

ABOUT THE CONFERENCE

DeKalb County is a diverse community with over 700,000 residents. The Small Business Development Conference reflects the County's commitment to developing partnerships and creating opportunities for all citizens.

This conference will address the special needs and concerns of small businesses and deliver the most up-to-date information to assist in small business development.

Each speaker will share information on successful approaches and strategies for starting and expanding your business enterprise. Take advantage of the opportunity to personalize your learning experience and get the exact information you need to grow your business. Choose from a wide variety of workshops, visit with exhibitors and network.

BENEFITS OF ATTENDING

- Network with hundreds of executives and business owners, federal, state and local governmental agencies, prime contractors and corporate officers.
- Attend information packed sessions covering topics essential to establishing and sustaining a successful business.

CONFERENCE AT A GLANCE

7:45 a.m. – 8:15 a.m.	Exhibitor Set Up
8:30 a.m. – 9:45 a.m.	Welcome Plenary Breakfast
8:00 a.m. – 2:30 p.m.	Registration Open
9:30 a.m. – 5:00 p.m.	Exhibit Hall Open
10:00 a.m. – 11:00 a.m.	Concurrent Workshop Sessions
11:15 a.m. – 12:15 p.m.	Concurrent Workshop Sessions
12:20 p.m. – 2:00 p.m.	Keynote Luncheon
2:15 p.m. – 4:00 p.m.	Concurrent Workshop Sessions
4:00 p.m. – 5:00 p.m.	Networking Reception

KEYNOTE SPEAKERS



ROBERT WALLACE

Robert Wallace, a high energy and widely successful entrepreneur, has been sought after for over 27 years for his expertise in engineering, telecommunications, systems development, business development, intrapreneurship and entrepreneurship development.

Robert Wallace is an outstanding example of how each and every American can overcome obstacles in order to create wealth far beyond financial gain.



LILY Z. WINSAFT

Lily Z. Winsaft has over 25 years experience in sales, business development, teambuilding, coaching, and mentoring. Her background includes over 20 years in financial services, venture capital funding, investment banking and wireless communications. In late 2001 she resigned her post at Robert Half International and created Aldebaran Associates, in part, to address the challenges facing corporations and professionals in a 21st Century transitioning economy.

WORKSHOP DESCRIPTIONS

10:00 A.M. – 11:00 A.M.

Insurance and Bonding

Learn how to prepare for and obtain bonding. This workshop also provides information on the types of bonding and insurance required to operate a business. Find out about creative alternatives to difficult bonding situations. **Presenter: Geraldine E. Dodson, Resurgens Risk Management.**

Responding to RFPs

This workshop will provide you with an understanding of the technical requirements and developmental insights necessary to successfully respond to a Request for Proposals (RFP). Each aspect from preliminary considerations to developing your final cost proposal will be addressed. **Presenter: Chuck Schadt, Procurement Counselor, Georgia Tech Procurement Assistance Center.**

Access DeKalb!

Interested in business related DeKalb County Government resources? Meet the representatives from numerous County Departments and discover what programs and services are available to assist entrepreneurs with the growth and development of their businesses. There are numerous programs in existence that may be just what you need to advance your business to the next level. **Panel: Various DeKalb County Government Departments**

Learning the Import/Export Trade

Are you interested in conducting business in the overseas market? There are many government programs available; do you know how to research them? In this workshop, you will learn about import/export logistic methods, regulatory compliance and using letters of credit. **Presenters: Hector Javier Romero, Atlanta Custom Brokers and Matthew Pickle, SunTrust Bank.**

Financing to Start or Grow Your Business

Do you have the necessary capital to start or expand your business? Do you know how you should prepare to apply for a loan? If you answered "No," this workshop is for you. You will learn how to obtain funding to cover everything from start-up costs to business expansion. **Presenters: Vonda Echols, PCA-Micro-Enterprise Development Project and Brooks Lindsey, Fidelity Bank.**

Outclass Your Competition: Improve Your Corporate Image

In this workshop you will learn business etiquette skills guaranteed to assist you in developing and mastering professional, personal, and social situations with confidence. Learn business introductions, greetings, protocol, dining skills and much more. These proficiencies will promote social confidence and leadership development while fostering increased personal fulfillment, productivity and profitability. **Presenter: April Ripley, The Premiere Image.**

11:15 A.M. TO 12:15 P.M.

Prime Contractor/LSBE Relations

The DeKalb County Government has a new Local Small Business Enterprise (LSBE) Ordinance that requires twenty percent LSBE participation (or a showing of good faith efforts) on all qualified sealed solicitations. This workshop will feature an interactive discussion between Prime Contractors and Local Small Businesses Enterprises. It will also provide an opportunity for the exchange of information and marketing packages. **Panel: DeKalb County Contract Compliance Division, Certified Local Small Business Enterprises and Prime Contractors.**

Worksite Wellness for the Small Business Owner

This session will introduce the fundamentals of worksite wellness to business owners or future entrepreneurs. The interactive session will offer the benefits of worksite wellness; foster dialogue on worksite model programs and encourage physical activity, healthy eating and the elimination of tobacco use. Learn about low cost insurance for business owners. Participate in simple stress relieving exercises. **Presenter: Barbara Black, AFLAC.**

Marketing For Results

Would you like to learn how to increase the success of your business through marketing? This workshop will provide you with the tools needed to develop a successful marketing strategy. Don't waste valuable marketing dollars; differentiate your company and increase your sales and revenue. **Panelist: Ellen Landsman, The Sunday Paper; Diamond Lewis, Director, DCTV; Virginia White, Sign Post Networks; Ossie Wyatt, CW Atlanta. Facilitator: Virgil Scott, The Marlon Group, LLC.**

Networking For Success

Discover the true meaning of networking. This workshop will teach you how to get the most out of networking, how to manage your contacts and provide a new organized approach to follow-up. Take advantage of some interactive lessons that will put your newly acquired skills to the test. **Presenter: Julie Ketner, Dale Carnegie of Georgia.**

Technology Tools For Today

The impact of technology on your business can be phenomenal! Purchasing the proper software or maximizing existing software can save time and money for your small business. Attend this workshop to learn about the latest technology on the market, firewall protection, network security and other key information that every business owner should know. **Panelist: Jennifer Locke, NetFixIt Solutions; Yolanda Bethea, Bethea & Associates. Facilitator: Felicia Alston, Acting Chief Information Officer, DeKalb County Government.**

Customer Service Today

This workshop will help entrepreneur's develop and maintain a qualified and productive workforce utilizing unique customer service techniques. **Panelist: Marlon Cousin, Marquin Group and Darryl Griffin, Accolades. Facilitator: Mike Reeves, Reeves & Associates.**

2:15 P.M. TO 4:00 P.M.

How to Create A Successful Business Plan

This interactive workshop will provide participants with detailed information on developing a sound business plan. Find out about the purpose and benefits of business plans, targeting your customer and performing market research. Learn from actual examples. **Presenter: Bob Thiele, Small Business Development Corporation.**

How to Design the Optimal, Effective Office Space

Does your office look like a kaleidoscope of used furniture? Having a functional workspace or office is critical to your productivity. Interior design helps to improve the look of your office. Join this panel of experts as they show you how to organize, create storage space and use decorative accents to make your space functional and beautiful. **Panelist: Raquel Ornelas, Ornelas Associates, Inc.; Marty Williams, Marty Williams Exclusive Designs; Michael J. Young, Liquid Design Studios, LLC. Facilitator: Alicia Butler-Pierre, Efficiency Engineer, Equilibria.**

WORKSHOP DESCRIPTIONS

How to do Business with the Government

Join this panel of Government Procurement Representatives from numerous Federal, State and Local Governments and Agencies. Find out the type of Goods and Services purchased by each agency and the requirements for registering and doing business with them. Learn about the various certifications and special services offered. You will also be provided with all the necessary contact information for current or upcoming opportunities. **Panelist: Governmental Agencies.**

How to Plan and Run an Effective Meeting

Improve the effectiveness of every meeting through proper planning and organization. This workshop will provide a quick introduction to the implementation and application of Robert's Rules of Order. You will also learn how plan and organize a productive agenda and practice using Robert's Rules. **Presenters: Anthony Toney, EPA, Office of Policy and Management and Rhonda C. Hight, Let's Talk, LLC & LT Productions.**

How to Start a Successful Business

Whether you are thinking of starting a new business or need help organizing and legalizing an existing one, you will not want to miss this workshop. Hear from an expert panel of attorneys, accountants, financial, marketing and other professionals as they explore factors crucial to your success. **Panelist: Latoicha Phillips Givens, Attorney At Law, Phillips Givens LLC; Henrietta Moore, Strategic Tax; John Pitts, NTRC Tax Service; Antonio D. Robinson, Attorney At Law, Littler Mendelson; Quint Robinson, WLG Director. Facilitator: Sonia Booker, Co-founder, Intown Condos and Lofts.**

How to Respond to Invitations to Bid

Have you ever dreamed of responding to a bid but didn't know how to do it? Maybe you've bid in the past but your price was too high or you lost on other technicalities. This workshop will provide you with a broad overview of the ITB process. You will learn how to read and understand bids and requirements, how to estimate and cost bids, and the importance of attending bid openings. **Presenter: Joe Jackson, President and CEO, Greater Atlanta Economic Alliance.**

SPONSORS

DEKALB COUNTY PURCHASING AND
CONTRACTING DEPARTMENT

BROWN AND CALDWELL

C.E.R.M.

EGM-EBONY GLASS & MIRROR

FACILITY SUPPLY GROUP

GRAPHIC MECHANIC DESIGN STUDIO, LLC

HDR ENGINEERING

THE POTTS COMPANY

TURNER ASSOCIATES/ARCHITECTS & PLANNERS, INC.

REGISTRATION FORM

Name (First, MI, Last) _____

Company/Organization _____

Title _____

Mailing Address _____

City _____ State _____

Zip Code _____

Phone _____ Fax _____

Email _____

Registration Fees

Early Bird Registration: \$45.00
(must be received no later than November 5, 2007)

Late & On-Site Registration: \$55.00

Registration includes breakfast, luncheon, reception and admission to all conference events.

Payment Information

Full payment must accompany this form for registration to be processed.

- I have enclosed a check/money order for the registration fee made payable to DeKalb Chamber of Commerce in the amount of \$_____.
- Credit Card Payment authorized in the amount of \$_____.
- MC/Visa
- American Express
- Discover

Card No. _____

Expiration Date _____MM_____YY

Name as it appears on the Card _____

Cardholder's Billing Address _____

Company Name _____

Authorizing Signature _____

MAIL ALL PAYMENTS TO:

Mail Code 1450
DeKalb County Government
Contract Compliance Division
1300 Commerce Drive, 1st Floor
Decatur, Georgia 30030

404-371-4730 (phone) 404-371-2511 (fax)
contract@co.dekalb.ga.us (email)

**CHECKS SHOULD BE MADE PAYABLE TO THE DEKALB
CHAMBER OF COMMERCE AND MAILED TO THE CONTRACT
COMPLIANCE DIVISION .**

Mail Code 1450
DeKalb County Government
Contract Compliance Division
1300 Commerce Drive, 1st Floor
Decatur, Georgia 30030



9TH ANNUAL
DEKALB COUNTY
SMALL BUSINESS
DEVELOPMENT
CONFERENCE

NOVEMBER 8, 2007

HOLIDAY INN DECATUR
CONFERENCE PLAZA

130 CLAIREMONT AVENUE
DECATUR, GEORGIA