# **Small Business Forum**

## Coastal Carolina University

E. Craig Wall, Sr. College of Business Administration 119 Chanticleer Drive East, Conway SC 29526

June 22, 2011

#### **Sessions & Room Number** 309 317 322 318 308 8 AM 8:00 - 8:30 **OPENING SESSION Quick Books** Social Media 8:30 - 9:00 9:00 - 9:30 SBA USDA Intellectual Property: Marketing 9 AM (CCNB) Patents, Trademarks, 9:30 - 10:00 Google® Tools **Search Engine** 10 AM 10:00 - 10:30 **Business Financing** Copyrights and Grants 101 Trade Secrets 10:30 - 11:00 (BDC/CDC **Optimization** 11 AM 11:00 - 11:30 **ROUNDTABLE DISCUSSION** 11:30 - 12:00 CCU (with presenters) **NETWORKING LUNCH** 12 Noon (Wall Boardroom on the 2nd Floor) Intellectual Property: 1 PM 1:00 - 1:30 Grants 101 1:30 - 2:00 **SCDOT** Patents, Trademarks, NxLevel® 2 PM 2:00 - 2:30 **Business Financing** Copyrghts and Google® Tools 2:30 - 3:00 **Trade Secrets** Going (BDC/CDC) **USDA** Griffin Green **3 PM** 3:00 - 3:30 **Quick Books** 3:30 - 4:00 (CCNB) **Business Plan** SBA 4 PM 4:00 - 4:30 Social Media 4:30 - 5:00 Marketing (workshop) CCU 5 PM

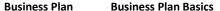
Session content highlighted on the following pages.

Registration required: please visit www.coastal.edu/sbdc/seminars.html or call (843) 349-4010 or (843) 349-4009.

### BDC/CDC Business Development Corporation / Certified Development Corpotation (BDC/CDC)

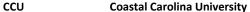
Presenter: J. Connally Bradley, Vice President Topic: SC Capital Access Program (SC CAP)

Session Length: 1.5 hours www.businessdevelopment.org



Presenter: Larry Stevens, Regional Director, Winthrop Small Business Development Center

Topic: Basics of developing a sound business plan: contents, purpose, audience
Session Length: 1 hour (\$30 value)



Office of Procurement and Business Services

Presenter: Dean Hudson (Director), Vicki Williams (Procurement Specialist)

Topic: How to Provide Goods and/or Services to the University

Session Length: 30 minutes www.coastal.edu/procurement

### Office of Facilities Planning and Management

Presenter: Mark Avant, Project Manager

Topic: How to Provide Construction and/or Projects to the University

Session Length: 30 minutes www.coastal.edu/facilities

### Google® Tools Google® Tools

Presenter: Kyle Hensel, Google® Certified Professional Topic: Using Google Tools to enhance your online presence

Session Length: 3 hours (\$49 value)

\*Forum particiants receive \$49 in free advertising upon opening a Google AdWords account!

www.google.com

### Grants 101 Coastal Carolina University

#### Office of Grants and Sponsored Research

Presenter: Bruxanne Hein, Grants and Contracts Administrator

Topic: Grants - Who, What, When, Where, and How

Session Length: 1 hour www.coastal.edu/grants











Griffin Marsha Griffin and Associates, LLC

Presenter: Marsha Griffin, Principal

Topic: Survival 2011 - Real Talk for Serious Entrepreneurs

Session Length: 1/2 hour

Intellectual Intellectual Property: Patents, Trademarks, Copyrights and Trade Secrets

**Property** Presenter: Angelica M. Colwell, Special Counsel - Nexsen | Pruet

Topic: Recognizing/Protecting Intellectual Property that may exist in a small business:

Patentable subject matter, trademarks, coprights, and trade secrets.

Session Length: 2 hours (\$500 value)

www.nexsenpruet.com

www.uspto.org

**Networking** Sponsored by

**Lunch** Lunch scheduled to be held in the Wall Boardroom

Length: 1 hour

NxLevel® Going Green

Workshop Presenter: Mike Bell, Area Manager, Pee Dee Area Small Business Development Center

Topic: A Green Solutions workshop that looks at the costs and benefits of green business opportunities.

Session Length: 4 hours (\$75 value)

\*\*\*Workbook required: To participate in this workshop, please make certain that you have signed up.

This requires an additional step during registration.

QuickBooks® Using QuickBooks®

Presenter: Amy Richardson, QuickBooks Certified; Senior Accountant, Smith Sapp Bookhout Crumpler & Calliham, PA

Topic: Using QuickBooks: Small Business Accounting Software

Session Length: 1 hour www.quickbooks.com www.sccpa.com

#### **Roundtable Discussion**

All presenters will be available in room #317 for a roundtable discussion with registered forum participants.

Session Length: 1 hour











#### **SCDOT**

### **South Carolina Department of Transportation**

Presenter: Dr. Arlene Prince, Director - Business Development and Special Programs

Topics: Disadvantaged Business Enterprise (DBE) Certification

Business Opportunities for Minority and Women-Owned Businesses

Session Length: 1.5 hours

www.scdot.org



Presenter: Paul Thomas, Alt. Worksite Manager - District Office US SBA

Topic: Women Owned Small Businesses (WOSB), SBA Loan Products, 8(a) Certification



#### **Small Business Jobs Act**

Presenter: Charles Maury

Topic: Manufacturing and the Small Business Jobs Act

Session Length (combined): 1.5 hours

www.sba.gov

### **Search Engine** Optimization

#### **Search Engine Optimization**

Presenters: Thomas Flyer Sugishita-RANKING CAROLINA & Jonea Gene Sugishita-Jonea Gene Marketing & PR

Topics: Search Engine Optimization (SEO); Website Design; How 8(a) Certification allowed

Jonea Gene Marketing and PR to market to the federal government, prime contractors and minority contractors.

Session Length: 1.5 hours

www.joneagene.com www.rankingcarolina.com



### Social Media Marketing (Facebook, Twitter, etc.)

Presenter: David Benado, Creative Director - Pinkerton South, Inc.

Topic: How to engage and grow an audience on Twitter & Facebook

Session Length: 1 hour

www.pinkertonsouth.com www.twitter.com/benardo



www.facebook.com/PinkertonSouth

### **United States Department of Agriculture**

Presenter: Dwayne C. White, Area Director, USDA Rural Development

**Topic: USDA Loan Products** 

www.rurdev.usda.gov



#### Presenter: Robert Hucks (Coastal Carolina National Bank)

Topic: Loans and Financing - What your local lender is really looking for

http://www.myccnb.com/

Session Length (combined): 1.5 hours











### **SPONSORS**

### **Coastal Area Small Business Development Center**

Coastal Carolina University
Atlantic Center for Business and Industry
642 Century Circle
PO Box 261954
Conway SC 29528-6054
www.coastal.edu/sbdc



#### **Coastal Carolina National Bank**

2305 Oak Street Myrtle Beach SC 29577 (843) 839-2265

www.myccnb.com

Coastal Carolina National Bank is an approved SBA lender.

\*Breakfast courtesy of Coastal Carolina National Bank



#### BizBuilderSC

4300 Leeds Avenue North Charleston SC 29405 (843) 805-3102 |williams@charlestonmetrochamber.org



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