



# Reboot: Boots2Business

**Saturday, August 13, 2016**

**Registration – 7:30 am to 8:30 am**

**Program - 8:30 am - 5:00 pm**

**North Carolina Guard Joint Forces Headquarters, 1636 Gold Star Drive, Raleigh, NC 27607**

## AGENDA

**7:30 am**      **Registration / Breakfast / Networking**

**8:30 am**      **Welcome & Introductions**

- **CW4 George Millsaps**, Ed.D., Education Center Officer, NC National Guard
- **Lynn Douthett**, District Director, U.S. Small Business Administration
- **Dr. Samuel Strickland**, Senior Vice President / Military & Veteran Programs & Multi-Campus Support, Wake Tech Community College
- **Annette Stevenson**, C.P.M., Board Member, NC Veteran's Business Association

**9:00 am**      **Introduction to the Entrepreneurial Experience** – Discover what it means to be an entrepreneur, the opportunities and challenges; and military skills and attributes that transfer over to entrepreneurship.

- **Michael J. Penney**, Founder & Owner, Cigars and Sea Stories

**9:30 am**      **Entrepreneur Panel** – The Basics of Opportunity Recognition will expand on the processes and activities related to understanding the 'business case' for turning an idea into a sustainable business concept.

*Moderator: **Annette Stevenson**, C.P.M., Board Member, NC Veteran's Business Assoc.*

- **Scott Brown**, Founder & President, Stone House Management Consulting, LLC.
- **Robert Elliot**, Founder & Owner, Cypress Hall Farms / Veteran Farm of NC
- **Craig Gorham**, Founder & President, Creative Management Staffing Services
- **Raven Sapp**, Founder & Owner, 4C: Central Carolina Cleaning Company
- **Ashley Thompson**, Owner, PRESSED – A Creative Space

**10:30 am**      **Resource Partner Roundup: Resources to Support You** – Pick up local, state and federal resources available through the SBA, State of North Carolina, and other resource partners who can help provide future training and support to launch and grow a sustainable business venture.

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- 11:30 am**      **Lunch & Networking** – Chef's **Percy "PY" Yon** and **Ron Hobbs** of Redplate Catering, a locally owned, veteran business, are transforming the ever-evolving culinary world by passionately catering to their customer's every need while saving them valuable time and dollars.
- **Please feel free to visit the resource tables during the lunch break**
- 12:30 pm**      **Legal Issues Impacting Small Business** – Investigate the various legal forms of a business, as well as the opportunities and challenges associated with each. An overview of other legal considerations impacting veteran-owned businesses will be addressed.
- **Katie A. Lawson, J.D., LL.M, Attorney, Law Office of Katie Lawson**
- 1:30 pm**      **Financing Panel: Financing Your Venture** – Hear from the experts regarding the various types of funding and resources required to execute your venture. Designed to demystify the process, help you develop an action plan, and locate resources to move you forward in reaching capital needs for launching and growing a business.
- Moderator: **Theresa Peaden, Director, Wake Tech CC Small Business Center***
- **Pamela Keene, Vice President / Senior Business Banker, Wells Fargo**
  - **Heidi Whitesell, SBA Lending Officer, First Citizens Bank**
  - **Reggie Jones, Loan Underwriter, The Support Center**
  - **Leo Johns, Investor/Business Outreach Legal Specialist, N.C. Department of Secretary of State Securities Division**
- 2:30 pm**      **BREAK**
- 2:45 pm**      **Government Contracting Panel: Small Business Certifications** – Win at business with local government contracting resources and small business certifications, which can enable you to better compete for local, state and federal government contracting opportunities.
- **Rebecca Barbour, Counselor, NC Procurement Technical Assistance Center**
  - **Denny Lewis, Federal Business Dev. Specialist, NC Military Business Center**
  - **Annette Stevenson, C.P.M., Manager Supplier Diversity, Strategic Sourcing and Procurement - Corporate Services Division, SAS**
- 3:45 pm**      **Markets & Your Competitive Space** – Explore various ways to leverage research for analyzing the industry, market, competition as a basis for formulating a viable strategy.
- **Annette Dunlap, Entrepreneur, Author & Lecturer**
- 4:45 pm**      **Raffle & Wrap-Up** – Next steps and resources to help you reach the dream of business ownership. Keys to the free instructor guided, eight-week online Foundation of Entrepreneurship course will be provided.
- **Patrick Rodriguez, Senior Area Manager, U.S. Small Business Administration**