

## Business Seminar and Expo – Learning Lab Course Descriptions

### 10:00 a.m. Sessions

#### ***Finding Money For Your Vision***

Dreams Need Dollars

**Instructor:** *Detra M. Miller*

**Class Location:** *2nd Floor Open Area*

***\*Take stairs to the second level and turn right. Elevator available upon request. See staff.***

The number one barrier to success for businesses of color is access to capital. This session is to help provide you with the tools you need to overcome that barrier. Review the different types of credit options available to small business owners, the essentials in ensuring your business is “bank ready” and what banks look for when reviewing a credit request. And who better to lead this session than Detra Miller, the Administrative Vice-President for Business Banking with M&T Bank. In her role, she leads a team of Relationship Managers who are dedicated to helping small business owners in the Baltimore County. Attend this session and allow her to help you.

#### ***If I Did It Again***

Looking Back to Look Forward

**Instructor:** *Angel Hill*

**Class Location:** *Room 100, First Floor*

The Sweet Pea Day Spa for Kids, LLC was Angel Hills dream. The spa specialized in spa services for children ages 4-14 years. Opened in 2009, Angel was an owner, employer and inspiration to many who saw what she accomplished and said to themselves, “I can do that.” Angel closed the doors of the spa in 2017, celebrating the fulfillment of a Dream. It’s been said we should, “never say never,” and Angel Hill keeps this in mind as she journeys through life and considers what she was able to accomplish. But, if “she did it again,” she would look back and bring with her some valuable lessons to move forward. Come and hear, learn and appreciate her “look back as you begin to look forward.”

#### ***Ready, Set, Go***

Starting a Business with an Eye on Success

**Instructor:** *Michael Goodwin*

**Class Location:** *Room 117, First Floor*

So, you want to start a business and you are trying to determine what to do next, or first, or is it when, or how? Or, you are already in business but things aren’t going well – you’re learning the hard way that everyone is not your customer or you keep allowing people to “eat you for lunch” because you can’t say no. Trained as a professional in logistics with a background in business management, Michael Goodwin brings 30 years of practical management experience and invites you to learn more about starting and operating a business with an “eye on success.” He is the current owner of Legitimate Solutions DBA CertaPro Painters of Owings Mills.

### 11:00 a.m. Sessions

#### ***“Like,” “Retweet” and More***

Building and Branding a Business and You

**Instructor:** *Glenda Boone*

**Note:** *This session will run for 90-minutes*

**Class Location:** *2nd Floor Open Area*

***\*Take stairs to the second level and turn right. Elevator available upon request. See staff.***

The Internet and social media have taken on a life of its own becoming the number one source business’ are relying on to attract and retain customers. Glenda Boone has mastered social media marketing goals and objectives for faith-based organizations, small and home-based business owners alike. This workshop details how to build your business by “Branding You” and utilizing online and social marketing. You will learn how to develop your brand’s persona, build a relationship of client trust and discover available online and technological resources that can help you bring and maintain your brand’s presence in the market space, effectively. Glenda’s experience includes helping religious organizations use SEO/internet marketing to drive people into their events and traffic onto their online giving websites.

## ***Lessons From The Field***

Ten Lessons from The Front Line

**Instructor: David Mosley, President and Chief Executive Officer - E Smith Advisors**

***Class Location: Room 117, First Floor***

It's one thing to "want to operate a business," and it's another thing to "actually operate a business." David Mosley has been there and done that as the owner and operator of a number of businesses. Mr. Mosley, a proven expert and successful entrepreneur in franchise business models and franchise operations, also serves as chief operations officer for E Smith Legacy Holdings, where he uses his expertise to lead the expansion of the holding company's segments focused on commercial real estate and company infrastructure. With over 25 years of experience prior to his entrepreneurial endeavors, Mr. Mosley was a commercial banker, responsible for increasing minority lending. He also ran a successful home infusion therapy business. He stands as "champion of experience" providing current and aspiring business owners with practical and relevant lessons from his "field of experience."

## ***Running the Business***

No One Said It Would Be Easy!

**Instructor: Trish Veney, CPA**

***Class Location: Room 100, First Floor***

I hear the "you can say that again" comments from business owners and Trish Veney, a CPA with over 30 years of accounting/finance experience understands the journey. She says "if it was easy everyone would be running a successful business." So, maybe it's not easy but she believes it is POSSIBLE! Sit with Trish and transition from uncertainty to clarity, moving beyond barriers to reaching your goals. Learn what to do and what not to do to maintain your business and grow it beyond what you thought possible!

## **Noon Sessions**

### ***Loan "Approved"***

That's What I Want To Hear

**Instructor: JaNean Stubbs-Taylor**

***Class Location: 2nd Floor Open Area***

***\*Take stairs to the second level and turn right. Elevator available upon request. See staff.***

That's what those with a business vision want to hear yet, the journey between the dream and the approval can be exciting and challenging. JaNean Stubbs-Taylor wants you to see the loan process from the "Lenders Lens" and invites you to bring your DREAM and questions to this exciting session which will discuss the 6 C's of Business Lending. You'll not only view the process from the "Lenders Lens," you'll also leave the session understanding the importance of "timing" and the various types of lending solutions tailored for your company based on your industry. As a Senior Vice-President, Commercial Banking Specialist, JaNean Stubbs-Taylor takes educating the community seriously through her nationally recognized "Fruits of Finance Curriculum" and through her ongoing partnership with business clients across the country.

### ***Business Pay Taxes Too***

Your Business And The New Tax Laws

***Instructor: Justin Carpenter***

***Class Location: Room 117, First Floor***

The Governments NEW tax laws have received a great deal of media attention but have you taken the time to understand how the new laws affect your small business. Well, now is the time as Justin Carpenter, founder of Carpenter Tax Accounting & Business Solutions LLC, talks you through the new tax laws and a number of related business topics including the start-up process, tracking revenue and managing expenses. Based in Atlanta, Georgia, Justin's firm offers expertise in tax preparation and planning, bookkeeping, consulting, budgeting and financial metrics.

### ***Youth Out Front (For Youth Ages 10-17)***

*Securing "Their Bag"*

***Instructor: Shawna Hilliard***

***Class Location: Room 100, First Floor***

Okay let's start with what makes you, you. What are your personality traits, gifts and talents that have begun to separate you from the rest of the crowd? Are you a Santa or an Elf? And, have you ever thought about owning your own business? Why wait to be great," is our challenge. Our communities are filled with young people who are operating businesses, realizing dreams and "not waiting to be great." So, as a young person you have a talent, a gift, an idea and are wondering what do you do now? And even if you haven't wondered, we want to challenge you to "begin to wonder" and realize. In this session youth will learn more about who they are (their traits), what it takes to run a business and begin to write down a vision for your future. Shawna Hilliard is an educator and business owner committed to urging young people to "be great now."

### **1:00 p.m. Sessions**

#### ***Vision to Venture***

Seeing is Believing

***Instructor: Nakeia Drummond***

***Class Location: 2nd Floor Open Area***

***\*Take stairs to the second level and turn right. Elevator available upon request. See staff.***

Maybe "it" woke you up in the middle of the night or perhaps you have been carrying "it" around for years. Whatever the circumstances, you are now ready to realize "IT," – YOUR VISION! How do you take your business idea from vision to reality? The key word might be strategy that delivers results. Businesses which are going to be as successful as yours need support and guidance through the development of comprehensive strategic plans that communicate where you are headed, how you plan to get there, and what you need to do. Nakeia Drummond and NLD Strategic serve as the guide for those who DREAM! Join her for information and

inspiration on how you can make your vision as reality.

#### ***Make Personal Finance Your Business***

Before You Hold The Ribbon Cutting

***Instructor: Terri Jones, Financial Advisor***

***Class Location: Room 100, First Floor***

Are you ready to start your own business? Have you set up a strong financial foundation so you are prepared to run your business like a well-oiled machine? Business finances and personal finances go hand in hand and Terri Jones, a financial advisor with Merrill Lynch, wants to show you ways to keep both on track as you travel the road to financial success.

#### ***The Courage To Dream***

Ten Steps Along A Yellow Brick Road

***Instructor: Arlinda Harris***

***Class Location: Room 117, First Floor***

Dorothy's challenge was despite her insecurities and the obstacles to "follow the yellow brick road." It takes COURAGE to dream. Wouldn't you agree? Arlinda Harris' goal is to challenge you to walk with courage into the boardroom, church, school and artistic circles. She offers "Ten Steps For Realizing Your Dream" by providing a glimpse of her walk. It has taken Prayer, Patience, Obedience, Integrity, Boldness, and steadfast attitude and belief that "With God all things are possible." Arlinda Harris was on the cutting edge of entrepreneurs who specialized in revitalizing the body and mind for over 40 years as the first black owner of a Day Spa in a health club facility in the country. She was named one of Maryland's Top 100 Business women. Arlinda believes each of us is a catalyst for the realization of our dreams. Her desire is to inspire both personally and professionally. Her method for improving self-awareness blends light-hearted humor with real life experiences and solutions.