



## SCHEDULE OF EVENTS

Session	Time	Topic	Discussion Points	Panelists/Presenters
Check-In	8:00 AM	Open Registration at 8 am	Sign in, name tags	
Breakfast	9:00 – 9:30 AM	Networking	Mix and Mingle	
Opening	9:30 – 9:45 AM	Welcome	Recognition & Introductions	Ray Thomas/Nate Smith
Guest Speaker	9:45 – 10:15 AM	Mableton's Journey: Then to Now	Historical view of Mableton's development efforts and growth	Gov. Roy Barnes (Intro by Joel Cope)
GENERAL SESSION 1				
General Session 1  Moderator Dana Johnson Cobb Chamber	10:15 – 11:05 AM	Balancing the building boom with commercial opportunities	<ul style="list-style-type: none"> <li>• Present current growth trends across Mableton including need for targeted commercial development</li> <li>• Discuss Community Advocacy, Grants, Partnerships and Collaboration</li> <li>• The case of active Higher Education partnerships in Mableton</li> <li>• Utilization of South Cobb Redevelopment Authority – Purpose and Benefit</li> </ul> <p><b>Key Takeaway:</b> <i>Informed perspective of Mableton, including growth, targeted needs and opportunities for investment, revitalization, and collaboration.</i></p>	<ul style="list-style-type: none"> <li>• Karen Bremer, Georgia Restaurant Association</li> <li>• Karmen Blackwell, Brixmor</li> <li>• Casey Craven, Prestwick Development</li> <li>• Nelson Geter, Development Authority of Cobb County</li> <li>• Doug Stoner, South Cobb Redevelopment Authority</li> <li>• Ray Thomas, Mableton Improvement Coalition</li> </ul>
Break (10 minutes)				

GENERAL SESSION 2				
General Session 2	11:15 – 11:55 AM	Movers & Shakers	<p>A panel of local business owners sharing personal journeys in doing business in Mableton</p> <p><b>Key Takeaway:</b> <i>A first-hand account of their experience doing business in Mableton including lessons learned and resources necessary to support and facilitate growth.</i></p>	<p><b>MIC Sponsors</b></p> <ul style="list-style-type: none"> <li>• Café Social House</li> <li>• Moore's Diagnostics Lab</li> <li>• Wilson's Agency</li> <li>• Mooyah – Franchising</li> <li>• The Real Estate Maven</li> <li>• Go Juicy ATL</li> </ul>
Working Lunch Session	12:00 – 1:00 PM	Keynote Speaker	<p>Impact of the Chattahoochee Riverlands Trail Project around Discovery Park at the River Line on Mableton's Economic Development</p> <p><b>Key Takeaway:</b> <i>Insight into the Chattahoochee Riverlands project and opportunities for economic development in Mableton.</i></p>	<p><b>Walt Ray</b> Trust for Public Lands</p>
BREAK-OUT SESSIONS				
<p><b>Session A</b> (New Businesses)</p> <p>Moderator <b>Debbie Ginocchio</b> Sweetwater Mission</p>	1:10 – 2:10 PM	Project financing/access to capital/Public-private partnerships	<ul style="list-style-type: none"> <li>• Small business support resources and strategies</li> <li>• Private, federal, and state incentive and assistance</li> <li>• Building/accessing business credit</li> <li>• Establishing credibility</li> <li>• Availability of tax and opportunity credit assistance/incentives</li> <li>• Business Licenses, certifications, and Resources</li> </ul> <p><b>Key Takeaway:</b> <i>How to Start and Fund Your Business including resources for bringing business to Mableton.</i></p>	<ul style="list-style-type: none"> <li>• <b>Kevin Gobble</b>, Cobb County Development &amp; Inspection</li> <li>• <b>Daniel McCoy</b>, UGA Small Business Development Center at KSU</li> <li>• <b>Ford Thigpen</b>, Westside Bank</li> <li>• <b>Sabrina Young</b>, Cobb County Economic Development Department</li> </ul>
<p><b>Session B</b> (Existing Businesses)</p> <p>Moderator <b>Britt Fleck</b></p>	1:10 – 2:10 PM	Business and Workforce Development – Post Pandemic	<ul style="list-style-type: none"> <li>• People (Attracting, Managing, and Retaining)</li> <li>• Training Services shaped to current realities</li> <li>• Technology/Digital Marketing and Advertising for small business</li> <li>• Licensing, certification programs, and other external resources</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Ivory Coats</b>, More Marketing Firm</li> <li>• <b>Sonya Grant</b>, Cobb Works</li> <li>• <b>Dr. Stephanie Hodge</b>, Essex Consulting</li> </ul>

Georgia Power			<b>Key Takeaway:</b> <i>growth opportunities, support, and access to resources to drive sustainability.</i>	
Break (10 Minutes)				
GENERAL SESSION 3				
<p>General Session 3</p> <p>Moderator <a href="#">Mike Murphy</a> M3 Innovations, LLC</p>	2:20 – 3:20 PM	Economic and community development planning and revitalization	<ul style="list-style-type: none"> <li>• Benefits of the Community Improvement Districts, including Façade Improvements Program</li> <li>• Opportunity Zones/Tax Credit Incentives</li> <li>• Structuring a Business Incubator –</li> <li>• Entrepreneurship Models – PHS (CTAE)</li> <li>• Potential for Mableton Business Association</li> </ul> <p><b>Key Takeaway:</b> <i>A blueprint of successful initiatives which could be adopted and executed quickly to boost Mableton's revitalization.</i></p>	<ul style="list-style-type: none"> <li>• <a href="#">Lisa Crossman</a>, Cobb Douglas Public Health</li> <li>• <a href="#">Allen Fox</a>, Georgia Department of Economic Development</li> <li>• <a href="#">Dr. Dana Giles</a>, Pebblebrook High School</li> </ul>
Break (10 minutes)				
FINAL GROUP SESSION				
<p>Final Group Session</p> <p>Moderator <a href="#">Joel Cope</a> Mableton Improvement Coalition</p>	3:30 – 4:10 PM	Wrap-Up Activity	<p>Create groups, and each group discuss the top 5 challenges facing Mableton's economic development, prioritizing, and making recommendations for solutions</p> <p><b>Key Takeaway:</b> <i>Consensus on Challenges to Mableton's Economic Growth and recommended solutions/support from public/private partnerships</i></p>	<p>Policy and decision-makers will be asked to participate in this session. They will be able to move around the groups to witness the thought process of the list creation. The objective is for them to hear the challenges and issues the business community presents with a directive for collaboration on implementing recommendations.</p>
<p>Wrap-up: Thank you and Recognition 4:10 pm (10 Minutes max)</p>				