

Fayetteville Small Business Forum

Fayetteville State University, Rudolph Jones Student Center

June 7, 2011

8:30 a.m. ***Registration and Continental Breakfast***

9:00 a.m. ***Welcome***

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

9:15 a.m. ***Panel I: Key Components to a Successful Small Business***

Hear from various small business service providers and trainers about resources available to help enhance and grow their businesses. Owners will also learn about strategies for business marketing, increasing sales, new partnerships, and value-added business development relationships.

Moderator: Todd Lyden, Business Development Manager, Fayetteville-Cumberland County Chamber of Commerce

- Tamara Bryant, Small Business Center Coordinator, Fayetteville Technical Community College
- Johnnie Marshburn, Regional Director, SBTDC at Fayetteville State University
- Robert Rehder, Director, Veterans Business Outreach Center
- Meena Ahuja, Program Manager, Women's Business Center at the Center for Economic Empowerment and Development

10:30 a.m. Break

10:45 a.m. ***Panel II: Doing Business with the Government and Corporations***

Selling to Big Business: How Small Businesses Contracts with Big Business

Learn from industry leaders and fellow business owners on how to compete for major corporate contacts and navigate procurement for advantage.

Selling to Government: How Small Businesses Contract with Government

Hear from experts in the field of contracting from all levels of government and learn how to best navigate their processes to maximize your success.

Moderator: Robyn Lake Hamilton, President, Carolinas Minority Supplier Development Council

- Linn Owen, Business Development Specialist, North Carolina Military Business Center
- Lena Robertson-Ridley, HUB Outreach Coordinator, Office for Historically Underutilized Businesses
- Johnnie Marshburn, Regional Director, SBTDC at Fayetteville State University
- Don Spry, Senior Area Manager, Small Business Administration
- Debbie Pittman, DBE Compliance Officer, Fayetteville

12:00 p.m. Break/Lunch

12:30 p.m. *Panel III: Access to Borrowing: How Small Businesses Can Gain Access to Financing through Traditional and Non-Traditional Lenders*

Panelists share insight into using financing tools and key do's and don't's to achieve financing through a variety of capital sources including traditional banks, nonprofit community lenders, and government programs.

Moderator: Floyd Shorter, Program Director, Fayetteville Business Center

- Don Spry, Senior Area Manager, Small Business Administration
- Peter Best, Fayetteville City Executive, Capital Bank
- Derrick Staten, Executive Vice President, Lumbee Guaranty Bank
- Roberta McCullough, Financial Services Director, North Carolina Minority Support Center
- Susan Monroe, Director, Cumberland Regional Improvement Corporation

1:45 p.m. Break

2:00 p.m. *Panel IV: Small Business Success Stories*

Fellow small business owners share their experiences overcoming barriers while continuing to grow and maintain a successful business.

Moderator: La-Tasha Best-Gaddy, Assistant Director of Business Development, North Carolina Institute of Minority Economic Development

- Mamo Meaza, CEO, WECCO
- James Freeman, CEO, Mighty J's Sports Restaurant
- Bobbie Ghaffer, CEO, Native Angels Homecare, Inc

3:00 p.m. *Adjourn/Networking*