



# ENTREPRENEURSHIP & LEADERSHIP

## 2022 SEMINAR

### AGENDA

#### SUNDAY, MAY 1<sup>ST</sup>, 2022

- 4:00 pm - 8:00 pm **REGISTRATION**  
*Emory Conference Center*
- 7:00 pm - 9:00 pm **KICKOFF NETWORKING MIXER**  
*Wisteria Lanes Bowling Alley*  
*Emory Conference Center*

#### MONDAY, MAY 2<sup>ND</sup>, 2022

- 7:00 am - 4:00 pm **REGISTRATION**  
*Emory Conference Center*
- 7:30 am - 8:45 am **EXPANDED CONTINENTAL BREAKFAST**  
*Emory Conference Center Dining Room*
- 9:00 am - 9:05 am **OFFICIAL OPENING SESSION**  
**COMMISSIONER LORRAINE COCHRAN-JOHNSON**  
Super District 7  
*Emory Amphitheater*
- 9:05 am - 9:20 am **INSPIRATIONAL VITAMIN**  
**PASTOR JAMAL BRYANT**  
Senior Pastor, New Birth Missionary Baptist Church
- 9:20 am - 9:30 am **WELCOME TO EMORY**  
**DANE PETERSON**  
President & COO of Emory Healthcare
- 9:32 am - 10:30 am **FINANCIAL HEALTH AND REPORTING PROCEDURES**  
**MRS. SHARON RAGIN**  
CEO of Sharon Ragin CPA, LLC
- 10:30 am - 10:45 am **Q&A**
- 10:45 am - 11:00 am **BREAK**
- 11:00 am - 11:45 am **SMALL BUSINESS ADMINISTRATION LENDING**  
**BRIAN PHILLIPS, TONY PICA, & DON SPRINGER**  
Vice President Capital Bank SBA Lending & Executive Vice President, Capital Bank SBA Division & Capital Bank National Sales Manager for SBA Lending Team
- 11:45 am - 12:00 pm **Q&A**
- 12:00 pm - 1:15 pm **BUSINESS LUNCH**  
*Emory Conference Center Dining Room*
- 12:30 pm - 1:00 pm **KEYNOTE ADDRESS**  
**MICHAEL THURMOND**  
DeKalb County CEO
- 1:15 pm - 2:00 pm **MARKETING, ADVERTISING AND DIGITAL MEDIA TODAY**  
Dave Cohen Marketing & Advertising Specialist, Cox Media Group and Nora Chambliss, Digital Media Director, Cox Media Group, *Emory Amphitheater*
- 2:00 pm - 2:15 pm **Q&A**
- 2:15 pm - 3:00 pm **NURU WITHERSPOON**  
Founder of The Witherspoon Law Group
- 3:00 pm - 3:15 pm **Q&A**
- 3:15 pm - 3:30 pm **TESTIMONIALS**
- 3:30 pm - 3:45 pm **BREAK**
- 3:45 pm - 4:30 pm **CUSTOMER SERVICE & HOSPITALITY**

#### MONDAY, MAY 2<sup>ND</sup>, 2022 (CONT.)

- 4:30 pm - 4:45 pm
  - 4:45 pm - 6:00 pm
  - 6:00 pm - 6:45 pm
  - 7:00 pm - 9:00 pm
  - 7:45 pm - 8:15 pm
  - 8:15 pm - 8:45 pm
- JOSEPH ANDERSON**  
Franchise Owner and Chick Fil-A Operator
- Q&A**
- BREAK**
- NETWORKING COCKTAIL RECEPTION**  
*SilverBell Pavillion*
- DINNER**  
*SilverBell Pavillion*
- COVID ADDRESS**  
**DR. ZANTHIA WILEY**  
Emory Infectious Disease Researcher
- WORK LIFE BALANCE**  
**DR. ALDUAN TARTT**  
Christian Psychologist

#### TUESDAY, MAY 3<sup>RD</sup>, 2022

- 7:00 am - 12:00 pm
  - 7:30 am - 8:45 am
  - 9:00 am - 9:10 am
  - 9:10 am - 9:50 am
  - 9:50 am - 10:00 am
  - 10:00 am - 10:40 am
  - 10:40 am - 10:50 am
  - 10:50 am - 11:00 am
  - 11:00 am - 12:30 pm
  - 12:30 pm - 1:30 pm
  - 1:30 pm - 3:15 pm
  - 3:15 pm - 3:45 pm
  - 3:45 pm - 4:30 pm
  - 4:30 pm - 8:00 pm
  - 8:00 pm
- REGISTRATION**
- EXPANDED CONTINENTAL BREAKFAST**  
*Emory Conference Center Dining Room*
- WELCOME BACK COMMISSIONER LORRAINE COCHRAN-JOHNSON**  
Super District 7  
*Emory Amphitheater*
- BUSINESS BANKING**  
**CARLYLE M. DOUGLAS**  
Vice President of Business Banking, First Citizens Bank
- Q&A**
- BUILD A MULTI-MILLION DOLLAR BUSINESS, BRAND, AND ATTITUDE**  
**LAVON LEWIS & SHERODD SHACKEL-FORD**  
Co-Founders of Connect Branding + Marketing
- Q&A**
- BREAK**
- ROUNDTABLE PANEL DISCUSSION**
- LUNCH**  
*Emory Conference Center Dining Room*
- TESTIMONIALS**
- KEYNOTE ADDRESS**  
**DR. GREGORY B. LEVETT, SR., CFSP**  
Founder & CEO, Gregory B. Levett & Sons Funeral Homes & Crematory, Founder & CEO Cremation Care of Georgia, Founder of Gregory B. Levett, Sr. Family Foundation
- Q&A**
- BREAK**
- DEPART FOR NEW BLACK WALL STREET MARKET**  
Keynote Address by Leicester "Bill" Allen, Behind the Scenes Tour
- \*Dinner options will be provided
- DEPART FOR EMORY CONFERENCE CENTER HOTEL**
- \*Transportation provided

\*Refreshments would be provided all day. Agenda Subject to change.

