

FULTON COUNTY GOVERNMENT
ECONOMIC DEVELOPMENT DIVISION

HOSTS THE SMALL BUSINESS SUMMIT

**Getting the Deal:
Money, Process & Growth Strategies**



Monday, August 26, 2013
8 a.m. until 6 p.m.

Georgia Tech Research Institute Conference Center
250 14th Street, NW
Atlanta, GA 30318



Summit Agenda

Monday, August 26, 2013

- 8:00 a.m. - 9:00 a.m. Registration & Continental Breakfast
- 9:00 a.m. - 9:15 a.m. Opening Remarks
Location: Auditorium
Dr. John Eaves, Chairman, Fulton County Board of Commissioners
Cassius Butts, Regional Administrator, U.S. Small Business Administration
- 9:15 a.m. - 10:15 a.m. Introduction of Keynote Speaker

Myrna White, Director, Marketing & Stakeholder Engagement Hartsfield-Jackson International Airport

Keynote Speaker
Dr. Randal Pinkett, Chairman and CEO of BCT Partners, LLC, Newark, NJ
- 10:15 a.m. - 10:30 a.m. Break
- 10:30 a.m. - 11:30 a.m. Breakout Sessions
- U.S. Small Business Administration: The Basics...and Then Some**
Location: Auditorium
This session will provide an overview of the U.S. Small Business Administration's programs and resources available to support small businesses in start-up and expansion. The session will also highlight some of the Agency's current initiatives and more advanced programs.
Speakers: David Perry, SBA Deputy Director; Carolyn Griffin, SBA Supervisory Business Opportunity Specialist; Peter Leppert, SBA Lender Relations Specialist
Moderator: Terri Denison, Georgia District Office, Small Business Administration
- Basic Steps for Entering the Federal Procurement Marketplace**
Location: Breakout Room A
Small, women, and minority owned business are invited to learn more about contracting opportunities with the Federal Government. Topics will include registration and capability requirements, government procurement, bidding process and strategies for competing in the Federal Marketplace.
Speaker: Charlotte Johnson, Small Business Administration; Chuck Schadl, Georgia Tech Procurement Center
Moderator: Antoinette Ball, Women Employment Opportunity Project

Summit Agenda Continued

Affordable Healthcare Act and Health Care Reform Opportunities

Location: Breakout Room B

While many small business owners are figuring out how the healthcare law will impact their business, others are figuring out how to profit from it. The speaker will discuss opportunities, such as, electronic health records, consulting and speaking engagements, new markets, and small business tax breaks to reduce your expenses and increase your profits.

Speaker: Rodney Jones, CEO, Alpha Group Health Care; **Starla Hairston-Blanks**, Director, Morehouse School of Medicine - Community Voices; **Amanda Ptaskin**, Outreach & Advocacy Director, Georgia for Healthy Future

Moderator: Markee Tate, Georgia Economic Alliance

Roadmap to Securing Strategic International Trade Opportunities

Location: Breakout Room C

Small businesses are increasing their interests and presence in the global markets. In order to expand your business internationally, there is a tremendous amount of homework that must be completed. For Example, the Gold Key Matching Services, a division of the national Trade Administration offers a low-cost service for American businesses to expand their global reach by making contacts and networking with qualified foreign firms that may potentially become business partners. This session will explore this resource and many other trends, opportunities, and strategies.

Speaker: Ric Hubler, Director Global Business Growth, Metro Atlanta Chamber of Commerce

Moderator: Jennifer Pasley, Georgia Peach Promotion

11:30 a.m. - 12:15 p.m. Networking Lunch - Georgia PBS Atrium

12:30 p.m. - 1:30 p.m. Breakout Sessions

Small Business Financing

Location: Auditorium

Access to funding is a key component of small business development and growth. There are several financial tools for small businesses including traditional funding from banking institutions, non-traditional funding from investors/venture capitalist, and modern funding sources created with websites/investor groups called crowd funding. Small businesses can learn new fundraising processes, gain ideas on creating funding strategies, and identify the best funding options.

Speakers: Michael Hill, President/CEO, Atlanta Metro Black Chamber of Commerce; **Jermain Pettis**, Vice President, 5th Third Bank; **Roderick Liptrot**, Agency Sales Director, Metlife; **Eugene Merriday**, Executive Director, Economic Development Corporation of Fulton County; **Lonnie Saboor**, Manager of Small Business Finance, Invest Atlanta

Moderator: Maceo Rogers, President, Development Authority of Fulton County

Summit Agenda Continued

Franchise Opportunities For Small to Midsize Companies

Location: Breakout Room A

Franchises provide opportunities for entrepreneurs to launch their business as an established brand. This session will focus on choosing the right franchise for your business needs, investment requirements, management systems, etc.

Speaker: Robert Yancey, SCORE; **Juliet B. Denise**, FranNet - Georgia; **Terrance Harps**, Global Concessions; **Ben Selman**, Always Best Care

Moderator: Jim Foster, Atlanta Metro Home Based Business Chamber

Expanding Green Opportunities - Advancing The Green Economy

Location: Breakout Room B

The explosion of organic and eco-friendly products and services is more than just a passing fad. It's big business, and this reality presents opportunities for environmentally-friendly minded entrepreneurs who are ready to start or expand their business. The most successful green businesses don't just sell the green lifestyle. They live it. This session will explore trends, opportunities, strategies, and challenges for small entrepreneurs.

Speakers: Larry Butler, Ameresco; **Christopher Richard**, PhD, Smart Building Systems, Inc.

Moderator: Felicia Phillips, Fillips International

Cutting-Edge Marketing Strategies & Techniques

Location: Breakout Room C

Many small business owners overlook the importance of marketing. Social media tools are a cost effective way to increase your brand presence, engage with your customers and obtain essential marketing research. Additionally, new marketing trends are evolving everyday, and there is way to capitalize on these trends while managing to a tight budget. This session will teach you to properly leverage social media, integrate new trends, and apply best practices.

Presenters: Keith Finger, Transform CMO; **Judy Mod**, Social Media Expert

Moderator: Vic Bolton, Capital Strategic Communications Group

1:30 p.m. - 1:45 p.m.

Break

1:45 p.m. - 3:00 p.m.

New Business Development Opportunities Panel

Location: Auditorium

This panel discussion will introduce you to new economic development projects in Fulton County. Opportunities that will be discussed include the new stadium, Beltline, Fort McPherson, City of Atlanta Watershed, Aerotropolis, what's new in Unincorporated South Fulton and North Fulton, and local government procurement. Additionally, the State of Georgia has numerous programs to assist small business owners.

Speakers: Mario Avery, Fulton County Department of Purchasing & Compliance

Dan Reuter, Atlanta Regional Commission

Summit Agenda Continued

Darlene West, MARTA

Antoine Smith, MARTA

Derek East, City of Atlanta

Al Nash, Progress Partners of North Fulton Atlanta

Arthur Brown, Unincorporated South Fulton Economic Development Initiative

Darlene Hawksley, McPherson Implementing Local Redevelopment Authority

James Alexander, Atlanta Beltline

Angie Laurie, Centreal Atlanta Progress

Moderator: Cheryl McAfee, McAfee³ Architects

Co-Chair of the Fulton County Economic Development Advisory Committee

3:00 p.m. - 3:30 p.m.

Introduction of Keynote Speaker

Kenneth Dobson, Administrator, Fulton County Economic Development **Division**

Keynote Speaker

Stephen Fleming, Vice President & Executive Director, Enterprise Innovation Institute Georgia Tech

Co-Chairman, Fulton County Technology-Based Economic Development Sub-Committee

3:30 p.m. - 4:45 p.m.

Small Business Resource Panel

Host: Cassius Butts, U.S. Small Business Administration

Small Business Resources

Presenters: Mary Ellen McClanahan, Director Entrepreneur & Small Business, Georgia Department of Economic Development; **Ted Beveridge**, GA State University's Small Business Development Center; **Katrina Strickland**, Executive Director, Clark Atlanta University Economic Development Center; **David Lurry**, General Manager, Club E; **Sonia Wilson**, Fulton County Office of Workforce Development; **Harold E. Craig, Jr.**, Atlanta Technical College; **Florena Oliver**, GA Minority Supplier Development Council; **Dr. Eloisa Klementich**, Invest Atlanta

4:45 p.m. - 5:00 p.m.

Closing Remarks

Chairman John Eaves, Fulton County Board of Commissioners

Keynote Speakers' Bios

Dr. Randal Pinkett



Dr. Randal Pinkett has established himself as an entrepreneur, speaker, author, scholar, and community servant. He is the cofounder, Chairman and CEO of BCT Partners, a multimillion dollar management, technology, and policy consulting firm based in Newark, NJ. Dr. Pinkett can be described as a “serial entrepreneur” having previously launched four business ventures. Through these ventures, his client list includes a diverse group of Fortune 500 companies. He was the Season 4 Winner of NBC’s reality television show, *The Apprentice* with Donald Trump. In addition to these accomplishments, Dr. Pinkett has five academic degrees including Bachelor of Science in Electrical Engineering from Rutgers University, Master of Science in Computer Science from Oxford University, England as a Rhodes Scholar, Master of Science in Electrical Engineering from the MIT School of Engineering, Master of Business Administration from MIT Sloan School of Management, and a Doctor of Philosophy (PhD) from MIT Media Laboratory. Most notably, Dr. Pinkett made history as the first African-American ever to receive a Rhodes Scholarship at Rutgers University.

Dr. Pinkett is also very active in community service, and is a proud member of Alpha Phi Alpha Fraternity Incorporated, Information Technology Senior Management Forum, and National Society of Black Engineers. He is the national spokesperson for Autism Speaks, the National Black MBA Association, New Jersey Reads, and Junior Achievement of New York.

Stephen Fleming



Stephen Fleming is Vice President at Georgia Institute of Technology where he helps enterprises improve their competitiveness through the application of science, technology, and innovation. He is also Executive Director of the Enterprise Innovation Institute at Georgia Tech.

An Atlanta native, Stephen began his career as an Associate Member of Technical Staff at AT&T Bell Laboratories in 1979 while at student at Georgia Tech. Throughout his career, Mr. Fleming has been on the forefront of technology development by pioneering the use of a variety of innovative tools. In addition to developing and launching nascent technology, he leveraged his business acumen to raise millions in capital investment through venture capital and angel investments. Throughout Mr. Fleming's career at Georgia Tech, he has focused on commercializing intellectual properties and making Georgia Tech's resources more readily accessible to business and industry. In his current role as Vice President, Economic Development and Technology Ventures and

and the Executive Director of the Enterprise Innovation Institute (EI2), he manages a staff of over 200 Georgia Tech employees located throughout the state of Georgia.

Stephen is an active angel investor and is a founding member of the Space Angels Network. He is a member of the IEEE, the American Physical Society, the Optical Society of America, and a number of regional technology organizations.

Speakers' Bios

David W. Perry, Deputy Georgia District Director
U.S. Small Business Administration

David Perry is Deputy District Director for the US Small Business Administration in Georgia. As such, he manages day to day office operations and in conjunction with the district director ensures the delivery of SBA lending, business development and technical assistance programs in the state. He was appointed to this position in October 2010.

Prior to that appointment, David was communications director for the SBA in the Southeastern United States. From 1999 until 2002, he was manager of marketing and outreach for SBA in Georgia.

David joined SBA in 1998 to lead SBA's efforts at the Atlanta One Stop **Capital Shop, an economic development center operated in partnership between SBA and the Atlanta Empowerment Zone Corporation.** Capital Shop, an economic development center operated in partnership between SBA and the Atlanta Empowerment Zone Corporation.

**Carolyn Griffin, 8(a) Program Manager/Supervisory
Business Development Specialist**
SBA, Georgia District Office

Ms. Griffin began her Federal career in 1971 with the U.S. Small Business Administration (SBA) New Jersey District Office. In 1987, she joined the SBA Georgia District Office where she currently heads the 8(a) Business Development Program and, with a staff of six (6) Business Development Specialists, she administers the Program objectives to provide the current portfolio of over 200 Georgia 8(a) participating firms with a variety of business development assistance to increase sustainable growth and to competitively position these firms to successfully gain access to federal contract opportunities throughout the State of Georgia.

Ms. Griffin's education includes a Bachelor of Science Degree in Accounting from Rutgers University in New Brunswick, New Jersey. Ms. Griffin currently resides in the metro-Atlanta area.

Peter Leppert, Lender Relations Specialist
SBA

After graduating from Florida State University, Pete became a bank examiner for the Comptroller of the Currency. He later entered the banking industry as a branch manager of a major Florida bank and continued his career as a vice-president and commercial loan area manager for another large Florida bank. In 1989, he joined the FDIC as a credit review examiner handling banks in the eastern U.S. In 1993 he went with the SBA and is currently a lender relations specialist in the Georgia District Office.

Rodney L. Jones, President and C.E.O
ALPHA Healthcare Group, Atlanta, Georgia

Mr. Jones has been in the insurance industry for over 26 years, becoming an agent when he was 25 years old. In 1985 he went to work at New York Life in Atlanta Georgia and was promoted to executive council during his first year. In 1986 he then opened his own independent brokerage firm marketing disability insurance for several large insurance carriers. Mr. Jones was recruited by AFLAC in 1997 and became the company's number one Associate for selling disability insurance in the entire state of Georgia. In 2009 Mr. Jones was the Co-founder and President of Primary Healthcare Systems of Atlanta. He grew the company by negotiating contracts with several multi-million dollar companies including Concentra Medical Centers, LabCorp, MultiPlan and Health Warehouse.

With his extensive knowledge on the subject of healthcare reform, Mr. Jones founded ALPHA Healthcare Group in 2012 where he currently serves as President and C.E.O. Mr. Jones is positioning ALPHA Healthcare Group to become the premier provider of direct primary health care in the southeast.

Speakers' Bios

Starla Hairson-Blanks, Program Manager Community Voices:Healthcare

Starla Hairston-Blanks, MBA is a Program Manager for Community Voices: Healthcare for the Underserved of Morehouse School of Medicine. As Program Manager Ms. Hairston-Blanks works to develop curriculum, program evaluation tools, health education aids, technical assistance plans and trainings for community health workers and project staff. To this position she brings experience working at the local, state, and national levels on health promotion, health policy, diversity and access to care issues. Additionally, she has worked with community health workers, coalitions, health departments, school systems, community based organizations, and national networks on a variety of health promotion initiatives including diabetes, obesity, tobacco use, and chronic disease prevention. Mrs. Hairston-Blanks is a nationally recognized trainer with certifications in adult learning, community organizing, cessation, chronic disease, and outreach who holds a Bachelor of Science degree in Political Science and her Masters degree in Business Administration.



Ric Hubler, Director Global Business Growth Metro Atlanta Chamber of Commerce, Atlanta, Georgia

Ric Hubler joined Metro Atlanta Chamber's (MAC) Global Commerce team as the director of global business growth in January 2007. Hubler is responsible for programs to increase international trade by helping local companies expand their businesses to international markets. He assists local small and medium-sized companies that are looking to expand internationally by helping them to identify new markets and investment opportunities outside the United States and putting them in touch with the proper resources, both locally and internationally. In addition, Hubler works with many local partners to globally brand the metro Atlanta region as an international business center through targeted marketing campaigns, trade

and educational missions to targeted markets and relationship building with key bi-national partners in the metro Atlanta area. He currently serves on the Board of the Brazilian-American Chamber of Commerce Southeast and is an active member of the National Association of Chinese-Americans (NACA) in Atlanta.

Michael Hill, President/CEO Atlanta Metropolitan Black Chamber of Commerce, Atlanta, Georgia

With five years of experience in financial services, seven years in sales and marketing and over nineteen years of experience as an entrepreneur, Michael T. Hill has masterfully used his expertise to establish himself as a forerunner in business and economic empowerment. In 2005, he became the founder, CEO and president of the Atlanta Metropolitan Black Chamber of Commerce (AMBCC), which has allowed him to take a conglomerate of business leaders in the community and turn them into one of the leading organizations in metro Atlanta. After many acknowledgements, recognitions and awards, Michael Hill and the AMBCC have been deemed the 2010 "Chamber of the Year" recipient of the Georgia Minority Business Award.

In addition to the AMBCC, Mr. Hill also owns Econic Industries, an innovative company that develops and invests in business enterprises that are focused on the sectors of environment and alternative energy. Around the region, Mr. Hill serves on several executive boards directly related to business, community and government a few include Fulton County Workforce Development Board, Atlanta Job Corp, Georgia Budget and Policy Institute, Greater Columbus Minority Chamber of Commerce and the Southern Economic Alliance.

Speakers' Bios

Jermain Pettis, Vice-President, Business Banking Fifth Third Bank, Atlanta, Georgia

Jermain Pettis is a successful and trusted business banking relationship professional with over 12 years of banking industry experience. Jermain leverages extensive financial products and services knowledge, diverse banking experience, and polished relationship management skills for first-class financial advisement and portfolio growth. Currently the Vice President of Business Banking for Fifth Third Bank of Greater Atlanta, Jermain oversees a wide portfolio of clientele.

A native of Ohio, Jermain obtained his Bachelor of Science degree in Finance and Operations Management from The Max M. Fisher College of Business at Ohio State University. He is a member of Alpha Phi Alpha Fraternity, Inc. Other organizations in which Jermain is active include the Buckhead Business Association, the Atlanta Chapter of the Association for Corporate Growth, and Central Atlanta Progress.



Roderick Liptrot, Agency Sales Director Metlife

Roderick Liptrot works with CPA's and financial professionals to design and implement tax-efficient and tax free retirement distribution strategies. He also provides point of sales support for the product implementation of comprehensive financial and estate planning strategies and conducts CE, CPE and product specific seminars and workshops for financial professionals. He has over 19 years of experience working in the financial planning industry and has held field and sales leadership positions at Prudential Financial, Nationwide Life Insurance Companies and Genworth Life and Annuity.

Roderick received a Bachelor of Science in Investment Finance from the University of Alabama, Certificate in Leadership Development from John Hopkins University, and a Certificate in Financial Planning from the University of Baltimore. He holds his Series 7, 24, 51 and 66 and Life and Health license. He is also a graduate of the Sequoia "Top Gun" Advanced Presentation Skills Training. He is a former Naval Officer and is located in the Atlanta area with his wife, Kimberly, son and daughter.



Lonnie Saboor, Manager of Small Business Finance Invest Atlanta

Lonnie has provided financial leadership to several commercial projects in the City of Atlanta since 1979, including the design and administration of \$2M revolving loan fund for Underground Atlanta's Minority Tenant Program. He has arranged financing for more than 600 small businesses in the City, representing more than 500 million in public and private funds that resulted in the creation of more than 5,000 jobs.

Mr. Saboor graduated from Ottawa University with a Bachelor's Degree in Business

Administration and Economics; he also has a M.B.A. in Finance and Management from Atlanta University. He is listed in "Who's Who" in the South and Southeast; is a recipient of the Personalities of the South Award and the Leadership Award from Entrepreneur Magazine. In addition, he has received numerous awards from the Small Business Administration and community groups. Mr. Saboor is a graduate of the 1990 "Leadership Atlanta"

Speakers' Bios

Robert J. Yancey, PhD
SCORE, Atlanta, Georgia

Robert J. Yancy retired in 2006, after 23 years as Professor and 15 years as founding Dean of the School of Management at Southern Polytechnic State University. Prior to working at Southern Polytechnic, he served the faculties of the University of West Georgia, Clark Atlanta University, Hampton University, Albany State University, and Southern University.

Dr. Yancy's business experience includes the following: partner in Park Space, an airport shuttle parking facility in Atlanta; ownership/management of residential rental properties, President and CEO of a ZEBRA Corp., a pioneering manufacturer of industrial paints and coatings, and consultant with FRANNET (a franchise sales organization). He is currently managing partner of Yancy's Place LLC an on-line referral service for home healthcare.

Currently, Robert serves as a Mentor at SCORE, as a member of 100 Black Men of Atlanta, and is a member of Omega Psi Phi Fraternity, Incorporated.



Judy Denise
FranNet, Atlanta, Georgia

Julie is a 30 year veteran of the financial services industry and has seen a lot of change. Most of her career was spent with Lehman Brothers serving institutional clients who managed billion dollar fixed income portfolios; she also managed multi-asset class investment portfolios for high net worth individuals at JP Morgan. Leaving the corporate world behind, Julie began researching franchise businesses with her own FranNet coach which led to her FranNet opportunity.

Julie is a graduate of Northwestern University and has been an Atlanta resident since 1984. She lives with her husband in Sandy Springs and has two grown children. \$160m in revenue. He also worked for Glenayre as the principal manager of international marketing for a \$200m division.



Terrance "Terry" D. Harps, Chairman & CEO
Global Concessions, Inc.

Terry is the Chairman and CEO of Global Concessions Inc. (GCI). Founded in 1991, GCI is a food and beverage concessions company which owns and operates several food and beverage stores, principally in the Hartsfield-Jackson Atlanta International Airport and employs over 450 people. The Company currently employs 400 people. From 1991 through 2012, some of its stores included Great Wraps, Nathans Famous, Ben and Jerry's, Sojourner's Café, One Flew South and Sweet Georgia's Juke Joint. Under the new HJAIA concessions program, some of the company's new stores are the Jekyll Island Seafood Company, Coffee Beanery and Purple Leaf Café, Fresh and Healthy Cafe, Teriyaki Experience, Shane's Rib Shack, Sweetwater Brewhouse, and IHOP.

Terry graduated from the State University of New York in 1976 with a bachelor's degree in marketing and journalism. In 1979, he earned his Master's in Business Administration from the University of Indiana. He is licensed as a certified public accountant although he no longer practices accounting.

Speakers' Bios

Larry Butler

Ameresco, Atlanta, Georgia

Larry Butler is the Business Development Manager at Ameresco. He is primarily responsible for activities during and after contract negotiation and project implementation. He brings over 20 years of experience with the pre and post development of Energy Performance Contract Negotiations. He has negotiated over \$100,000,000 of public sector energy and/or environmental conservation programs in the areas of HUD, Higher Education, K-12 Schools, State and Local Government.

He has been employed by several company such Honeywell, Johnson Controls, Siemens, ADT and Constellation Energy.

Christopher Richard, PhD

Smart Building Systems, Inc., Atlanta, Georgia

Dr. Christopher Richard is a principal at Smart Building Systems, Inc. where he provides expert consulting to building owners, architects, engineers and facility managers on sustainability projects particularly those focused on optimizing energy cost and consumption. He holds both a Ph.D. and an M.S. degree in mechanical engineering from Stanford University and is a registered professional engineer in several states. In addition, he is a LEED Accredited Professional (USGBC), a Certified Energy Manager (AEE) and a Certified Commissioning Authority (ACG).

Dr. Richard has extensive theoretical and practical/hands on experience in the areas of thermodynamics, areas of thermodynamics, heat transfer and automatic controls as applied to refrigeration and air conditioning systems. He has served as the energy consultant on multiple projects for clients ranging from The Coca-Cola Company, the US Army Corp of Engineers and The General Services Administration.



Keith Finger

TransformCMO, Atlanta, Georgia

Keith Finger is the founder of TransformCMO, which helps business-to-business companies solve their marketing and revenue generation challenges, unstick what's stuck and get on the road to revenue generation success. The firm takes a holistic approach to marketing, looking at all factors within a company and in the marketplace that can affect revenue generation and retention. His work has brought him to around the world, to more than 20 countries in Europe and Asia.



Judy Mod

Principal of Social Gastronomy, Atlanta, Georgia

Judy Mod is an executive who is helping organizations transform from solution adoption to buyer adoption in their approach to their markets, customers, and the operationalization within their companies. Her specialties including Buyer Adoption, Buyer Intelligence, Buyer Sourcing, Buyer Targeting, Behavioral Target Marketing and Network Selling.

Judy co-founded and is the president of the Social Executive Council. Judy's career spans over 30 years in B2B delivering top line revenue.

A graduate of Cleveland State University with a bachelor's degree in Chemical Engineering, Judy also holds an MBA from the University of Dallas.

Speakers' Bios

Amanda Ptashkin, Outreach & Advocacy Director
Georgia Healthy Future

Amanda Ptashkin is the Outreach and Advocacy Director for Georgians for a Healthy Future. Prior to moving to Georgia, she spent several years in Pennsylvania working as the State Health Alliances and Grassroots Director for Pennsylvania and Delaware with the American Heart Association. Amanda is a licensed attorney with a passion for health policy and advocacy. Her biggest successes and highest moments came when legislators saw beyond political divisions and came together to advance basic human rights. Before attending Widener University School of Law in Delaware, Amanda was an undergraduate at New York University and majored in Politics and minored in Health Policy. She believes her strong educational background in law, politics and health policy has equipped her with a keen analytical mind that thrives on advocacy and the promotion of access and equity.

Darlene Hawksley, Director of Real Estate and Business Engagement
McPherson Implementing Local Redevelopment Authority

Darlene joined the McPherson Implementing Local Redevelopment Authority in May 2010. She is responsible for all aspects of real estate development including marketing, leasing, sales and real and personal property management and is enjoying the challenges and opportunities as Fort McPherson is redeveloped.

Darlene holds an Associate Brokers License from the State of Georgia Real Estate Commission; earned her BBA in Real Estate from Georgia State University and was elected to serve on the Honorary Board of the Real Estate Department.

She is a director of the Georgia State University Alumni Association serving on their Executive Committee. Her industry leadership was further recognized by being elected as the 2012 President of the CoreNet Global Atlanta Chapter (Corporate Real Estate Network) board of directors.

James Alexander, Housing & Economic Development Manager
Atlanta Beltline, Inc.

James Alexander is the Housing and Economic Development Manager for Atlanta BeltLine, Inc. The Atlanta BeltLine seeks to reconnect communities and create a framework for growth by delivering 22 miles of new transit, over 1,000 acres of new greenspace, 33 miles of new trails, and 5,600 units of affordable housing. In this capacity, he works to create and preserve affordable housing near the transit corridor, including the capitalization of an \$8.8M affordable housing trust fund. He also worked with communities and consultants to create long-range master plans throughout the BeltLine, preparing districts for transit oriented development.

Mr. Alexander received a Masters in City Planning from the Massachusetts Institute of Technology in 2004.



Mary Ellen McClanahan, Director Entrepreneur & Small Business
Georgia Department of Economic Development, Atlanta, Georgia

As Director of Entrepreneur & Small Business Development for the Georgia Department of Economic Development, Mary Ellen helps find solutions and effective ways to build an entrepreneur environment and support small business through mentoring, professional development, strategic planning and resource awareness. During her 15 years with the department, she helped develop and grow its regional economic development program, the "Entrepreneur Friendly" Initiative and acted as legislative liaison. Prior to that, Mary Ellen was the economic developer and president of two rural South Georgia chambers of commerce in Dodge and Sumter Counties.

She is a 1997 graduate of Institute for Organization Management, Leadership Georgia and a 2000 graduate of EDI (Economic Development Institute).

Speakers' Bios

Ted Beveridge, Small Business Consultant
Georgia Small Business Development Center

Mr. Beveridge spent six years as a successful small business owner prior to joining the Georgia Small Business Development Center in 2011. As an owner, he has worked in every facet of small business operations and has developed specific experience in the food and retail sectors. Prior to becoming an entrepreneur, Mr. Beveridge spent five years in corporate financial roles and is well-versed in quantitative functions like budgeting, financial planning, pricing, and cash-flow forecasting. Additionally, he spent four years conducting search-and-rescue operations in the United States Coast Guard.

As a Small Business Consultant with the Georgia SBDC, Mr. Beveridge has developed specific expertise in financial forecasting, small business valuation, accounting, and access to capital. He has a bachelor's degree in Economics from the State University of New York at Buffalo and a Master of Business Administration in Finance and Accounting from Vanderbilt University.

David Lurry, General Manager
Club E

Developing marketing strategy and driving execution of business development activities for a private and government funded business incubator serving existing and potential entrepreneurs. Serving Atlanta and communities in south Fulton, Clayton, Fayette, and Coweta counties. Proven success in project / process management, business analysis and environmental assessments in the healthcare, transportation, professional services, nonprofit, consumer products, retail and technical education industries. Strong analytical problem solving skills, leadership experience and ability to influence and support key stakeholders.

Florena Oliver, VP Operations/Chief of Staff
Georgia Minority Supplier Development Council (GMSDC)



Florena in her current role serves as Vice President of Operations/ Chief of Staff for the Georgia Minority Supplier Development Council (GMSDC). In this position, Florena is responsible for the day to day operation of the council as well as the programs and activities designed to support the over seven hundred (700) ethnic minority business enterprises that are constituents and the more than one hundred and eighty (180) corporate members of GMSDC. Her involvement ranges from oversight of curriculum development for the GMSDC academy to advisor to the seven industry groups developed to address industry specific

opportunities and issues. Florena has been with GMSDC for over five years. During that time she has held the following roles, Certification Manager, MBE Services Manager and Operations Manager.

Harold Craig, Jr., Vice President Economic Development
Atlanta Technical College

Harold E. Craig, Jr. is Vice President of Economic Development at Atlanta Technical College. In this capacity, Mr. Craig heads the college's conference center, continuing education department, customized training for business and industry, testing and assessment services, workforce development and other programs that support the economic vitality of the college's service area (Fulton and Clayton Counties). Mr. Craig joined the staff at Atlanta Tech in 2000, and quickly moved to expand the college's outreach to business, government, and non-profit community. He was included in the 2010 and 2011 editions of Who's Who in Black Atlanta, "The Ultimate Networking Guide", published by Who's Who Publishing Company and the Atlanta Business League.

Mr. Craig is a native Atlantan where he was educated in the public schools and later at Clark Atlanta University (B.S.) and Georgia State University (M.Ed.).

Speakers' Bios

Dr. Eloisa Klementich, Director of Business Development
Invest Atlanta

Eloisa Klementich joined the Invest Atlanta in November, 2011 as the Director of Business Development. Her areas of focus are to oversee Invest Atlanta's business retention, business expansion efforts and entrepreneurship growth for the City of Atlanta. Dr. Klementich joined Invest Atlanta from the US Economic Development Administration where she was a Special Assistant for Economic Development working within the Office of the Secretary.

Dr. Klementich received her Bachelor's Degree from Pitzer College in Claremont. She holds a Master's Degree in Business Administration from el Instituto Tecnologico de Monterrey and two Master's Degrees, in Urban Planning and Latin American Affairs, from University of California, Los Angeles. She received her Doctorate in Public Administration from the University of LaVerne in 2010. Lastly, she is a Certified Economic Developer which is a national recognition denoting a mastery of principal skills in economic development.



Sonia Wilson, Program Manager
Fulton County Housing and Human Services Office of Workforce Development

Sonia A. Wilson is the Program Manager for the Fulton County Housing and Human Services Office of Workforce Development where she oversees seven career centers and their mission is to assist Fulton County residents and metropolitan Atlanta area employers in developing and sustaining a world-class workforce that realizes viable incomes and benefits, thus strengthening their families and neighborhoods. Sonia Wilson has over twelve years' experience in working with employment and training federal grants. Currently, she oversees a 5 million dollar budget to provide employment and training services.

Promotional Partners

The Fulton County Economic Development Division would like to thank the following organizations for providing promotional support of the First Annual Small Business Summit.

All Fulton County Jurisdictions
Airport Chamber
South Fulton Chamber
Progress Partners
Home-based Business Chamber of Commerce Atlanta
Atlanta Metro Black Chamber of Commerce
Georgia Minority Supplier Development Council
Atlanta Tech College
Clark Atlanta University
GA State University
Club E International
Women's Employment Opportuntiy Project, Inc.
Unincorporated South Fulton County Government
Old National Merchant Association
South Fulton Parkway Alliance
Cascade Business Association
Urban League of Greater Atlanta
Over the Ground Railroad
Georgia Tech Procurement Center

Host and Planning Committee



Fulton County Economic Development Division

www.fultonecondev.org

Engage. Collaborate. Partner. Inspire.

Kenneth Dobson, Administrator

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Joyce Rhodes, Senior Business Development Specialist

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Planning Committee

Antoinette Ball



Jim Foster



Jennifer Pasley



Markee Tate

