

SCHEDULE OF EVENTS

Session	Time	Topic	Discussion Points	Panelists / Presenters
Check-In	8:00 AM	Attendees Check-In Starts	Sign-in, name tags	Jim Lyons/Volunteers
Breakfast	8:45 – 9:10 AM	Networking	Mix and Mingle	Breakfast and Meet and Greet
Opening	9:10 – 9:20 AM	Welcome	Recognition, Introductions & Instructions	Nate Smith/Maxine Wilson
Inspiration	9:25 – 9:50 AM	Morning Inspiration	“Love and Justice: A Story of Triumph on Two Different Courts”	Maya Moore/Jonathan Irons
Sponsors	9:55 – 10:00 AM	Greetings	A brief welcome & greeting from Title Sponsor	Greg Williams
GENERAL SESSION 1				
General Session 1 (Nate Smith)	10:05 – 10:45 AM	Developing your Business for Sustainable Growth	<ul style="list-style-type: none"> • Present an overview of key parts of a business plan and their importance to building a sustainable business. • Focus on the financial plan, and the impact of forecasting, capital, cash flow, and credit on business success. • Highlight from the perspective of the business plan, why many businesses fail and how to access assistance with your plan. <p><i>Key Takeaway: Informed perspective of the fundamentals of a business plan and its necessity in supporting the success of a business</i></p>	<ul style="list-style-type: none"> • Linda Pharr, Marketing and Communications Consultant • Marietta D. Murton, Access to Capital for Entrepreneurs (ACE) – Hispanic Initiative, Small Business Loan Officer • Terri L. Denison, District Director, SBA Georgia District Office
Break (10 minutes)				
GENERAL SESSION 2				
General Session 2 (Maxine Wilson)	10:55 – 11:55 AM	Trends in Workforce Development	<p>Presenting the needs of the workforce beyond just training to include transportation, benefits, affordable housing, and community development</p> <p><i>Key Takeaway: An informed mindset concerning the need for an effective workforce to stimulate and promote economic growth</i></p>	<ul style="list-style-type: none"> • Cassius Butts, Founder, Capital Fortitude Business Advisors • Sonya Grant, Executive Director, Cobb Works • Drew Raessler, Director,

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				Cobb DOT <ul style="list-style-type: none"> • Julia Areh, Organizational & Leadership Consultant
11:55 AM TO 12:55 PM Lunch Session where attendees will grab lunch, and then the award session will begin				
Speaker	12:20 – 12:25 PM	Greetings from Chairwoman	A brief welcome & greeting from the Chairwoman	<ul style="list-style-type: none"> • Lisa Cupid
Working Lunch Session	12:30 – 12:55 PM	Awards Ceremony	<ul style="list-style-type: none"> • <i>The Mableton Legacy Award</i> • <i>Visionary for Entrepreneurship Award -</i> • <i>Economic Development Contributor Award</i> • <i>Community Partner Award</i> • <i>Community Sponsorship Award</i> • <i>Business Impact Awards</i> 	
Greetings	12:55 – 1:00 PM	District Commissioner	Greetings from the Commissioner	<ul style="list-style-type: none"> • Monique Sheffield
Afternoon Inspiration	1:00 – 1:10 PM	Inspired Journey	The journey from passion project to full-time entrepreneurship	<ul style="list-style-type: none"> • Nadia Fountain
SPECIAL FOCUS SESSIONS				
Supporting Innovation and Entrepreneurship (Nandi Edouard.)	1:15 – 2:15 PM	Igniting Ideas, Creating Jobs, and Driving Economic Growth & Fostering Entrepreneurial Development Through Our Schools	Key Takeaway: <ul style="list-style-type: none"> • Discover the tremendous impact of incubator programs in fostering innovation, generating employment opportunities, and fueling economic expansion. • Learn about the successful entrepreneurial development program at Pebblebrook High School, serving as a model for other educational institutions in the City of Mableton. • Gain insights into AI practices and their impact on productivity and innovation in entrepreneurship. 	<ul style="list-style-type: none"> • Dr. Dana Giles, Principal, Pebblebrook High School • Paul Wilson, Jr., VP, Innovation & Entrepreneurship, Russell Innovation Center for Entrepreneurs • Brandy Nagel, Program Manager, Georgia Tech Enterprise Innovation Institute (EI2) • Joe Jackson, Greater Atlanta Economic Alliance

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Break (10 Minutes)				
GENERAL SESSION 3				
Strategic Alignment (Demetrius Lockett)	2:25 – 3:10 PM	Creating Sustainable Partnerships	<ul style="list-style-type: none"> • Discussion on available partnerships and strategic initiatives available to small and medium-sized businesses • Focus on certifications that enable small businesses to contract with the government and corporate America. <p>Key Takeaway: <i>Types of partnerships available for businesses to access as suppliers and contractors and the path to accessing these. Insight into the certification process.</i></p>	<ul style="list-style-type: none"> • Todd Gray, National Director, Supplier Diversity NFS, Kaiser Permanente • Roger Ball, Cobb County Purchasing Director • Dana Johnson, Cobb County Chamber of Commerce • Dr. Stephanie Hodge, Essex Consulting (certified WOSB and WBE)
Break (10 minutes)				
GENERAL SESSION 4				
Access to Capital for Entrepreneurs (Ray Thomas)	3:20 – 4:00 PM	Discussion of the various types of financing and access to these sources	<p>Key Takeaway: <i>Information regarding funding sources, access to capital, and the various types of funding across public, private, and nonprofit sectors.</i></p>	<ul style="list-style-type: none"> • Dr. David Panton, Managing Partner at SPAC Opportunity Partners LP • Kimberly A. Irvin-Lee, MAOL, CBA® - Sr. Director of Entrepreneurship and Economic Development - Urban League of Greater Atlanta • Ford Thigpen, President, Westside Bank
(Joel Cope)	4:00 – 4:30 PM	City of Mableton Interactive Session	The Mayor and City Council participating in a moderated listening session allowing businesses to share their desires for doing Business in the City of Mableton.	
4:30 pm – 4:45 pm Wrap-up: Thank you				