



THOMPSON MANAGEMENT CONSULTING, LLC
7th ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT – ESBS 2020
A 3-Day Virtual ZOOM Event
THEME: “TIME TO RISE: SMALL BUSINESS RESURGENCE IN A GLOBAL PANDEMIC”
NOVEMBER 12 – 14, 2020

DAY 1 – THURSDAY, NOVEMBER 12, 2020

OPENING SESSION BEGINS (10:00 AM – 11:00 AM)

Welcome and Event Overview

Austin E. Thompson Jr.
ESBS Founder and CEO of Thompson Management Consulting, LLC

Introduction of Keynote Speaker

Marc Hamm

Opening Keynote Address

The State of Small Business During COVID-19

Terri L. Denison
Georgia District Director
U.S. Small Business Administration

ACKNOWLEDGEMENT OF DAY 1 SPONSOR – PROWEB FIRM

FACILITATION OF PRESENTATIONS (11:00 AM – 2:00 PM)

Small Business Access to Capital and Pandemic Financial Relief – With Q&A (11:00 AM – 11:55 AM)

W. Lewis Berger
U.S. Small Business Administration (Georgia)

Virtual Networking Strategies for Business Success – With Q&A (12:00 PM – 12:55 PM)

Corey Moore
ProNetworker

Human Resources and Staffing Solutions – With Q&A (1:00 PM – 1:55 PM)

Nicole Mitchell, PHR
HR Biz

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DAY 1 (CONTINUED) – THURSDAY, NOVEMBER 12, 2020

SMALL BUSINESS PANEL DISCUSSION (2:00 PM – 3:30 PM)

PANDEMIC IMPACT AND HOW ARE SMALL BUSINESSES ADJUSTING TO COVID-19
A DISCUSSION WITH OWNERS OF 5 DISTINCT SMALL BUSINESS MODELS – WITH Q&A

Moderator:

Mark Farmer

Economic Development Manager – Gwinnett County Entrepreneurship Center / Small Business

Panelists:

Roger Marmol

Co-Owner

Café Model – The Catfe

Andrea George

Small Business Owner

Catering Model – Rapid Gourmet

Dr. Sonya Collins and Dr. Nikkia Williams

Retail Model – SoJe Emporium

Kristy Smith

Hospitality Model – The Social Goat Bed and Breakfast

Stephaney Bolden

Business Development Manager

LiftFund

Day 1 Closure and Preview of Day 2

Thank you for your Day 1 attendance



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DAY 2 – FRIDAY, NOVEMBER 13, 2020

OPENING SESSION BEGINS (10:00 AM – 11:00 AM)

Welcome and Overview of Day 2

Austin E. Thompson Jr.

ESBS Founder and CEO of Thompson Management Consulting, LLC

Introduction of Keynote Speaker

Mark Hamm

Keynote Address

What you MUST Provide to Have a Successful and Profitable Business

Glenn Christian

President & COO – Metro Atlanta Business Association (MABA)

Chairman & CEO – Vinings Business Association (VBA)

Executive Director – Metro Atlanta Business Network (Metro ABN)

ACKNOWLEDGEMENT OF DAY 2 SPONSOR – PROWEB FIRM

FACILITATION OF PRESENTATIONS (11:00 AM – 4:00 PM)

Digital Market Trends to Consider for Your Rebranding Strategy – With Q&A (11:00 AM – 11:55 AM)

Ken Fehner

The Social GLOO

Essential Steps to Strengthening Your Soft Skills – With Q&A (12:00 PM – 12:55 PM)

Stephanie Sokenis, ASBC

The SmallBiz Ally

The Entrepreneurial Equation – With Q&A (1:00 PM – 1:55 PM)

Samuel Richmond, CFP

Edward Jones

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DAY 2 (CONTINUED) – FRIDAY, NOVEMBER 13, 2020

FACILITATION OF PRESENTATIONS (CONTINUED)

Managing Mental Health, Anxiety, and Stress – With Q&A (2:00 PM – 2:55 PM)

Paul Knowlton, JD, M. Div.

Wellworks Consulting

Tips to Effectively Manage Your Business Legal Affairs During COVID-19 – With Q&A (3:00 PM – 3:55 PM)

E. Nego Pile, Esq.

The Pile Law Firm

Day 2 Closure and Preview of Day 3

Thank you for your Day 2 attendance

↓ Continue scrolling down for Day 3 activities ↓



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NOVEMBER 12 – 14, 2020

DAY 3 – SATURDAY, NOVEMBER 14, 2020

OPENING SESSION BEGINS (10:00 AM – 11:00 AM)

Welcome and Event Overview

Austin E. Thompson Jr.

ESBS Founder and CEO of Thompson Management Consulting, LLC

Introduction of Keynote Speaker

Austin E. Thompson, Jr.

Opening Keynote Address

The Impact of COVID-19 on Women-Owned Businesses

Jill Goodrich

President and CEO

Women’s Chamber of Commerce

ACKNOWLEDGEMENT OF DAY 3 SPONSORS

FACILITATION OF PRESENTATIONS (11:00 AM – 3:00 PM)

Key Strategic and Business Planning Considerations for 2021 – With Q&A (11:00 AM – 11:55 AM)

Austin E. Thompson, Jr., MBA, MPM

Thompson Management Consulting, LLC

Tax Strategies and Maintaining Liquidity During and After the Pandemic – With Q&A (12:00 PM – 12:55 PM)

Michel Valbrun, CPA

Optimizing Your Business Operations to Overcome COVID-19 Challenges – With Q&A (1:00 PM – 1:55 PM)

Saurel Quettan, MBA

exeQfit, Inc.

The Impact of Spirituality on Optimism and Motivation for Sustained Business Growth – With Q&A (2:00 PM – 2:55 PM)

Dr. Sinclair Grey III

The Greater Entrepreneur Success Group

Day 3 Closing Remarks and ESBS 2020 Overview

**Thank you for attending ESBS 2020. We appreciate your attendance and continued support.
See you at ESBS 2021**

Please read discussion topic descriptions below

↓ Continue scrolling down for workshop descriptions ↓

DAY 1 DISCUSSIONS

Opening Keynote Address

Teri L. Denison

THE STATE OF SMALL BUSINESS DURING COVID-19

This opening keynote address will cover the overall impact of COVID-19 on small business activity and what is being implemented to help our small businesses and entrepreneurs deal with potential business closure, revenue loss, loss of customers, reduced staff, and the support available to operate during and the pandemic.

W. Lewis Burger

SMALL BUSINESS ACCESS TO CAPITAL AND PANDEMIC FINANCIAL RELIEF

W. Lewis Burger, the Lender Relations / Economic Development / District International Trade Officer for the Small Business Administration in Atlanta will address the myriad of grant and loan programs available to small businesses, especially to our sole proprietors, GIG contractors, independent freelancers, mom and pop models, young start-up ventures, and micro enterprises.

Corey Moore

VIRTUAL NETWORKING STRATEGIES FOR BUSINESS SUCCESS

Corey Moore is one of the most prolific networkers in the Metro Atlanta area with his popular and well-attended events, Circle of Firms and Urban Atlanta. Corey, through his company ProNetworker, gathers entrepreneurs and professionals at his packed monthly events, which highlights small businesses, sponsors, up-starts, and others in the entrepreneurship space. His presentation will address, as we are all now communicating and growing our businesses virtually, key strategies and the importance of remaining relevant and visible through virtual B2B engagement and networking.

Nicole Mitchell, PHR

HUMAN RESOURCES AND STAFFING SOLUTIONS

As businesses struggle to remain open during the pandemic and required either the PPP or EIDL programs to cover payroll, business owners made hard choices to retain or lay-off employees. Losing key staff members is not easy, because good employees are hard to replace, and if a business minimize staff to save on costs, the skills of these key individuals are no longer part of the journey. Nicole Mitchell will discuss options for small businesses as we face the forthcoming holiday season and resurgence in 2021.

Small Business Panel

THE PANDEMIC IMPACT AND HOW SMALL BUSINESSES ARE ADJUSTING TO COVID-19

A DISCUSSION WITH OWNERS OF 5 DISTINCT SMALL BUSINESS MODELS

When the global COVID-19 pandemic struck, the nation's 30.4 million small businesses were faced with rapid decision-making. Considerations on temporary or permanent business closure, reduced or permanent loss of customers due to business interruption, paying staff, covering operational costs, a contracting supply chain reducing delivery of supplies and materials, and other challenges were suddenly the focus of our nation's small businesses. The panelists, who are all operating a micro to small business model, discusses the challenges of keeping their business in operation, what they endured, what adjustments were made, lessons learned, what financial assistance they received to rescue their business, and plans for resurgence and turning things around in 2021. Along with our esteemed panelists, we are excited to have Mr. Mark Farmer as Moderator to guide this most important discussion.

DAY 2 DISCUSSIONS

Keynote Address

Glenn Christian

WHAT YOU MUST PROVIDE TO HAVE A SUCCESSFUL AND PROFITABLE BUSINESS

In his keynote address, Glenn Christian will discuss key strategies for entrepreneurs and business owners to experience profitability and success while planning for 2021.

Ken Fehner

DIGITAL MARKETING TRENDS TO CONSIDER FOR YOUR REBRANDING STRATEGY

As the majority of business activity migrated to a plethora of virtual and online platforms due to COVID-19, various trends in digital marketing have shifted to account for increased online traffic, commerce, and building the business brand for loyalty and increased revenue. What options are present for you to effectively leverage and drive success for your business in this pandemic and beyond? The way in which we are doing business in a pandemic and post-pandemic environment has and will be changed dramatically. Learn key digital marketing strategies to keep your business growing successfully. Effective marketing will be integral to growing your business in this volatile economy, especially for those online businesses relying on the upcoming holiday season, and preparing to capitalize on a digital presence.

Stephanie Sokenis, ASBC

ESSENTIAL STEPS TO STRENGTHENING YOUR SOFT SKILLS

Soft skills on a digital/virtual platform are just as critical to your brand and growing your business as face-to-face engagement. Can you imagine losing customers by not addressing them appropriately? Stephanie Sokenis founded and now leads the SmallBiz Ally to assist in the development and success of Metro Atlanta area's small businesses. Stephanie will detail the key aspects of improving often-overlooked soft skills, and their importance to reinforcing the hard skills required to operate a successful business venture.

Samuel Richmond, CFP

THE ENTREPRENEURIAL EQUATION

Samuel Richmond will provide ideas for putting banking, retirement, and insurance tools to work to build and protect small business owners

Paul Knowlton, JD, M. Div

MANAGING MENTAL HEALTH, ANXIETY, AND STRESS DURING COVID-19

The state lockdowns, loss of revenue, struggle to remain open, lack of PPP loans reaching those who most needed stimulus relief, and other factors, have caused major anxiety on the small business community. Business owners are dealing with high levels of stress and challenges to keep their businesses open and cover expenses. Many have invested their life savings, just to see their dream dissolve from the coronavirus. Paul Knowlton of Wellworks Consulting will discuss options for small business owners to help manage their mental health, stress, and anxiety resulting from the COVID-19 pandemic.

E. Nego Pile, Esq.

TIPS TO EFFECTIVELY MANAGE YOUR BUSINESS LEGAL AFFAIRS DURING COVID-19

Many small businesses, especially during the COVID-19 pandemic, are challenged with contract negotiations with business partners, lease and rental agreements with landlords, terms, conditions, and clauses on legal documents, purchase agreements with suppliers, receivables/payables on terms, and other related challenges for which legal advisement is required to mediate and resolve issues. E. Nego Pile will discuss several of these issues which may be currently impacting many small business owners during the pandemic.

DAY 3 DISCUSSIONS

Keynote Address

Jill Goodrich

THE IMPACT OF COVID-19 ON WOMEN-OWNED BUSINESSES

According to the National Association of Women Business Owners, women business ownership accounts for 11.6 million of all business in the U.S., generating almost \$2 trillion in sales, and employing almost 9 million workers and staff. The impact of COVID-19 on these businesses and what is being done to provide assistance for recovery will be discussed in this keynote address.

Austin E. Thompson, Jr., MBA, MPM

KEY STRATEGIC AND BUSINESS PLANNING CONSIDERATIONS FOR 2021

A Small business resurgence requires entrepreneurs to consider key strategies for sustained business success. Austin Thompson will offer key elements of strategy and business planning to leverage for a planned resurgence. Some key points for discussion shall include sales, SWOT analysis, the value proposition, profit and loss (P&L) analysis, balance sheet focus areas, CRM strategies, the economic analysis, and other critical key points. These important steps will be discussed for a new launch or a relaunching amid the COVID-19 pandemic.

Michel Valbrun, CPA

TAX STRATEGIES AND MAINTAINING LIQUIDITY DURING AND AFTER THE PANDEMIC

According to a Paycheck Protection Program (PPP) Report of July 17, 2020, almost 5 million in business loans were approved for an aggregate total of \$518 billion in disbursements to small businesses nationally. Of the 5 million businesses receiving loans nationally, 160, 449 (3.2%) and \$14 million (2.7%) were disbursed to Georgia small businesses. The tax obligations of these small businesses require critical attention for IRS filing and reporting. Additionally, once businesses receive stimulus loans, careful attention to tax filing and complying with IRS policy shall require careful attention.

Saurel Quettan, MBA

OPTIMIZING YOUR BUSINESS OPERATIONS TO OVERCOME COVID-19 CHALLENGES

As CEO's, owners, and managers of your venture, navigating your business and decision-making through tough economic times can present numerous challenges. Discovering and facing the truth about the impact of your strategies, maintaining integrity, leveraging wisdom and experience, as well as your emotional strength contributes to sustained success when embracing these known and unforeseen challenges. This discussion will focus on developing your overarching leadership acumen to optimize and grow your business during and after the pandemic.

Dr. Sinclair Grey III

THE IMPACT OF SPIRITUALITY ON OPTIMISM AND MOTIVATION FOR SUSTAINED BUSINESS GROWTH

Equally important to mental health, physical health, and stress, is the significance of spirituality in the lives of small business owners and entrepreneurs. A strong connection to a spiritual belief system or religion helped many business owners cope with the reality of severe revenue and business loss, and the outcomes of exposure to infection from COVID-19, all which have placed great stress on operating a successful business. Many have turned to meditation, yoga, and other forms of relaxation. However, reconnecting with one's spiritual faith is rising, as the reality of a prolonged pandemic continues to materialize. Dr. Sinclair Grey, motivational speaker and personal development coach will discuss the importance of spirituality and its benefits of coping with the pandemic, which continues to damage business activity and prevail without a clear ending.

