

**Charlotte Small Business Week**  
***Women in Business Forum***  
**May 16, 2011**  
**Federal Reserve Bank of Richmond, Charlotte Branch**

- 9:30 a.m.                    ***Registration***
- 10:00 a.m.                    ***Welcome***
- Tammie C. Hoy, Regional Community Development Manager, Federal Reserve Bank of Richmond
- 10:15 a.m.                    ***Introductions: Who's in the Room?***
- La-Tasha Best-Gaddy, Assistant Director of Business Development North Carolina Institute of Minority Economic Development
- 10:30 a.m.                    ***Panel: Women Entrepreneurs***  
Women small business owners share their successful business strategies.
- Moderator: Joyce Siler, Director, Women's Business Center of North Carolina
- Lynn Ivey, Owner, The Ivey
  - Sherrie Aycock Co-CEO, AllPoints Research, Inc.
  - Jessica Hope Murrell Berryman, Owner, Lango Kids RTP
- 11:45 a.m.                    ***Lunch: SBA 2011 Women in Business Champion of the Year Award***
- 12:00 p.m.                    ***Panel: Resources for Women—Money, Market, and Management***  
Small business service providers and trainers will discuss an array of small business resources. This session will focus on marketing strategies, increasing sales, new partnerships, and value-added business development relationships.
- Hilary Coman, Principal, The Coman Company
  - Cathy Critz, Principal, Solutions FYS
  - Roberta McCullough, Financial Services Director, The North Carolina Minority Support Center
  - David A. Willis, Principal, NuLevel Strategic Solutions

1:00 p.m.

***Panel: Procurement & Certification for Women***

Representatives of federal, state and local agencies will discuss specific programs aimed at increasing business opportunities and will summarize the process of becoming certified. Panelists will also discuss alternative financing options, how to be prepared for accessing capital, and the importance of credit.

- Lynn Douthett, North Carolina District Director, U.S. Small Business Administration
- Bridget Wall-Lennon, Director, North Carolina Office for Historically Underutilized Businesses
- Vilma Betancourt-O'Day, Owner, Women Wrule
- Robyn Lake Hamilton, President, Carolinas Minority Supplier Development Council

2:00 p.m.

***Closing***

- Tammie C. Hoy, Regional Community Development Manager, Federal Reserve Bank of Richmond

Please visit the resource table to pick up a copy of the latest issue of *MarketWise Community* on New Alternatives in Small Business Financing. This piece is also available online at [http://www.richmondfed.org/publications/community\\_development/](http://www.richmondfed.org/publications/community_development/).

