

THOMPSON MANAGEMENT CONSULTING, LLC
5th ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT
THEME: "LEADING WITH INNOVATION"

TENTATIVE EVENT AGENDA

**The Busbee Center
Gwinnett Technical College
5150 Sugarloaf Parkway
Lawrenceville, GA 30043**

Thursday, May 3, 2018

TARGET AUDIENCE	ACTIVITY/WORKSHOP TITLE	FACILITATOR	LOCATION	TIME
Exhibitors	Exhibitor Set Up for Expo		Lobby Area	6:30am – 8:30am
Everyone	Networking – Light Breakfast Refreshments Served		Event Halls 1 & 2	7:30am – 8:20am
Everyone	Opening and Welcome	Austin E. Thompson, Jr.	Event Halls 1 & 2	8:30am – 8:40am
Everyone	Keynote Address "Capitalizing on Strategy to Reduce Fear in Growing a Business"	Kyle D. Shirkness Management Consultant Shirkness Capital, LLC	Event Halls 1 & 2	8:40am – 8:50am

HEALTH FAIR (Health/Fitness Education and Screenings)
10:00 AM – 2:00 PM

SHOP WITH VENDORS – ALL DAY

Morning – Session I

Pre Start-up, Seed, Start-up	Business Start-up Fundamentals: What You Need to Know	Austin Thompson	Event Hall 1	9:00am – 9:55pm
Start-up to Expansion	Cyber Security: Protect Your Files and Data from Hacking	Raymond Roberts	Event Hall 2	9:00am – 9:55pm
Pre Start-up to Expansion	Growing and Managing an Import/Export Business	Laurent Kahl World Trade Center – Atlanta	Event Hall 3	9:00am – 9:55pm
Start-Up to Expansion	Maximize Your Retirement Planning	J.W. Sanning	Classroom	9:00am – 9:55pm

Morning – Session II

Start-up to Expansion	The Power of Personal Branding	Gregg Burkhalter	Event Hall 1	10:00am – 10:55pm
Start-up to Expansion	SBA Government Contract Programs	Taneez L. Hall-Jones	Event Hall 2	10:00am – 10:55pm
Growth to Expansion	Small Business Taxation	Stacey Gorowitz	Event Hall 3	10:00am – 10:55pm
Growth to Expansion	Keeping More Money Masterclass	Octavia Conner	Classroom	10:00am – 10:55pm

Morning – Session III

Start-up to Expansion	PANEL – Options to Access and Secure Capital for Your Business	Small Business Administration Rosemont Capital Solutions PNC Bank	Event Hall 1	11:00am – 11:55pm
Pre Start-up to Growth	Legal Aspects of Establishing and Growing Your Business	E. Nego Pile, Esq.	Event Hall 2	11:00am – 11:55pm

Pre Start-up to Expansion	How to Choose and Buy the Right Franchise	Thom Price	Event Hall 3	11:00am – 11:55pm
Pre Start-up to Start-up	Pushing Past Your Self-Imposed Limitations	Bailey Brinson	Classroom	11:00am – 11:55pm
Lunch Break (12:00pm – 1:25pm) – Sponsored by LeGomier Caribbean Restaurant & Banquet Hall				
Event Halls 1 & 2				
Lunch Keynote Speaker – Dr. Karen D. Loch (President, World Trade Center of Atlanta)				
Afternoon – Session I				
Pre Start-up to Expansion	Understanding the Competitive Bidding Process to Win Contracts	Tina Greer	Event Hall 1	1:30am – 2:25pm
Start-up to Expansion	The Power of Networking and Growing Strategic Relationships	Dr. Sinclair Gray III	Event Hall 2	1:30am – 2:25pm
Start-up to Expansion	The Marketing System That Makes Millions	Peter Hajjar	Event Hall 3	1:30am – 2:25pm
Pre Start-Up to Expansion	Consulting as A Profession	David Shavzin and Rob Johnson	Classroom	1:30am – 2:25pm
Afternoon – Session II				
Start-up to Expansion	Increase Sales to Build a Legacy Business	Celeste Giordano	Event Hall 1	2:30am – 3:25pm
Pre Start-up to Growth	Websites That Get Noticed	Marc Hamm	Event Hall 2	2:30am – 3:25pm
Pre Start-up to Expansion	Starting a Non-Profit Business and How Not To Lose It	C. Nicole Henderson	Event Hall 3	2:30am – 3:25pm
Start-up to Expansion	Social Media and Digital Marketing	Ken Fehner	Classroom	2:30am – 3:25pm
Afternoon – Session III				
Pre Start-up to Start-Up	Starting a Business at 50 and Over	Stephanie Sokenis	Event Hall 1	3:30am – 4:30am
Start-up to Expansion	Manage Your Business Finances with Quick Books	Bob Lamp'l	Event Hall 2	3:30am – 4:30am
Start-up to Expansion	Software and Apps for Small Business Solutions	Sam Agarwal AppZoro Technologies	Event Hall 3	3:30am – 4:30am
Open	Open Space for Networking	Anyone	Classroom	3:30am – 4:30am
All vending ceases at 4:00PM to vacate the building by 5:00PM – Thank you for your cooperation and support				
Closing Remarks and Thank You				
4:30pm – 5:00pm				
Exhibit Halls 1 & 2				
<i>Business owners are strongly encouraged to maximize the opportunity of attending ALL workshops, regardless of target audience. All speakers are currently being confirmed. PLEASE GO TO WWW.B2BCONFERENCE.NET TO REGISTER</i>				
SCROLL DOWN TO SEE ALL DISCUSSION TOPICS AND LEARNING OBJECTIVES FOR EACH WORKSHOP				

Note: This agenda is not final, as speakers are still being confirmed. Continue checking the agenda for last minute changes.

BizLynks TV will facilitate interviews on location.



Lunch sponsored by LeGomier Caribbean Restaurant



DESCRIPTION OF WORKSHOPS

AS WORKSHOP SPEAKERS ARE CONFIRMED, DESCRIPTIONS WILL CONTINUE TO BE ADDED

MORNING – SESSION I

BUSINESS START-UP FUNDAMENTALS – AUSTIN E. THOMPSON, JR.

Discussion Topics:

- Overview of the business lifecycle
- Reasons why businesses fail
- The business plan outline and its components (operations, marketing, sales, financials, exit)
- Leveraging diverse resources for small business growth
- Going from start-up to growing a sustainable business

Learning Objectives:

- Understand how to write your business plan
- What financial resources and options are available for your business
- How you will effectively grow through the early stages of your business
- What services are available to entrepreneurs to help grow successfully
- How to determine what is needed at start-up

SMALL BUSINESS CYBER SECURITY: PROTECT YOUR FILES AND DATA FROM HACKING – RAYMOND ROBERTS

Discussion Topics:

- Importance of backing up your data
- Protecting your files from malware
- Keeping your mobile devices protected and safe
- Effective use of passwords to protect your data
- Avoiding phishing attacks

Learning Objectives:

- Can your business function without your data? Think about how much you rely on your business-critical data, such as customer details, quotes, orders, and payment details. How long would you be able to operate without any of this critical data? Learn how to create the redundancy needed to store and back up your critical data.
- Malicious software (also known as 'malware') is software or web content that can harm your organization. As a business owner, in your haste to address a business need or concern you might be tricked into clicking a malicious link or opening a file that contains a virus. The most well-known form of malware is viruses, which are self-copying programs that infect

legitimate software. You will be presented with easy tips that can help prevent malware from damaging your business and costing you thousands of dollars to correct.

- As a savvy business owner you have at your disposal smart phones and tablets that you use to perform business activities. Mobile technology is now an essential part of modern business, with more of our data being stored on mobile devices. They need more protection than 'desktop' equipment. We will show you how you can help keep your mobile devices and the information stored on them secure.
- Knowing where all your critical data resides and the level of protection is critical. Your laptops, computers, mobile devices will contain a lot of your business-critical data, the personal information of your customers, and also details of the online accounts that you access. It is essential that this data is only available to you and not exposed to unauthorized users. Password implementation is the primary mechanism used to prevent unauthorized users from accessing your devices, and online accounts.
- The primary purpose of this attack is to trick you into giving up your personal information, bank info, and critical online business account info (sensitive info). Businesses are a primary target as scammers hope that people do not pay close attention or prey on the fact that to generate more business an employee would click on a malicious file or link. Phishing emails are getting harder to spot, and some will still get past even the most observant users. As a business owner be mindful that phishing attacks occur on a daily basis. They are very hard to detect.

GROWING AND MANAGING AN IMPORT/EXPORT BUSINESS – LAURENT KAHL

Discussion Topics:

- Setting up a trade business – Are you importing, exporting, or both
- Determine your products of trade
- How to source markets in foreign countries
- Understanding the culture in the countries where you plan to do business
- Focus on your global service delivery model
- Effectively using social media to build relationships abroad
- How to secure necessary licenses

Learning Objectives:

- Growing profits from importing and exporting
- Setting your focus on a single economy/country and not over-extending your reach
- How to set up your online presence
- Being in compliance with various government trade agencies
- Strategic negotiations with your global contacts

MAXIMIZE YOUR RETIREMENT PLANNING – J.W. SANNING

Discussion Topics:

- The importance of retirement planning for small business owners
- Not using your business as your retirement plan
- Various retirement options for entrepreneurs
- Why it is important to start early in your business ownership to plan for retirement

Learning Objectives:

- Several stages and steps of retirement planning and the importance of each
- Think early of an exit strategy and plan for selling your business
- Diversifying your investments
- Consequences of not starting early to plan for your retirement

MORNING – SESSION II

THE POWER OF PERSONAL BRANDING – GREGG BURKHALTER (THE LINKEDIN GUY)

Discussion Topics:

- Comparative analysis between big business and small business branding
- Recognizing your personal brand and associating it with the brand of your business
- Growing your digital brand on social media that impacts your business
- What entrepreneurs should do daily to build strong relationships on LinkedIn and grow critical leads, which ultimately, grows revenues
- What makes an effective LinkedIn profile

Learning Objectives:

- How to grow your personal brand and leads on LinkedIn
- Keep a positive image of your business as you grow and develop on LinkedIn
- Understand features that will help you promote your brand more effectively
- Why your personal brand is key to becoming a successful entrepreneur
- How easy it is to ruin and damage your brand, and how to avoid this calamity

SBA GOVERNMENT CONTRACT PROGRAMS – TANZEE L. HALL-JONES

Discussion Topics:

- Various government contract programs for entrepreneurs
- Doing business with the federal government as a service provider
- Why government contracting is a lucrative stream for entrepreneurs
- Training and certifications required to do business with the government

Learning Objectives:

- How to apply for government contract opportunities
- What programs are best suited for your business model
- The length of training, and what all are encompassed in your training
- What you need as a government contract provider before you become certified
- The one-on-one counseling and how to maximize this opportunity

SMALL BUSINESS TAXATION – STACEY J. GOROWITZ

Discussion Topics:

- Tax filing for various business entities
- How to avoid penalties and interest
- How do I compensate/pay myself and my employees
- Major business tax changes under the new tax legislation
- CPA vs. tax preparer (EA), self-preparing business taxes

Learning Objectives:

- The proper forms to use for tax filing
- What advantages exist from my current business formation
- What do I need to change (if anything) with this new tax legislation
- Do I need to hire a tax accountant

KEEPING MORE MONEY MASTERCLASS™ – OCTAVIA CONNER

Discussion Topics:

- Pricing strategies that lead to profit increase
- How to identify the key money markers which businesses need to accelerate growth
- Secret techniques to increase profit margins month after month
- The differences between cash flow vs profits
- Proper methods for keeping track of your finances

Learning Objectives:

- Using your Cash Flow statement to gauge if you are remaining solvent
- Understanding how to grow your cash to maintain successful
- Keep from applying for costly business loans by effectively managing your cash position
- Why your P&L (Profit and Loss Statement) is not enough to tell you how solvent you are as a business

MORNING – SESSION III**PANEL – OPTIONS TO ACCESS AND SECURE CAPITAL FOR YOUR BUSINESS – W. LEWIS BURGER, TOM BRIGGETTE, CARLTON CURRY****Discussion Topics:**

- Various types of funding sources (traditional bank loans, alternative funding, SBA lending)
- Requirements from each funding source to secure lending
- To which businesses do banks lend – Why some businesses do not get funding
- Interest rates for securing financing from each funding source
- What credit score (business or personal) is acceptable by each funding source
- How much will I need to fund my business at from start-up through expansion
- How much monthly/annual revenue will I need to qualify for lending

Learning Objectives:

- Understanding the full scope of qualifying for business capital
- Learning what I must do to repair my credit, if that may impede my opportunity to secure capital
- Learn how much I will need to finance my start-up, or to finance an expansion project
- Determine how much equity I will need to invest in my business
- Learn from three different funding sources to determine which one will fit my needs (panelists represent the SBA, PNC Bank, and Rosemont Capital Solutions)

LEGAL ASPECTS OF ESTABLISHING AND GROWING YOUR BUSINESS – E. NEGO PILE, ESQ.**Discussion Topics:**

- Legally forming and structuring your business
- Intellectual property and copyrights
- Handling contracts, non-disclosure agreements, and legally binding documents
- Are oral agreements safe
- Corporate compliance
- Properly protecting your personal assets

- What if I get sued by my client

Learning Objectives:

- How to protect my business with the right legal structure
- Best practices in managing legal documentation
- Coming into proper compliance with government regulations to mitigate penalties
- How to properly use trademarks and do a search to determine if my company name is protected
- Growing successfully without legal issues

HOW TO CHOOSE AND BUY THE RIGHT FRANCHISE – THOM PRICE

Discussion Topics:

- What is the BEST franchise for you
- Identify YOUR personality type BEFORE you buy
- Design YOUR perfect franchise
- Pros and cons of franchise ownership
- How to get the truth about franchises

Learning Objectives:

- How to choose the best franchise model for me
- Determine if I wish to buy a franchise or start a different business model
- What do I need to get started in franchise business ownership
- What would I need at start-up, based on the franchise I desire to own

AFTERNOON – SESSION I

UNDERSTANDING THE COMPETITIVE BIDDING PROCESS TO WIN CONTRACTS – TINA GREER

Discussion Topics:

- Overview of the bidding and procurement process
- Evaluating the Scope of Work
- Analyze contract types and fee structure
- How to maximize profits in contract execution

Learning Objectives:

- Have a better understanding on how to prepare your proposal when bidding on government contracts
- Implement strategies to make sure you price effectively

- Understand the importance of the evaluation factors as listed in the Request For Proposal (RFP) when preparing your proposal.

THE POWER OF NETWORKING AND GROWING STRATEGIC RELATIONSHIPS – DR. SINCLAIR GRAY III

Decision Topics:

- How to network properly
- Giving an effective and impactful elevator pitch to attract people to your product or service
- Engage in role play as a networking exercise
- Learning the power of follow up

Learning Objectives:

- Walk away knowing how to effectively engage fellow professionals in a social environment
- How to package your message in a 30 second elevator speech – capture the attention of those you engage
- What I can do in the follow up process to grow a loyal following and increase profits
- Determine how to “walk” the room and engage in effective conversations
- Securing customers from the initial introduction and hand shake

THE MARKETING SYSTEM THAT MAKES MILLIONS – PETER HAJJAR

Discussion Topics:

- How I turned \$297 into over \$90 million in revenue
- Secrets of boosting your revenue without excessive spending
- Your 3-step map to exponential growth
- Proven game-changers to realize 10X your revenue in 2018 and into 2019

Learning Objectives:

- How to effectively market my business
- Growing sales from strategic marketing initiatives
- Following the steps and strategies of the speaker
- What I can do to revise my current marketing strategy to optimize my efforts

CONSULTING AS A PROFESSION – DAVID SHAVZIN AND ROB JOHNSON

Discussion Topics:

- What is consulting
- How do you set up yourself as a consultant
- Setting your prices

- Being ethical with your service offering
- Why consultants matter
- Helping your clients solve problems
- How to determine your target customers

Learning Objectives:

- How to build and grow a career in consulting
- Best practices in pursuing a career in consulting
- What is IMC-USA and how can they assist me in the field of consulting
- What is management consulting and how it fits in the larger context of consulting
- Determine if this is the path on which I want to chart my course

AFTERNOON – SESSION II

INCREASE SALES TO BUILD A LEGACY BUSINESS – CELESTE GIORDANO

Discussion Topics:

- How to build a profitable business that serves your highest core purpose
- The 3 C's of a Legacy Mindshift
- The ultimate system for generating more quality leads in the new economy
- How to move from selling to serving your clients
- The secret to improving your network marketing skills
- Best Business operating strategies

Learning Objectives:

- Developing an effective strategy to increase sales
- How generating critical leads transform to sales for my business
- Growing my business by focusing on LEADS not the MONEY
- Understanding how to develop or revise my marketing plan based on the principle of mindshifting

WEBSITES THAT GET NOTICED – MARC HAMM

Discussion Topics:

- Search engine optimization (SEO) – Move your business to the top of the list in searches
- The process of web design – Planning, content, design, and development
- Responsive web design – Across all mobile devices
- Online marketing – Effectively advertising your business for increased revenue

- Branding – Logo, business cards, website design, etc.

Learning Objectives:

- How to use my website to increase revenue
- Understanding the effectiveness of designing each page of my website
- How my website and mobile devices are all part of the branding process
- What content is best and most effective in marketing my business online with my website
- How do I set up an online business for e-commerce trade

STARTING A NON-PROFIT BUSINESS AND HOW NOT TO LOSE IT – C. NICOLE HENDERSON

Discussion Topics:

- How to grow your non-profit business and not lose it to mismanagement
- How to raise sustainable income for your non-profit
- The do's and don'ts of growing a successful 501C(X) non-profit business
- Growing a dynamic board
- Fundraising to grow your programs successfully

Learning Objectives:

- How to develop my strategic plan which includes key components to grow my non-profit successfully
- Establishing the right non-profit 501C(X) for my business model
- IRS tax reporting and avoiding penalties
- How to source board members to grow my management team
- How I can develop income for myself with a non-profit

SOCIAL MEDIA AND DIGITAL MARKETING – KEN FEHNER

Discussion Topics:

- Drive new business with social media
- Growing your business and revenue with email and social media
- Automate your marketing
- Digital marketing trends to help you make critical decisions
- Content marketing: what to say and what not to say

Learning Objectives:

- Determine the platform that's right for you and your organization
- Announcing your presence and building your network
- Create and share content that encourages action

- Understand social media advertising and learn your options
- Convert social media leads into potential customers by growing your email list
- Mobile devices to help enhance your marketing experience

AFTERNOON – SESSION III

STARTING A BUSINESS AT 50 AND OVER – STEPHANIE SOKENIS

Discussion Topics:

- Like millennials, why starting a business at 50 is an exciting time for any entrepreneurs
- Becoming savvy to grow a business using social media and digital marketing strategies
- Transitioning from a 9 to 5 to growing a successful business venture
- Resources to help you get results in growing a business
- Developing a successful start-up plan and understanding my costs

Learning Objectives:

- What steps will be needed to get your business off the ground
- Existing programs for Retirees, Boomers, or older Gen Xers to help grow your operations
- How do I identify my market to maximize my target reach
- How to network and grow a customer relations management system
- How will I successfully rebrand myself at 50+

MANAGING YOUR BUSINESS FINANCES WITH QUICKBOOKS – BOB LAMP'L

Discussion Topics:

- Using Quickbooks to manage your payroll, expenses, and payments
- Manage my cash flow more effectively
- Utilizing the invoicing process to track my inventory and sales
- Ease of use and its intuitive features to manage your business
- Quickbooks vs. use of Excel spreadsheets
- How Quickbooks help you organize your financial information for tax filing

Learning Objectives:

- Follow a step-by-step instruction to learning key Quickbooks features
- Why managing your finances with Excel is not enough to capture your true financial position
- How I grow successfully with proper cash flow management with Quickbooks
- Demystify any fears or uncertainty about using Quickbooks

- Why Quickbooks is essential for small business success at any size

SOFTWARE AND APPS FOR SMALL BUSINESS SOLUTIONS – SAM AGARWAL

Discussion Topics:

- How and why mobile apps help businesses stay connected with their customers
- Various types of apps entrepreneurs can use effectively
- Target marketing with the right mobile software app
- How Square has revolutionized mobile payments
- Cloud services which help you grow your business

Learning Objectives:

- Accounting software to help you manage your business finances
- Utilizing marketing software to capitalize on direct market penetration and branding
- How staying visible to your customers 24/7 contributes to your competitive advantage
- Strengthening your value proposition with the right apps and software for your business
- What software is right for my business