

## ABOUT THE CONFERENCE

DeKalb County is a diverse community with over 700,000 residents. The Small Business Development Conference reflects the County's commitment to developing partnerships and creating opportunities for all citizens.

This year's conference will address the special needs and concerns of small businesses and deliver the most up-to-date information to assist in small business development.

Each speaker will share information on successful approaches and strategies for starting and expanding your business enterprise. Take advantage of the opportunity to personalize your learning experience and get the exact information you need to grow your business. Choose from a wide variety of workshops, visit with exhibitors and network.

## MISTRESS OF CEREMONY



**JAQUITTA WILLIAMS**  
News Reporter and Anchor

## CONFERENCE AT A GLANCE

- 8:00 a.m.-2:30 p.m.** Registration Open
- 8:30 a.m. – 9:45 a.m.** Welcome Breakfast  
Keynote
- 9:45 a.m. – 5:00 p.m.** Exhibit Hall Open
- 10:00 a.m. – 11:00 a.m.** Concurrent Workshop  
Sessions
- 11:15 a.m. – 12:15 p.m.** Concurrent Workshop  
Sessions
- 12:30 p.m. – 2:00 p.m.** Keynote Luncheon
- 2:15 p.m. – 3:45 p.m.** Concurrent Workshop  
Sessions
- 4:00 p.m. – 5:00 p.m.** Networking Reception  
Entertainment

## KEYNOTE SPEAKERS



### MICHAEL V. ROBERTS

Michael V. Roberts, a self made multi-millionaire, is a highly sought after public speaker and lecturer. His business empire encompasses hotels, office buildings, strip malls, construction, TV stations, media and aviation enterprises. Mike's book, appropriately titled "Action has no Season," is a business philosophy for the 21st Century and a breakthrough in thinking about how an individual controls their success or failure.



### PHIL WILKINS

Phil Wilkins is a speaker, consultant, and author. He owns three businesses: Diverse Wealth Systems; Rising Star, Inc. which owns four McDonald's®; and PJK Holdings, a real estate investment company. Phil's book "Own Your Business, Own Your Life! 21 Strategies for Becoming a Wealthy Entrepreneur" provides guidance and strategies to those ready to be their own boss and own their own business.

## SESSION SPEAKERS



**VICTOR ANTONIO**  
Expert Sales Trainer  
Author of "The Logic of Success"



**K. KEITH DREW**  
Business Transformation Expert  
Founder of CrossLink Consulting



**PEGGY DUNCAN**  
Personal Productivity Expert  
Organization & Technology Author



**ELIZABETH W. GORDON**  
Founder of Flourishing Businesses  
Author of the "The Chic Entrepreneur"



**ALLEN MARTIN**  
Marketing Consultant & Trainer  
President of Al Martin Training  
Services, Inc.



**APRIL RIPLEY**  
Certified Corporate Etiquette/  
Protocol Consultant  
CEO of The Premiere Image, Inc.



**V. AISLEE SMITH, ESQ.**  
Principal Founding Member & Chief  
Executive of TaxConcepts, LLC.



**LAUREN MEDLOCK SMITH, ESQ.**  
Principal Member & Senior  
Business & Legal Affairs Counsel of  
TaxConcepts, LLC.

## REGISTRATION FORM

Name (First, MI, Last) \_\_\_\_\_  
Title \_\_\_\_\_  
Company/Organization \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

### Registration Fees

Early Bird Registration: \$50.00  
(Must be postmarked or received in office by October 27, 2008.)

Registration: \$60.00  
(On-site registration available as space permits. On-site payment must be in the form of cash or money order.)

Registration includes breakfast, luncheon, reception and admission to all conference events.

### Payment Information

Full payment must accompany this form for registration to be processed.

- I have enclosed a check/money order for the registration fee made payable to DeKalb Chamber of Commerce in the amount of \$\_\_\_\_\_.
- Credit Card Payment authorized in the amount of \$\_\_\_\_\_.
- MC/Visa
- American Express
- Discover

Card No. \_\_\_\_\_

Expiration Date \_\_\_\_\_ MM \_\_\_\_\_ YY \_\_\_\_\_

Name as it appears on the Card \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_

Company Name \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

CHECKS SHOULD BE MADE **PAYABLE** TO THE DEKALB CHAMBER OF COMMERCE AND **MAILED** TO THE CONTRACT COMPLIANCE DIVISION.

**MAIL ALL PAYMENTS TO:**  
Mail Code 1450  
DeKalb County Government  
Contract Compliance Division  
1300 Commerce Drive, 1st Floor  
Decatur, Georgia 30030

404-371-4730 (phone) 404-371-2511 (fax)  
contract@co.dekalb.ga.us (email)

# WORKSHOP DESCRIPTIONS

## **Plan to Flourish: Learn the 9 Elements of a Flourishing Business**

Whether you have an active plan for your business or not, this presentation is a great way to get clear on exactly how to grow your company for greater prosperity and personal freedom. Discover the nine dimensions that are crucial to every business and tips that can inexpensively implement an immediate return. Find out the difference in working in your business and working on your business. **Presenter: Elizabeth W. Gordon**

## **Legal and Tax Aspects of a Successful Business**

Whether you are an existing business or just interested in starting one, this workshop will provide you with practical information to consider when forming or operating business enterprises. Explore the various forms of business structures and the tax benefits related to each. Learn the keys to negotiating contracts and sub-contracts, and the critical terms and conditions you should look for. Improve your position at the bargaining table. **Presenters: Attorneys V. Aislee Smith, Esq. and Lauren Medlock Smith, TaxConcepts, LLC**

## **Prime Contractor/LSBE Exchange**

In furtherance of the DeKalb County Local Small Business Enterprise (LSBE) Ordinance, this interactive workshop is designed to provide a platform of discussion and exchange of information between Prime Contractors and Certified LSBE vendors.

## **How to Do Business with the Government**

Join this panel of Government Procurement Representatives from numerous Federal, State and Local Governments and Agencies. Find out the type of Goods and Services purchased by each agency and the requirements for registering and doing business with them. Learn about the various certifications and special services offered. You will also be provided with all the necessary contact information for current or upcoming opportunities. **Moderator: Rodney Baker**

## **Make Work Easy: Get Organized So You Can Think!**

Being disorganized leads to a lot more problems that just not being able to find misplaced documents. It makes you late, work late, and miss deadlines. Learn to eliminate clutter, create systems for files on your desk, computer and inbox. Find out how to beat deadlines every time with external cues that help you remember. The result from this workshop will be immediate! **Presenter: Peggy Duncan**

## **Selling the Room**

Every time you get up in front of someone you're selling. In this workshop learn how to sell people (i.e. the room) on a product, service or idea. Learn tactics to leverage buyers and help you close more deals. Get information on a variety of matters from selling high-tech products to making RFP presentations. Learn how to present with the intent of making more money or improving your position! Learn to do it effectively and maximize every opportunity. **Presenter: Victor Antonio**

## **Marketing and Public Awareness**

The difference between being successful and just existing is Marketing. Learn how companies remain profitable with a successful Marketing Campaign. Find out what a Marketing Plan looks like. Learn about the skills needed to create, present and sell your plan. Explore the reasons why some plans fail and others succeed. **Presenter: Allen Martin.**

## **Computer Magic! Finish Work Six Times Quicker**

So much to do, so little time! You can work smarter if you make use of technology you already have. Word, Excel, Outlook, PowerPoint and Adobe Acrobat can perform magic once you learn which buttons to click. Even if you have been using this software for years, you'll discover new ways to streamline how you work. Learn to manage your time more effectively, reduce clutter, and get more done. **Presenter: Peggy Duncan.**

## **Access DeKalb!**

Meet representatives from select County Departments and discover the opportunities and services available to assist entrepreneurs with the growth and development of their businesses. Get a better understanding of the goods and services needed by DeKalb County to effectively serve its citizens. Find about ongoing and planned projects. **Panel: Various DeKalb County Government Departments.**

## **\$\$Going Green\$\$: Business Opportunities for a Green World**

Many companies see the Green Movement as a momentary public relations opportunity; but the impact of companies on the local environment goes far beyond public relations campaigns. It has the potential of generating green in the form of top-line growth for the savvy business. Participants in this workshop are introduced to opportunities for "going green" and ways to make those opportunities become reality. **Presenter: K. Keith Drew**

\*Other exciting workshops being added. Workshops and speakers subject to change.

Mail Code 1450  
DeKalb County Government  
Contract Compliance Division  
1300 Commerce Drive, 1st Floor  
Decatur, Georgia 30030



## DEKALB COUNTY SMALL BUSINESS DEVELOPMENT CONFERENCE



**NOVEMBER 6, 2008**

**HOLIDAY INN DECATUR  
CONFERENCE PLAZA**

**130 CLAIREMONT AVENUE  
DECATUR, GEORGIA**