# 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

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<td>Intellectual Property: Patents, Trademarks, Copyrights and Trade Secrets</td>
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Session content highlighted on the following pages.

Registration required: please visit [www.coastal.edu/sbdc/seminars.html](http://www.coastal.edu/sbdc/seminars.html) or call (843) 349-4010 or (843) 349-4009.
<table>
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<th>Title</th>
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| 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  
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|Pruet
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®
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
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

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
www.sba.gov

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
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.mycnb.com/
Session Length (combined): 1.5 hours
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.mycnb.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
lwilliams@charlestonmetrochamber.org

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