

# National Small Business Week 2016 – WORKSHOPS AGENDA

## 3<sup>rd</sup> Annual Entrepreneurship and Small Business Summit

The Clyde L. Strickland Center for Entrepreneurship  
Discovery High School  
1335 Old Norcross Road  
Lawrenceville, GA 30046

**Thursday, May 19, 2016**

Target Audience	Workshop Title	Facilitator	Location	Time
Pre-Startup and Startup Businesses	Mindset Makeover: Are You Ready for Entrepreneurship	Tina Greer – Greer Business Solutions, LLC	Entrepreneurship Center	9:30am – 10:25am
Pre-Startup and Startup Businesses	Developing An Effective Business Plan	Bob Lamp'l – Business Plans & More, Inc.	Entrepreneurship Center	10:30am – 11:25am
Pre-Startup and Startup Businesses	Legal Steps to Starting and Managing a Successful Business	Abi Oyegun – Oyegun Law Firm	Entrepreneurship Center	11:30am – 12:25pm
<b>Lunch Break (12:30pm – 1:00pm)</b>				
Pre-Startup, Startup, and Established Businesses	The 5 C's of Credit	Small Business Administration (SBA)	Entrepreneurship Center	1:00pm – 1:55pm
Pre-Startup, Startup, and Established Businesses	How To Do Business With The Government	Small Business Administration (SBA)	Entrepreneurship Center	2:00pm – 2:55pm
Pre-Startup, Startup, and Established Businesses	A Winning Marketing Plan and Campaign	Austin E. Thompson, Jr. – Thompson Management Consulting, LLC	Entrepreneurship Center	3:00pm – 4:00pm
<b>Friday, May 20, 2016</b>				
Target Audience	Workshop Title	Facilitator	Location	Time
Established Businesses	Health and Nutrition Management for Busy Entrepreneurs	Dr. Jennifer Rooke – Morehouse School of Medicine	Entrepreneurship Center	9:30am – 10:25am
Established Businesses	Micro Lending: An Alternative to Bank Loans	Tom Briggette – Rosemont Capital Solutions	Entrepreneurship Center	10:30am – 11:25am
Established Businesses	Retirement Planning for Small Business Owners	Joe Fernandez – Mass Mutual, The Piedmont Group	Entrepreneurship Center	11:30am – 12:25pm
<b>Lunch Break (12:30pm – 1:00pm)</b>				
Established Businesses	Effective Financial Management With Quick Books	Bob Lamp'l – Business Plans and More, Inc.	Entrepreneurship Center	1:00pm – 1:55pm
Established Businesses	LinkedIn for Small Business Branding	Gregg Burkhalter	Entrepreneurship Center	2:00pm – 2:55pm
Established Businesses	Your 30 Second Elevator Speech	Dr. Sinclair Grey III	Entrepreneurship Center	3:00pm – 4:00pm

***Business owners are strongly encouraged to maximize the opportunity of attending ALL workshops, regardless of target audience. We have identified and confirmed all speakers for this Summit. PLEASE GO TO [WWW.NSBW2016.COM](http://WWW.NSBW2016.COM) TO REGISTER.***

**SMALL BUSINESS FORUM AND EXPO**  
**The Conference Center at Georgia Piedmont Technical College**  
**495 North Indian Creek Drive**  
**Clarkston, GA 30021**

**Saturday, May 21, 2016**

Saturday - 5/21/2016	<b>Theme: “Empowering Entrepreneurs – Growing Entrepreneurship”</b>	<b>All speakers and panelists are confirmed for the Forum</b>  ↓	15 & 16	9:00am – 3:00pm  Exhibitor setup begins <b>PROMPTLY</b> at 7:00 a.m.  Official program begins <b>PROMPTLY</b> at 9:00 a.m.
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**HOST & MODERATOR**



**Austin E. Thompson, Jr., MBA, MPM**

Austin E. Thompson, Jr. is the founder and CEO of Thompson Management Consulting, LLC, and the Visionary and Chief Organizer behind the company’s Third Annual Entrepreneurship and Small Business Summit, in celebration of National Small Business Week 2016. In addition to small business consulting, Austin was appointed in December 2013 by Mayor Judy Jordan-Johnson of Lawrenceville, GA to serve a 4-year term on the Downtown Architectural Review Board of the City of Lawrenceville. He is also a published Author, Adjunct Professor of Business at Shorter University, and currently serves on two Advisory Boards, the Entrepreneurship Academy at Discovery High School in Lawrenceville, GA and with C.A.N.I (Community Action Network Initiatives). As part of his consultancy, Austin publishes a monthly online business newsletter, Empowered, and hosts a monthly business radio program on WATB 1420AM radio, on which he conducts live in-studio interviews of business owners. He has over 16 years of senior project management and EMC compliance engineering experience, and has been advising small business owners and entrepreneurs for the past 10 years. Austin is a graduate of Keller Graduate School of Management, receiving his Master of Business Administration (M.B.A) and a Master of Project Management (M.P.M) degrees with honors in 2005, and has future plans to pursue Doctoral studies in International Business. He enjoys reading, sporting events, mentoring and inspiring young adults, and meeting people of influence from different parts of the world.

**CONFIRMED KEYNOTE SPEAKER & PANELISTS**



**Peter Hajjar, Keynote Speaker  
CEO, Reliable Restoration, LLC.**

Peter Hajjar is the co-owner of Reliable Restoration LLC. A veteran of the restoration industry (1986 to present), Peter specializes in business development, field operations, and large loss projects. His skill sets lend themselves to personal relationships with the clients, giving them confidence and comfort in the face of catastrophe. His business focus demands excellence in execution, whether the project is a small residential loss or a major

commercial project. Peter's ability to scope, direct and manage these unique claims makes Reliable Restoration the premier restoration company in Atlanta and the Southeast. In the last few years, Peter and Reliable have responded to fire and flood losses for a wide array of structures, including:

- Hospitals and Surgical Centers (Atlanta, GA)
- Four-Star Hotel (Birmingham, AL)
- 32 Story Office Building (Manhattan, New York City)
- Doctors' Office Complex (Marietta, GA)
- Classic NY Deli (New York City, New York)
- Large Apartment Complex (Atlanta, GA)
- Nat'l Property Management Groups (High Rise, Strip Mall, Large Stand Alone)
- Hundreds of Residential Homes in Metro Atlanta

Mr. Hajjar holds professional certifications from the IICRC in Water Damage Restoration, Commercial Specialty Drying, Odor Control, and Lead Renovation, Repair and Painting. Prior to entering the restoration industry, Peter worked in the US and European automotive industry. His experience in working with process manufacturing and quality systems has translated into an efficient operations system at Reliable Restoration. He, his wife, and family reside in metro Atlanta.



**Carlton L. Curry II**  
**Assistant Vice President & Branch Manager**  
**PNC Bank**

Mr. Curry is originally from Talladega, AL where his family still reside. Mr. Curry is a graduate of Tuskegee University of Tuskegee, Alabama. He has two Bachelor of Science degrees in the field of Sales/Marketing and Business Management. Mr. Curry has been at PNC for two years and has been promoted three times during his career at PNC. He came to PNC through their management trainee program after college and then became an Assistant Branch Manager for six months and rapidly promoted to a Branch Manager role. Mr. Curry is affiliated with several organizations such as The Gathering Spot of Atlanta, PNC Women in Business Advocate, House of Hope Ministries, and Pi Sigma Epsilon National Sales and Marketing Fraternity.



**Andy Morgan, Esq.**

Andy Morgan is the principal and founding attorney of the Morgan Law Group. The Morgan Law Group is based in Lawrenceville, Georgia and provides corporate and business law advice and legal representation on matters such as contract negotiation, drafting and review, joint venture and partnership structuring, business mergers and acquisitions, corporate governance, business entity formation, private equity financing and trademark registrations.

Andy has practiced business law for over 19 years. He is a member of the Georgia and New York State Bars. Andy began his law career as an associate at Skadden Arps, a very prominent New York law firm well known for multi-billion dollar transactions. At Skadden

Arps, Andy practiced in the areas of initial public offerings, mergers and acquisitions, proxy fights, private placements and joint ventures. He then served as general counsel to a privately owned oil company, where he was a member of the executive team that ultimately arranged the sale of the business to a major US oil company.

Andy has served as an arbitrator for the Better Business Bureau in New York City and as an arbitrator for the Financial Industry Regulatory Authority (FINRA), which is a federal agency that regulates broker dealer activities. Andy also served for over eight years in the military as a soldier in the ordinance branch of the United States Army Reserve.

Andy is an active member of the Gwinnett Chamber, including participating in the 2013-2014 resource campaign. In August 2014, his firm, Morgan Law Group, was named Small Business of the Month by the Gwinnett Chamber and in 2015 was recognized by the Gwinnett Chamber as a small business nominee for the 2015 IMPACT Regional Business Award. He is also actively engaged in the community, serving as President of Gwinnett County Habitat for Humanity, Advisory 4 Board Member of the Gwinnett Neighborhood Leadership Institute, Foundation Chair of the Gwinnett Mosaic Rotary Club, an Area Manager for the Gwinnett County Board of Elections and as a Volunteer Attorney for the Gwinnett Legal Aid Society.

Andy received a bachelor's degree in electrical engineering from The Cooper Union School of Engineering in New York and a law degree from The New York University School of Law. He is also a graduate of the Empire State Military Academy in New York, where he earned his commission as an officer in the United States Army Reserve and a member of the 2015 graduating class of Leadership Gwinnett.



### **Melissa Martin**

Melissa Martin has a Bachelor's Degree in Business Administration with a concentration in Marketing from Tennessee State University. While in college she studied abroad almost every summer. Over the years she's visited Egypt, The Netherlands, Greece, and Thailand just to name a few. She hopes to visit Australia in 2017 and attend the Australian Open. When she's not planning her next trip or playing ALTA tennis, she's searching for her next best client.

Melissa is the Chief Sales Officer and Partner of Blue Key Interactive where they enhance your online presence in order to engage your customers and attract new leads. Melissa is a consultative seller who is passionate about discovering custom solutions for every client. Utilizing her gifts of active listening and relationship building, she has established a strong network of clients, partners, and associates which have all lead to tremendous success in her career. Services:

- Graphic Design
- Web Development
- Mobile Apps Research & Market Analysis
- Branding
- Content Writing
- Search Engine Optimization (SEO)
- Pay Per Click Advertising / Google Ad Words (PPC)
- Social Media Marketing & Advertising



**Celeste Giordano**  
**Sales Consultant**

Celeste Giordano's mission is to help business owners develop the skills, knowledge and attitude necessary to "double-plus" their income and become effective and inspirational leaders in their fields. Whether it's taking your successful business to the next level or starting a new venture, she will teach you the exact skills and strategies you need to enroll more quality prospects, build a rock-solid team, and break through obstacles to achieve real profit and lasting success. Celeste is a professional business growth specialist, a master sales strategist, and dynamic speaker with almost 40 years of experience in direct sales and managing high-performing teams.