



**GEORGIA CHAMBER REGIONAL SMALL BUSINESS SERIES
THURSDAY, MAY 23, 2019 | ATHENS
#newGAeconomy**

LEARN • PLAN • GROW

- 8:00 – 8:05 AM **Welcome**
David Bradley, President & CEO, Athens Area Chamber of Commerce
- 8:05 – 8:15 AM **Opening Remarks**
Chris Clark, President & CEO, Georgia Chamber of Commerce
- 8:15 – 8:25 AM **Small Business Resources & Services**
By delivering a wide range of products, resources, and tools across four key areas of need – growth, knowledge, capital, and community – Wells Fargo is helping businesses take steps to reach their goals.
Wells Fargo
- 8:25 – 8:50 AM **Your Small Business Resource for Every Stage of Your Business Life Cycle**
The SBA has the mission to power the American dream. The SBA team may assist small business owners with access to capital, small business counseling, government contracting assistance, and disaster recovery.
Ashley Bell, Regional Administrator, Small Business Administration
- 8:50 – 9:15 AM **Enhancing Your Online Presence**
Investing in your business's digital presence can be the difference between surviving and thriving. Learn how the power of social media marketing can improve your company image, boost credibility, enhance customer service, and increase brand visibility.
Amanda Wolkin, Digital Strategist, Jackson Spalding
Dijana Kunovac, Social Media Strategy Lead, Jackson Spalding
- 9:15 – 9:35 AM **Finding Funding for Your Business**
For many small business owners, having access to capital means the difference between stocking shelves or hanging for sale signs, creating jobs or contributing to layoffs, exploring new technologies or stunting growth and potential. This panel will dive into the financial issues facing small business owners and entrepreneurs while discussing how to access innovative tools and programs to ensure your business gets the funding it deserves.
Moderator: Lara Hodgson, Founder & CEO, NOW Account
David K. Voyles, President, Pinnacle Bank
Bill Hopper, Regional President of NE Georgia, Cadence Bank
Alfredo Jimenez, Head of Strategic Channels, Kabbage
- 9:35 – 10:00 AM **Digital Defense Strategies**
News reports of cyberattacks and security breaches are becoming increasingly frequent. From large corporations like Target and Home Depot to fast food restaurants, organizations from all industries have fallen victim to hackers – but cyberattacks don't just happen to big companies. Learn the basics for protecting your small business from a potential attack and get the tools you need to take extra precaution with payments, educate your employees, and more.
Cornelius V. Spillane, CEO, Pillar Technology Partners

10:00 – 10:20 AM

Talent, Teams, and Tomorrow: How to Build an Exceptional Workplace

The best places to work also often have the best employee productivity, customer retention, and financial performance. Hear from a panel of experts on leading strategies to create the ideal work environment and the many benefits that follow suit.

Moderator: Jason O'Rourke, Vice President of Public Policy & Federal Affairs, Georgia Chamber
Adam Bowling, District Sales Manager, ADP
Luke Donohue, Associate, Ogletree, Deakins, Nash, Smoak & Stewart
Lauren Killion, Director of Organizational Development & Human Capital, Zaxby's Franchising LLC

10:20 – 10:40 AM

Transforming Your Business & Community

goBeyondProfit encourages business leaders and owners across the state to find and invest in creative ways to give back that align with their unique business models. Learn about the positive impact giving back to your community can have on your employees and overall company perception.

Patty Tucker, Strategic Communications Counselor, goBeyondProfit

10:40 – 11:00 AM

Startup Success Stories

Successful locally-owned businesses have a positive economic influence on communities and are the backbone of America. Hear the inspirational stories from people just like you who pursued their passion, risked it all, and ultimately came out on top.

Moderator: David Bradley, President & CEO, Athens Area Chamber of Commerce
Beau Shell, CEO, Lil Ice Cream Dude
Tiffany Rainey, Executive Director, AthensMade
Davis Knox, CEO, Fire and Flavor

11:00 AM

Adjournment