

THOMPSON MANAGEMENT CONSULTING, LLC
6th ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT – ESBS 2019
THEME: “REDISCOVER YOUR COMPETITIVE ADVANTAGE”

TENTATIVE EVENT AGENDA

Gwinnett Technical College
The Busbee International Center – Building 700
5150 Sugarloaf Parkway
Lawrenceville, GA 30043

Thursday, May 9, 2019

TARGET AUDIENCE	ACTIVITY/WORKSHOP TITLE	FACILITATOR	ROOM	TIME
Exhibitors	Exhibitor Set Up for Expo		Lobby Area	6:30am – 8:30am
Everyone	Networking – Light Breakfast Refreshments Served		Lobby Area	7:30am – 8:20am
Everyone	Opening and Welcome	Austin E. Thompson, Jr. ESBS Founder & Chair	Event Halls 1 & 2	8:30am – 8:40am
Everyone	Keynote Address	Rich Casanova Co-Founder & Chief Visionary Officer Pro Business Channel	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, and Start up	Legal Business Formation LLC vs. Incorporation (S-Corp, C-Corp)	Andy Morgan, Esq. The Morgan Law Group	Event Hall 1	9:00am – 9:55pm
Start-up to Expansion	How Emotional Intelligence Transforms Small Business into Big Business	Dr. David Ryback International Consultant	Event Hall 2	9:00am – 9:55pm
Pre-Start up to Expansion	Make an Immediate Impact With Your Elevator Pitch	Dr. Sinclair Grey III Independent Consultant	Event Hall 3	9:00am – 9:55pm
	Confirming Workshop	Confirming Speaker	Room 2.105	9:00am – 9:55pm

MORNING – SESSION II

Start-up to Expansion	Grow Profits and Build Your Net Worth with Network Marketing	Sebrena Sumrah-Kelly Global Connector	Event Hall 1	10:00am – 10:55pm
Growth thru Established	Controlling Your Legal Decisions	Jonathan Sparks, Esq. Sparks Law, LLC	Event Hall 2	10:00am – 10:55pm
Growth to Expansion	Taking Your Business Global by Importing or Exporting and Expanding Your International Brand	Laurent Kahl Owner/Consultant Global Footprints, LLC	Event Hall 3	10:00am – 10:55pm

Pre-Start Up to Start-Up	Why Your Business Plan Matters	Austin E. Thompson, Jr., CEO Thompson Management Consulting, LLC	Room 2.105	10:00am – 10:55pm
MORNING – SESSION III				
Pre-Start up, Seed, and Start up	Financial Literacy: Strategies for Growing Financial Health	Michel Valbrun, CPA	Event Hall 1	11:00am – 11:55pm
Growth to Established	Business Growth and Exit Planning	David Shavzin, MBA, CMC Shavzin & Associates, Inc.	Event Hall 2	11:00am – 11:55pm
All Business Owners	Estate Planning, Elder Law, Wills & Trusts	E. Nego Pile, Esq The Pile Law Firm	Event Hall 3	11:00am – 11:55pm
Start-up - Expansion	Why Women Need a Financial House	Susan M. Anderson Financial Strategist Transamerica Financial Advisers	Room 2.105	11:00am – 11:55pm
Lunch Break (12:00pm – 1:25pm) – Sponsored by LeGomier Caribbean Restaurant & Banquet Hall Lunch Keynote Speaker – Ashley Bell (Southeast Administrator, Small Business Administration) Event Halls 1 & 2				
AFTERNOON – SESSION I				
Pre Start-up to Expansion	Access to Capital: How to Fund Your Business	W. Lewis - SBA	Event Hall 1	1:30pm – 2:25pm
Start-up to Expansion	Establishing and Growing a Successful Non-Profit Business	Confirming Speaker	Event Hall 2	1:30pm – 2:25pm
Start-up to Expansion	Goal Setting and Action Planning: Visualizing One's Path to Entrepreneurial Success	Charles Schrauth Certified SCORE Mentor	Event Hall 3	1:30pm – 2:25pm
Start-Up to Growth	Building Your Pipeline with Effective Sales Strategies	Confirming Speaker	Room 2.105	1:30pm – 2:25pm
AFTERNOON – SESSION II				
Start-up to Expansion	Leveraging Spirituality for Business Success	Dr. Claire Smith Blazing Star Network	Event Hall 1	2:30pm – 3:25pm
Start-up to Expansion	Know Your Business Tax Obligations and Avoid IRS Auditing	Michel Valbrun, CPA	Event Hall 2	2:30pm – 3:25pm
Pre Start-up to Expansion	Soft Skills and Etiquette: How Not to Turn Away Your Clients	Marianette ReFour, EdD, LPC Wellness Consultant	Event Hall 3	2:30pm – 3:25pm
Start-Up to Expansion	Human Resources Strategies for Small Business Owners	Nicole Mitchell, President HR Biz Group	Room 2.105	2:30pm – 3:25pm
AFTERNOON – SESSION III				
Pre Start-up to Start-Up	Increase Clients and Revenue with Effective Social Media Marketing	Tamay Shannon W2S Marketing - Consultant	Event Hall 1	3:30pm – 4:30pm
Start-up to Expansion	Grow Your Business: Avoid the 7 Deadly Networking Sins	Garcia Glover Axle Sales Partners, LLC	Event Hall 2	3:30pm – 4:30pm
Pre Start-up to Expansion	Secure Your Computer Files from Cyber Attacks and Data Loss	Will Nobles, CEO Vector Choice	Event Hall 3	3:30pm – 4:30pm
	Confirming Workshop	Confirming Speaker	Room 2.105	3:30pm – 4:30pm
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

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



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.

LEGAL BUSINESS FORMATION AND REGISTRATION: LIMITED LIABILITY COMPANY (LLC) VS. INCORPORATION (S-CORP, C-CORP), ETC.

Andy Morgan, Esq.

If you are preparing to launch your business, or if you have already launched, how do you differentiate between the various legal formations to get the best fit for your business model? This workshop is critical for entrepreneurs who need to understand the advantages and disadvantages of each legal option of forming a business.

Additional information forthcoming

HOW EMOTIONAL INTELLIGENCE TRANSFORMS SMALL BUSINESS INTO BIG BUSINESS

Dr. David Ryback

Managing your Emotional Intelligence (EQ) effectively helps you maintain order, not only with your own reactions and tolerance, but dealing with others with whom you have interaction. Knowing how to channel and control your emotions effectively contributes to careful and strategic decision-making, as well as experience high levels of success and overall performance.

Key Take-Aways:

1. 5 steps to building a devoted and productive team using the skills of emotional intelligence.
2. How to eliminate conflict and build trust in your team using emotional intelligence.
3. Find your unique leadership style and grow your team as you never imagined.
4. Taking off the runway with emotionally intelligent marketing and sales.
5. How emotional intelligence can make your business more innovative and stay ahead of the competition.

Discussion Points:

1. Why is trust becoming more essential in today's business world?
2. What can we learn from Steve Jobs about the essentials of innovation?
3. Why is marketing such a complex challenge?
4. What brain research has taught us about emotional intelligence.
5. Why is emotional intelligence so basic to business success? Why has it lasted so long as a cutting-edge topic for over 20 years? What's in the future for emotional intelligence?

MAKE AN IMMEDIATE IMPACT WITH YOUR ELEVATOR PITCH

Dr. Sinclair Grey

You only have a few seconds to WOW a potential client. What do you do and what do you say? Too often, the wrong approach will keep you from getting noticed. This workshop will greatly increase your chances of getting recognized and will teach you how to combine confidence and wisdom to get your foot in the door. Dr. Grey will discuss these key strategies and direct you through some role playing to generate ideas for making your customized pitch.

Key Take-Aways:

1. What does an effective elevator pitch do for you, your product or service, and your business
2. What separates you from your competition
3. Why short is oftentimes better in giving your elevator pitch

Discussion Points:

1. Participants will do a role play and use several elevator pitches
2. Each participant will be able to critique/judge their peers in order to improve their skill-set
3. Each participant will learn how to give shorter pitches (15 seconds or less)

GROW PROFITS AND BUILD YOUR NET WORTH WITH NETWORK MARKETING

Sebrena Sumrah-Kelly

As an entrepreneur, do you leave your options open to build multiple streams of income? Some of us think a single generating stream will create the wealth we expect. Learn how networking marketing may help build the wealth you desire and enrich your portfolio.

Additional information forthcoming

CONTROLLING YOUR LEGAL DECISIONS

Jonathan Sparks, Esq.

Growing a business is an exciting and rewarding experience. You take a vision and transform it into a venture you have envisioned for a long time. One aspect of growing any business is the legal decision-making with which you will be tasked as the owner of your business. Controlling and managing these decisions makes the difference between staying out of legal trouble and getting entangled in legal turmoil. In this workshop, you will discuss and have examples shared on handling key legal decisions you will experience as you grow your business.

Additional information forthcoming

TAKING YOUR BUSINESS GLOBAL BY EXPORTING OR IMPORTING AND EXPANDING YOUR INTERNATIONAL BRAND

Laurent Kahl

You are currently doing business locally or have clients in other parts of the United States, but now you are planning to expand internationally. You are curious about global markets. Learn how to set up an import operation and how to expand your global brand.

Key Take-Aways

1. Know the statistics of growing an overseas operation
2. Understand the importance of growing a brand internationally
3. Learn how to expand your revenue portfolio by exporting and importing goods

Discussion Points

1. Key considerations in setting up an Export/Import business
2. Ecosystem parties (outside) needed to survive and grow an Export/Import business
3. Expanding your brand overseas

WHY WOMEN NEED A FINANCIAL HOUSE

Susan Anderson

This workshop discusses the importance of women planning and preparing for their financial future, especially women in business.

Take-Aways

1. There is nothing you cannot do
2. Protection
3. Growth
4. Safety
5. Survivorship

Discussion Points

1. 401k, 403b, IUL, Annuities, IRA--Traditional, Roth, SEP, Simple
2. Children Protection and Educational Funding
3. Retirement, Long-Term Care, After Living
4. Wealth and Health

FINANCIAL LITERACY: STRATEGIES FOR GROWING FINANCIAL HEALTH

Michel Valbrun, CPA

This workshop discusses the importance of making sound financial decisions and the pathways to growing wealth.

Key Learning Objectives

1. IDENTIFY WHAT'S HOLDING YOU BACK: Discover and gain the self-awareness you need to identify how to get out of your own way and take control of your finances NOW!
2. ACQUIRE THE KNOWLEDGE: Learn the secrets used by millionaires and billionaires across the world to manage their money, invest resources, and obtain financial freedom.
3. DETERMINE THE NECESSARY ACTIONS: Discover how to create an empowering strategy to achieve your financial goals faster and easier.
4. ACCELERATE YOUR GROWTH: Gain the best strategies to guarantee continued success and growth in every area of your life.

KNOW YOUR BUSINESS TAX OBLIGATIONS AND AVOID IRS AUDITING

Michel Valbrun, CPA

It is critical for all businesses (solo, micro, small, large, SME, etc.) to know their tax obligations and the importance of managing their legal and tax entity properly. Without such knowledge and insight, the IRS may flag an entity for auditing.

Key Take-Aways and Discussion Points

1. Legal Entities vs. Tax Entities – Learn what most business owners, and some tax accountants, don't know about entities
2. Legal/Tax Entity Considerations – Learn the different tax entities and structures available for your business
3. Entities Advantages/Disadvantages – Determine the most tax efficient entity for your business
4. Legally Maximizing Tax Deductions – How to maximize deductions and reduce the risk of getting audited
5. Working with a Tax Advisor vs. Tax Preparer – Understand the difference and save thousands annually on your business

GROWTH AND EXIT PLANNING

David Shavzin, MBA, CMC

Business owners start their own companies to create their future. But they soon get so caught up in the day-to-day that they lose sight of the key to making that future happen - building value - and are unprepared when the time comes to put their transition into action.

In the next 5 – 10 years, nearly 4 million businesses will be up for sale. How will you separate yourself from the noise? How will you maximize the value of YOUR business?

Understanding the process is a first step. An early start on planning allows you to be prepared as opportunities arise. A focus on building value will make your firm attractive to potential buyers. It will allow you to make this important transition **on your own terms**, whether selling to a 3rd party or transitioning to a family member.

Key Take-Aways and Discussion Points

This interactive session will address the 7-step process to a successful transition:

1. Common Vision / Personal Considerations: Partners & Family on Board?

2. Advisory Dream Team: Do I have the right advisors to guide me?
3. Business Valuation: What is my business worth today?
4. Exit Readiness Assessment: Where are the opportunities? The gaps?
5. Understand Transferable Value Drivers; Implement Value Building Initiatives.
6. Exit / Succession Structure: How do I decide on the best exit for my situation?
7. The Transaction Process

ESTATE PLANNING, ELDER LAW, WILLS & TRUSTS

E. Nego Pile, Esq.

Understand the process of planning for life and making things easy for you and your loved ones. As entrepreneurs, it is important that we incorporate these important needs into our life plan. How will your assets be managed, and by whom? Who will inherit your estate? Personal asset management and planning for elder care are critical for many individuals. Learn how to set up your trusts and plan for establishing your personal estate portfolio.

Additional information forthcoming

ACCESS TO CAPITAL: FUNDING YOUR BUSINESS AND WHAT IS REQUIRED (PANEL DISCUSSION)

W. Lewis Berger – Small Business Administration (SBA)

Representative – SBA Preferred Lender (confirming)

Representative – Alternative Lending Institution (confirming)

Access to capital is one of the challenges of many small businesses. Whether it is start-up capital needed as seed money to start a business, or capital needed for business expansion, inventory, or payroll. Many entrepreneurs seem to be challenged with qualifying for business funding, which may be attributed by not meeting stringent criteria or not understanding all requirements for accessing capital. On this panel will be key representatives from various funding sources who will engage the audience and discuss ways in which business owners can leverage a myriad of sources for capital.

Additional information forthcoming

ESTABLISHING AND GROWING A SUCCESSFUL NON-PRIFIT BUSINESS

McKenzie Wren

Are you interested in setting up and managing a non-profit business? You may have an existing non-profit, but wish to learn how to manage fundraising and sponsorship initiatives, avoid IRS penalties, increase funding, market your services, develop a qualified executive board, improve oversight of organizational accounting and finances, ethics, strategic planning, and much more. This workshop is for those who will establish a non-profit, or are currently managing a non-profit, and wish to learn more about operating a successful non-profit venture.

Additional information forthcoming

GOAL SETTING AND ACTION PLANNING: VISUALIZING ONE'S PATH TO ENTREPRENEURIAL SUCCESS

Charles Schrauth

Setting measurable goals and creating action plans help entrepreneurs to best chart a course forward in growing success and having a healthy business experience. Action plans are created to document the critical steps needed and strategies required to grow a business, just as setting goals to help move forward and achieve success. Attendees will learn how to vitalize a path to entrepreneurial success, and with a vision, how to drive success with strategic action planning. In addition, attendees will learn more about SCORE, services provided, who do they assist, how to be a SCORE volunteer, and much more.

Take-Aways

1. SCORE is a resource I should use
2. Need to turn my dream into a goal and develop clarity
3. I need to get a SCORE mentor

Discussion Points

1. How SCORE serves the small business community
2. The difference between dreams and goals
3. The art of visualization

LEVERAGING SPIRITUALITY FOR BUSINESS SUCCESS

Dr. Claire Smith

As a business leader/entrepreneur, you juggle many balls and can find yourself dropping the spiritual aspect of your being. This results in a lopsided approach to life and business that robs you of productivity, clarity and strong relationships, resulting in stress. Thus, your competitive advantage is blunted. This workshop will equip you to have a spiritual foundation and framework that strengthen your life and increase your business success.

Key Take-Aways:

1. Time management strategies that work.
2. Criterion for boundary setting that makes sense.
3. Stress reduction tools.
4. Framework for maintaining control of your life and business while enjoying harmonious relationships.
5. How to keep your goals before you so that you keep moving toward them.

Discussion Points

1. How a spiritual foundation and framework put you in control of your life giving you:
2. Effective time management strategies,
3. Clarity in your business goals and processes,

4. Stronger relationships that give you greater calm and peace as you pursue your business success,
5. Decreased stress, and
6. Enhanced productivity and competitive advantage.

SOFT SKILLS AND ETIQUETTE: HOW NOT TO TURN AWAY YOUR CLIENTS

Dr. Marianne ReFour

Why is it that many business owners wonder how they lost a client or customers? It can be something as simple as how you greet your clients, the way in which you listen/communicate and pay attention to their concerns and needs, your follow up, can you relate to your customers and help them solve problems, how confident are you in delivering quality service, does your attitude and attention to detail meet the expectation of your clients, or what about your work ethic and time management skills. These are much more will be addressed by Dr. Marianne ReFour, and learn how to increase the impact and impression you make on your clients.

Topic A: Etiquette (Business and Professional Etiquette)

Key Learning Objectives

1. What is etiquette
2. What should you know about etiquette
3. How does etiquette boost your business
4. How does etiquette support networking
5. How to use etiquette and networking to increase your business potential

Topic B: Soft Skills

Key Learning Objectives

1. What are soft skills
2. Why are they important
3. How do soft skills impact you and your business
4. What soft skills do you need
5. How to employ the soft skills you need

HUMAN RESOURCES STRATEGIES FOR SMALL BUSINESS OWNERS

Nicole Mitchell

As entrepreneurs the “vision” is to establish a business doing the “thing” that you are passionate about and growing that into a successful financial venture. Critical business operations involve finance, sales, inventory but rarely does someone ask – how do I manage the people and processes? Learn how to identify the key Human Resources strategies that will support success instead of increasing risks. With a solid infrastructure and well-planned strategy, the sole proprietor/mom & pop shop becomes a great boss and thriving entity.

Key Take-Aways:

1. Recruitment/Hiring – How to identify and successfully hire quality candidates
2. Payroll Processes – How to ensure they are cost effective and compliant
3. Benefits – Can you afford them and smart alternatives to traditional benefit plans
4. Compliance – The potential impact of business practices and poor documentation. Risk = Revenue

Discussion Points:

1. Hiring
2. Payroll
3. Legal Compliance
4. Benefits and Termination

INCREASE CLIENTS AND REVENUE WITH EFFECTIVE SOCIAL MEDIA MARKETING

Tamay Shannon

It seems like there are always 3, 5, or 7 ways to make tons of money on social media! This workshop is not that. There are fundamental marketing principals that make social media an effective tool in your business. Learn how to leverage these in social media so that you can track your increase in clients and revenue. Understand what social media marketing is and isn't and when it is a right time to leverage it in your business. Gain an understanding of how to leverage this tool and what results you can and can't expect.

Key Take-Aways

1. You will walk away with the start to your effective social media strategy
2. You will walk away with resources and tools you probably have never heard about. Don't believe me? Ever hear of Sked Social? It makes managing your Instagram profile easy and automated.
3. You will walk away with the steps that will work for your particular business.

Discussion Points

1. Creating your social media metric and establishing your goals
2. Choosing the right action for the right result
3. Leveraging technology to increase content, increase engagement and decrease time and frustration. This is more than just Hootsuite.

GROW YOUR BUSINESS: AVOID THE 7 DEADLY NETWORKING SINS

Garcia Glover

As a business person, you know that networking is fundamental to building relationships and growing your business. So, you set out at networking functions with a common goal: shake a lot of hands (tell as many people as possible about your product or service) and collect a bunch of cards. And chances are you've committed one or more of the 7 deadly networking sins—that have sabotaged your efforts—and don't even realize it. Actually, effective business networking is something very different. It's about leveraging the right connections to bring a

regular supply of new business. But first, you must avoid the 7 deadly sins and employ the right approach. After this interactive session, you'll be ready-to-go at the Entrepreneurship and Small Business Summit as well as future networking functions. You'll be able to do this:

1. Identify the 7 deadly networking sins.
2. Describe the role the right networking approach plays in generating new business.
3. Apply a highly-effective networking approach.

SECURE YOUR COMPUTER FILES FROM CYBER ATTACKS AND DATA LOSS

Will Nobles

There are 28 million small businesses in the United States and 50% of those have their sensitive data files hacked each year. Entrepreneurs may think hacking is only reserved for big businesses like Equifax. Cyber crimes are increasing each year, and millions of dollars can be lost by not having the proper security in place to protect your data. To a small business, this can mean the difference between success and going out of business. This workshop will discuss the ways in which hackers and cyber criminals are breaching the systems of small businesses, what you can implement to protect your most sensitive and private information, and developing a plan to stop hackers in their tracks.

Additional information forthcoming

WHY YOUR BUSINESS PLAN MATTERS

Austin E. Thompson, Jr.

Whether you are seeking investment or need a clearly defined road map to guide you along the path of scaling your business, a business plan is the one tool most small business owners neglect to develop resulting from a neglect in its importance. No business should operate without a plan or guidance on how to grow, develop, and prepare for the future. In this workshop, you will learn why your business plan matters, and why it is still a crucial relevant tool for business growth. Failing to plan, is a plan for failure. How do you know where you are going without a plan to determine how you will arrive at your destination? How can you measure whether you are successful or not?

Key Take-Aways

1. Understand what you need to get your business plan started
2. What key components are necessary for a successful business plan
3. Why your business plan is an important document
4. How to effectively utilize key resources to guide your start-up

Discussion Points

1. Essentials of start-up planning
2. Lifecycle of a business
3. Your marketing and sales plan
4. Your operations plan

5. The financial analysis
6. Funding sources, who lends, who doesn't, why and why not
7. Why small businesses fail
8. Characteristics which make entrepreneurs successful

Important:

Attendees are strongly encouraged to take full advantage of all speakers present. These professional consultants are here to answer your questions, offer guidance, and if you require further assistance, you can schedule time to meet for private consultation. This is your time to capitalize on the opportunity to capture their attention and discuss any specific topic of concern you wish.

MORE WILL BE ADDED AS CONFIRMATIONS ARE FINALIZED