

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

Presenter: J. Connally Bradley, Vice President

Topic: SC Capital Access Program (SC CAP)

Session Length: 1.5 hours

www.businessdevelopment.org

**Business Plan****Business Plan Basics**

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)

**CCU****Coastal Carolina University****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 participants 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 Property

Intellectual Property: Patents, Trademarks, Copyrights and Trade Secrets

Presenter: Angelica M. Colwell, Special Counsel - Nexsen|Pruett

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

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

Session Length: 2 hours

(\$500 value)

www.nexsenpruet.com

www.uspto.org

Networking Lunch

Sponsored by

Lunch scheduled to be held in the Wall Boardroom

Length: 1 hour

NxLevel®
Workshop

Going Green

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



SBA

Small Business Administration (SBA)

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

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](https://twitter.com/benardo)

www.facebook.com/PinkertonSouth



USDA

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.mycnb.com/>

Session Length (**combined**): 1.5 hours



SPONSORS

Coastal Area Small Business Development Center

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Coastal Carolina National Bank

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www.mycnb.com



Coastal Carolina National Bank is an approved SBA lender.

**Breakfast courtesy of Coastal Carolina National Bank*

BizBuilderSC

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