

**Minority- and Women- Owned Small Business Forum**  
**February 3, 2011**  
**Agenda**

- 8:00 am**      **Registration and Continental Breakfast**
- 8:15 am**      **Welcome**
- *Kim Zeuli, Vice President and Community Affairs Officer, Federal Reserve Bank of Richmond*
  - *Special Guest: U.S. House of Representatives, Rep. Melvin Watt, NC- 12*
- 8:30 am**      **Keynote Speaker—Five Deadly Business Sins to Avoid**
- *Chia-Li Chien, CEO & Chief Strategist of Value Growth Institute, Chien Associates*
- 9:00 am**      **Break**
- 9:15 am**      **Seminar Topics**
- Training Session I: Refining your Business Plan in the Current Market
- *Tom Conroy, TEC Strategic Partner*
- Training Session II: Marketing My Business Today
- *Eylisha Carr, Kreative Group, Inc*
- 11:45 pm**      *Special Guest: Janet Cowell, North Carolina State Treasurer*
- 12:00 pm**      **Break/Lunch**
- 12:15 pm**      **Panel I: Doing Business with the Government and Corporations**
- Moderator: *La-Tasha Best-Gaddy, North Carolina Institute of Minority Economic Development*
- Small business owners will learn how to do business with the government and corporations to develop new opportunities.*
- *Nick Economou, University of North Carolina-Charlotte SBTDC, PTAC*
  - *Teresa McDow, Mecklenburg County*
  - *Alban Burney, City of Charlotte, Business Services*
  - *Amelia Beonde, City of Charlotte, Procurement*

- *James Mitchell, NARENCO, Inc, Business Development, City Council, Charlotte- District 2*

**1:45pm Break**

**2:00pm Panel II: Lender/Technical Assistance Panel**

Moderator: *Lynn Douthett, North Carolina District Director, SBA*  
*Small business technical assistance providers and lenders share lessons learned in starting and reinventing business proposals and presentations to achieve financing in light of the current economic environment. Panelists will share various financing tools and key dos and don'ts to achieve financing.*

- *Mark Pompeo, WellsFargo, Small Business Administration Lending*
- *Roberta McCullough, North Carolina Minority Support Center*
- *Carolyn Perry, North Carolina Rural Center*
- *Robin McIntire, Small Business & Technology Development Center (SBTDC)*
- *Dale Harrold, Self Help, Charlotte*
- *David Willis, North Carolina Institute of Minority Economic Development*

**3:30pm Panel III: Small Businesses and Entrepreneurs Share Success Stories**

Moderator: *Ron Buckley, CEO & President, Charlotte League of Businesses*  
*Fellow small business owners share how they have overcome various barriers and continue to grow and maintain a successful business.*

- *Carol Clark, C3 Communications*
- *Tim Catlett, Progressive Solutions*
- *Joseph Zhou, Open Asset Management Company*
- *Jackie Green, Sweet Cheeks Bakery*

**4:30 pm Adjourn/Networking Reception**

