June 1995.

Ms. Hobbs served on the USG Shared Services Governing Board in 2010-2011. She facilitated two public-private venture (PPV) projects which resulted in the construction of six residence hall. Ms. Hobbs has served on multiple SACS reaffirmation and substantive change teams at the institutional level as well as serving on two presidential search committees. She has served on the institutional leadership team for two consolidations/mergers.

Prior to entering higher education, Ms. Hobbs worked as a senior accountant at Thigpen, Jones, Seaton & Co., PC, CPA's.

Ms. Hobbs is an alumnus of the University of Georgia and Middle Georgia College. She holds a Bachelor of Business Administration degree in Accounting from the University of Georgia and obtained her licensure as a Certified Public Accountant in January 1991. Ms. Hobbs completed the College Business Management Institute (CBMI), sponsored by the Southern Association of College and University Business Officers (SACUBO).

Ms. Hobbs is a member of the American Institute of Certified Public Accountants, the Institute of Internal Auditors and the Georgia Society of Certified Public Accountants. Ms. Hobbs serves as treasurer of Chester Baptist Church and secretary/treasurer of the Bleckley County High School Dugout Club. She serves on the Career, Technical and Agriculture Education (CTAE) Advisory Council for Bleckley County High School.



**Karen Starks, PhD**

Dr. Karen Starks is a Licensed Clinical Social Worker and Assistant Professor of Public Policy at the University of Alabama, Tuscaloosa. Over the past fifteen years, Dr. Starks has held teaching positions at universities in Georgia and Alabama. Her area of specialty is public policy. She is the Founder and Executive Director of Community Entrepreneurship Institute, Inc., a non-profit organization dedicated to creating business and employment opportunities for urban residents. Dr. Starks volunteers with Organizing For Action (OFA) to help educate community members about the Affordable Care Act (Obamacare).



**Todd Stanton, JD**

Todd is the founder of Stanton Law, LLC in Atlanta, GA, where he is focused on helping companies avert employment-related issues without sacrificing managerial efficiency. "I take great pride in being able to provide counsel to employers and help them achieve practical solutions to what are often very personal, and potentially expensive, problems. I feel very lucky to be where I am right now, doing work I believe in. I really have a pretty good gig."



**Dar'Shun Kendrick, Esq. (D-93)**  
**Georgia House of Representatives**

Dar'Shun is founder of Kendrick Law Firm and an accomplished Attorney at Law. She is a graduate of Oglethorpe University with a BA in Political Science and Communications, a JD from the University of Georgia, and an MBA from Kennesaw State University. She is a native of Atlanta, Georgia and the daughter of two successful business owners. Dar'Shun credits her passion for small business development from her parents, and is now focused on keeping businesses owners "in business and out of court". Expanding on her professional credits, Rep. Kendrick specializes in business transactional law, including but not limited to document drafting, document reviewing, negotiating, strategic planning and training. Also, she is in her 3rd term representing East DeKalb and South Gwinnett counties in the Georgia House of Representatives, and serves as the ranking Democrat on the Small Business Development and Job Creation Committees in the House.



**Ashley McCoy, MA**

Ashley McCoy currently serves as a Business Banker and Assistant Vice President of PNC Bank, a SBA approved lender. Formerly, she served as an Assistant Vice President and Small Business Development Officer at BB&T Bank, and Branch Manager at Sun Trust Bank. With more than 16 years of experience within the financial services industry and with over 17 years of management experience, her passion is to help business owners on all levels maximize their cash flow position to enhance the value and capabilities of their business. As a Certified Women's Advocate Banker, she is committed to helping women business owners and women executives to achieve greatness within their various business enterprises. Ashley is in her final year as a Doctoral student at North Central University.

**REFRESHMENTS SPONSORED BY:**



## WORKSHOP DESCRIPTIONS

### Business Financing

- **Learn How to Build Your Small Business Credit**

Every business needs credit with which to operate and survive. Without access to credit, or with limited available business credit, having the necessary cash flow to run a successful business will make it difficult for a business owner to make purchases, pay employees, or pay bills. Learn the many ways in which you can build your small business credit and create success for your business. If you are interested in learning the various ways in which you build business credit, this is the workshop for you. What are you waiting for, register TODAY!!

- **Financing Your Business and the Financial Plan**

Finances are the backbone of any successful and thriving business. How do you finance your business operations? What things do you consider when performing a financial forecast and making financial projections for your pro-forma analysis? How do you draft an effective financial plan, which will drive effective decision-making on managing costs and leveraging your cash reserves? If you are concerned with managing your business finances effectively, this is the workshop for you. What are you waiting for, register TODAY!!

- **Securing Business Loans: How The Process Works**

PNC is a SBA approved lending institution. What does this mean? Well, PNC Bank provides loans (upon approval) to small businesses, which are guaranteed by the SBA. These loans provide debt financing to small businesses to finance operations, so businesses can pay their bills, pay employees, pay for materials and supplies, and cover all other operational costs. If you are interested in finding out how to secure a loan from a SBA lending institution, and especially from PNC Bank, well....you guessed it, this is the workshop for you. What are you waiting for, register TODAY!!



## WORKSHOP DESCRIPTIONS

### Health Management

- **Managing a Healthy Work/Life Balance for Busy Entrepreneurs**

Entrepreneurs are busy people, who lead very hectic lives. We are up before sunrise, and remain working long after the sun sets. Oftentimes, being on that entrepreneurial grind comes at a cost of not managing our health properly. We eat on the go, choose the wrong foods, forfeit workout and exercise time for meetings with clients and satisfying tight deadlines, and exhibiting other behaviors which are not conducive to living healthy lives. B Fit Consulting, LLC is a personal fitness company working with busy professionals and teaching them how to design a healthy work/life balance in their hectic daily schedules. If you are interested in learning how to manage a busy work schedule and still maintain a healthy lifestyle, well, yes you got it. This is the workshop for you. What are you waiting for, get registered TODAY!!

### Government Contracting

- **8(a) Certification Program**

Contracting with the State of Georgia, or qualifying for work with the government can be a daunting task. As an entrepreneur and small business owner, your objective is to maximize your options to build a strong bottom line with multiple revenue streams, which are profitable and render your business solvent. Well, the 8(a) certification program was developed to help minority and underserved businesses gain an edge in securing business contracts. These sole-source contracts come with awards as high as \$5 million dollars, and are awarded to those businesses which have completed the SBA 8(a) Certification Program. Learn what it takes to complete the program and get certified, and if you are interested, this is the workshop for you. What are you waiting for, get registered TODAY!!



## WORKSHOP DESCRIPTIONS

### Business Planning

- **Entrepreneurship/Business Planning 101**

As a start-up company, you will need a road map to success, and a plan to help set the direction to put you on the path to success. For you to achieve this, it is critical to understand the business planning process, and the necessary steps it take to draft, develop, and complete a winning business plan that gets results. Entrepreneurs who are now starting up their businesses, or are thinking of starting a business will find this workshop very advantageous. So, what are you waiting for entrepreneurs. Get registered TODAY!!

- **The Makings of a Business Plan**

You may think this workshop is similar to the workshop above. However, this workshop will take you through a more advance process within each phase of developing your business. The key areas of business planning are the operations plan, marketing plan, financial plan, sales projections, and exit planning. Learn why studying the industry in which you start a business is crucial, and how conducting an economic analysis will add value to your business plan. How you develop your business plan, will determine the success of your direction and determine if a financial institution will consider your plan seriously. For those business owners who have not completed a business plan, this workshop will be beneficial to you. What are you waiting for, get registered TODAY!!!

### Human Resources Law

- **An Employment Primer: What Georgia Employers Need to Know**

Owning a business is a great experience. It is a time to express creativity and independence as you set out on a course of entrepreneurial freedom. Hiring reliable staff and maintaining a strong reliable workforce can be challenging to many business owners. There are moments when understanding how the laws protect you as an employer and making sure you are applying the correct measures can generate some uncertainty in how you go about managing your workforce properly within the law. Stanton Law Firm will provide information to business owners for critical decision-making in effectively managing a workforce. Such decisions can include, but not limited to hiring, terminating, laying off, workers compensation, unemployment benefits, handling employee law suits, and other areas of managing employees. If this workshop is for you, then get registered TODAY!!!



## WORKSHOP DESCRIPTIONS

### Healthcare Reform

- **The Affordable Care Act and Its Impact on Small Businesses**

We all remember those town hall meetings, long contentious debates, and fiery battles on Capitol Hill when President Barack Obama pushed his agenda to pass healthcare reform. It caused a tsunami of emotions with, not only average Americans, but with the nation's small business owners who think passing the Patient Protection and Affordable Care Act will send their businesses into bankruptcy and kill jobs. Well, for those businesses who are still unsure about how the bill affects their business' bottom lines, or require clarification on areas of the bill, this is the chance you have been waiting for. Dr. Karen Starks is a Professor of Public Policy at the University of Alabama and sought after voice and speaker on what we have come to know as, Obamacare. Join in the discussion and gain an understanding of how this landmark legislation affects your bottom line. Register TODAY!!

### Business Ethics and Trust

- **The Better Business Bureau Accreditation: Start With Trust**

We've all heard it before. A consumer has a bad experience with a business and without hesitation, they are ready to report that unscrupulous business to the Better Business Bureau (BBB). Over the years, the BBB has been branded as an organization to which consumers carry their complaints about unfavorable service and experiences when patronizing a business. Well, the BBB is on a campaign to brand itself as more than an organization to where you carry your complaints. The BBB is a company which provides accreditation to businesses who perform ethically, and build reputations as one with whom consumers can build trust and loyalty. Learn how to build A+ accreditation with the Better Business Bureau and build your business BRAND. If you are looking to add a positive image to your business, get registered TODAY!!!

**REGISTER TODAY**

**[www.nsbw2014.com](http://www.nsbw2014.com)**