

Business Development

Session I - 10:00a – 11:15a | 11:30a – 12:30p

Business Development: Strategies for Scaling UP

In this global economy, every business should have a business-to-business strategy, but how do you go about developing one? The thought of doing business with a large entity overwhelms many people and they think the process is tedious and scary. It doesn't have to be. This workshop will demonstrate the key components of a business development strategy, covering four key components: Strategic Planning, Access to Capital, Capability and Capacity Assessment and Marketing and Business Development. The attendees will receive their own workbook and at the end of the session, they will have the start of a Strategic Plan.

Presenter:

Ingrid Watkins, President | IW Consulting Group
Senior Manager, Global Supplier Diversity, The Coca-Cola Company (former)

Branding

Session III - 10:00a – 11:15a | 11:30a – 12:30p

Why Becoming the Chief Marketing Officer of Your Personal Brand is Essential for Your Business' Next Level of Performance

If you are so great, how come nobody knows who you are? As a business owner, you can have the best service or product on the planet, but if you aren't effective with telling the world about it, it won't matter how great it is, your business will suffer. The truth is people tend to buy from people they know, like and trust. Why should they trust you? What makes your product or service the one people should consider or recommend? What makes you an expert?

Learn three surefire strategies to catapulting your visibility and positioning yourself as a force to be reckoned with. Walk away with the tools to "make a name for yourself." Never have to worry again about being "invisible."

Presenter:

Jennifer Ransaw Smith, Personal Brand + Elevation Strategist
Brand id | Strategic Partners

Resources

Session II - 10:00a – 11:15a | 11:30a – 12:30p

Contracting and Financial Opportunities for Small Businesses

Most small businesses are familiar with the SBA as a gateway to government contracting but the SBA does this and so much more for small businesses.

Do you have financial needs for building construction or renovation, to acquire equipment, facilities, supplies, working capital, and leasehold improvements? This workshop will cover how the SBA Loan Programs work, what to take to the lender and what the SBA looks for in approving these loans!

Do you want to increase your revenue stream by obtaining set-aside federal contracts just for your small business? Let us show you how you can qualify for the SBA 8(a) Business Development and Hubzone Certification Programs.

Presenter(s):

Jay W. Choi and Annette Paulson, U.S. Small Business Administration
Juan Segarra, President/CEO | Foresight Construction Group

Team Building

Session IV - 10:00a – 11:15a | 11:30a – 12:30p

Team Building for Small Business Success

Creating a team takes effort and a personal understanding of each other, plus a willingness by all parties to assume a fair portion of risk in order to engender trust. For small businesses, this function is even more critical, and perhaps, the most overlooked. Successful owners realize investment in the team is just as important as focusing on the project itself. The payoff for such businesses is an enjoyable project that truly achieves the team's vision. Hear how to gain that personal understanding, maximize team members' strengths, understand why functional teams perform better, understand why teams fail and develop a framework for building an engaged and effective team.

Presenter:

Matt Webster, LEED AP BD+C | Executive Vice-President, CPPI