



Small Business Forum
East Carolina University, Willis Building, Greenville, North Carolina
November 29, 2011 9 a.m. – 3 p.m.

- 9:00 - 9:30 a.m. ***Registration/Continental Breakfast***
- 9:30 – 9:40 ***Welcome***
- John Meeks, Community Affairs Specialist, Federal Deposit Insurance Corporation
 - James R. Westmoreland, Associate Dean for External Affairs, College of Business, East Carolina University
- 9:40– 10:15 ***Economic Outlook***
- James W. Kleckley, PhD, Director, Bureau of Business Research, College of Business, East Carolina University
- 10:15 – 10:30 **Break**
- 10:30 – 11:45 ***Successful Planning to Obtain Small Business Financing***
Small business service providers will discuss key strategies to effectively present your small business plan to lenders. Topics include how to develop an effective executive summary, a succinct business plan and essential financial information.
- Moderator: Carolyn Wilburn, Regional Director, North Carolina Small Business and Technology Development Center, East Carolina University
- Debbie Hathaway, Business Counselor, North Carolina Small Business and Technology Development Center, East Carolina University
 - Jim Ensor, Director, Small Business Center, Pitt Community College
 - Brian Fields, Business Associate, First Citizens Bank
- 11:45 - 12:15 ***Break/Lunch***
- 12:15 - 1:30 p.m. ***Accessing Capital***
Traditional and non-traditional lenders will discuss an array of lending products and how to secure financing to start, sustain and grow a small business.
- Moderator: Ivan Hankins, Senior Area Manager, North Carolina, U.S. Small Business Administration

- Bob Rhodes, Senior Vice President and Greenville Area Executive, Select Bank & Trust
- Eric Mullett, Commercial Loan Officer, BB&T
- Roberta McCullough, Vice President, Business Services & Operations, The Support Center
- Carolyn K. Perry, Microenterprise Loan Program, NC Rural Center
- Lisa Noel, Business Program Specialist, USDA, North Carolina

1:30 – 1:45

Break

1:45 - 2:45

Success During a Recession: Peer to Peer Panel

Fellow small business owners share how they have overcome various credit barriers to sustain and expand their businesses.

Moderator: Victor Galloway, Director of Special Research & Policy Projects, NC Institute of Minority Economic Development

- Angela Garris, Garris Grading and Paving of Greenville,
- Jeff Moore, Over The Counter
- Nana Manso, SkyRock Construction

2:45-3:00

Adjourn

- Tammie Hoy, Regional Community Development Manager, Federal Reserve Bank of Richmond, Charlotte Branch



Small Business and Technology Development Center



The Small Business and Technology Development Center (SBTDC) is partially funded by the US Small Business Administration.