



January 25th, 2023
1-5pm (networking to follow 5-7pm)
Anderson Arts Center

Arrival 12-1 PM

Check in at top of stairs and an opportunity for headshots in the board room

Check-In- AIM AmeriCorps Members

Headshots- AIT Student Karis Stewart and Mr. Bobby Rettew

Welcome 1-1:15 PM

Honorable Mayor Terence Roberts

Mayor Terence V. Roberts has worked in public service for more than 30 years, and he's now in his fifth term as mayor of his hometown of Anderson.

Roberts' work has spanned the spectrum, caring for displaced families to advocating for public art. He has worked with many local organizations, including the Municipal Association of South Carolina and Ten at the Top, both of which he served as president; Appalachian Council of Governments; Anderson University Board of Visitors; Salvation Army; and the Rocky River Conservancy board of directors.

As mayor, he has worked with the City Council to create public/private partnerships to revitalize downtown, which has brought restaurants, hotel development, and a municipal parking garage. He is proud that residential occupancy in downtown Anderson is nearly 100 percent.

He is working on the next phase of the city's Recreation Master Plan, which will include new trails and ball fields.

Kristi King-Brock, AIM Executive Director and Pamela Christopher, Anderson Area Chamber of Commerce President and CEO

Pamela L. Christopher is the President & CEO of the Anderson Area Chamber of Commerce. Christopher oversees the day-to-day operations of an 800+ business member organization which is dedicated to strengthening the business community of Anderson County through promotion, advocacy, connection, and education. Christopher works with business partners and executives in the community to foster positive growth, facilitate positive movement, and strengthen the economic vitality of Anderson County and our region.

BUSINESS SUCCESS 101 *Kick-Off Panel* **1:15-2 PM**

Moderator: Latorrie Geer, Chief Executive Community Works Carolina

The Panelists:

James Jordon

President of Jordon Construction Company

Visionary and Founder, James brings 22+ years of extensive experience leading thriving and successful businesses across an array of different industries and client bases. Creating and cultivating relationships sets him apart in the construction industry while delivering projects that meets and exceeds the client's expectations. His main responsibilities include establishing strategic relationships and opportunities, setting and managing company goals and ensuring the overall success of JCC and its clients.

Angela Brewer

Business Opportunity Specialist at the South Carolina District Office for the U.S. Small Business Administration

Hello, my name is Angela Brewer. I'm a native of Mississippi, here in South Carolina thankful of the US Army. After serving 23 years in the Army and Army Reserve, I retired in 2012 with a background in Human Resource Management. I later went on to obtain my Master's in Human Resource Management from Keller Graduate School of Management. I've been with US Small Business Administration SC District office for 7 years, as a Business Opportunity Specialist and the Woman Owned Small Business Rep for the state.

Casey Brown

Executive Director of Await Surrogacy

Casey Brown is excited to walk alongside families during the surrogacy process. She has extensive knowledge in family building after years of working in the adoption community as a founder of South Carolina's largest adoption agency and now as the founder of South Carolina's only surrogacy agency. Await Surrogacy was created out of a dream to provide a surrogacy agency that walked alongside hopeful intended parents pursuing surrogacy, providing them with a professional experience with a personal touch. The hope was for every intended parent to have the opportunity to work with someone who understands the emotional journey building a family can entail, along with the many medical, financial, and other heartbreaking roadblocks hopeful parents are up against, firsthand.

Maxie Agnew Sr.

Co Owner A&W Travels

Graduate of Belton-Honea Path High School & SC State University (Bus. Mgt)

Retired after 38 years in the Information Technology Sector

Carolina Power & Light Co (Raleigh, NC)

Metropolitan Life Insurance Co (Greenville, SC & Aurora, IL)

Ahold International Grocer (pronounced 'ahh-hold') (Greenville, SC)

Electron Data Systems (EDS) (Washington, DC & Boston, MA)

Blue Cross / Blue Shield (Columbia, SC)

Past Owner, The Scoreboard Restaurant, (Belton, SC)

Current Co-Owner, A&W Travels, LLC Charter Bus Company (Belton, SC)

Married to the former Angela Dean Holloman; seven Children

Welfare Baptist Church (member, Deacon)

BREAK OUT SESSION *Part 1* **2:05-3:05 PM**

Dedication, Determination and Excellence: The Recipe for Success!

Moderator: Juana Slade

Ray Lattimore

Ray Antonio Lattimore, the professional people person, is the founder and president of Marketplace Professional Staffing, Inc., a staffing and employment agency headquartered in Greenville, South Carolina. He is a respected community leader and a dynamic speaker on entrepreneurship, minority enterprises, and wealth creation. As a speaker at various conferences and gatherings, Ray Lattimore is known for sharing practical strategies on how to turn entrepreneurial dreams into successful businesses. He is also renowned for his longstanding commitment to developing his community through decades of extensive volunteer work and philanthropy in South Carolina.

City of Anderson Economic Development and Shared Kitchen

Francesca Milford, Kitchen Manager of 110 North Kitchen + Commissary

Join Francesca Milford for the City of Anderson's first-ever Shared Kitchen Incubator as we dive into the world of food entrepreneurship, agribusinesses, and the Culinary Arts. 110 North is a licensed commercial kitchen that provides a pathway for food entrepreneurs to start and grow their businesses.

The ultimate mission and purpose of our city's shared kitchen is for local business entrepreneurs to be able to operate in compliance without the financial burdens of high overhead costs; a commissary kitchen for food-truck operators who need a home base; food preservation, storage, packaging and distribution space for area agribusinesses and retail-driven producers; a liaison network to bridge the gap for area farmers and local retailers/restaurants; business education programs to educate the entrepreneurial workforce development to train those in the hospitality and service industries; programming opportunities for local groups, schools, and non-profits within the community of Anderson. (Travel provided by Senior Solutions)

“Show Me the Money” Finding the funds to start and grow your small business.

Community Works Carolina

Are you ready to launch your business but need help accessing the money to purchase much-needed equipment or supplies? Is your business ready to go to the next level but you need the funds to update your website? Learn about opportunities to attain funding from organizations that provide capital to small businesses. CommunityWorks, a nonprofit loan funder, and partner organizations, will share how to get ready to apply for loans and build a sustainable financial plan for business success.

Procurement Process

Kenneth Canty, DESA and Donald McCutcheon, Black Contractor's Association

The procurement process can be daunting without the appropriate connections. Hear from industry experts on how you can elevate your business with government contracts and procurement services. Small businesses are integral to the day-to-day success of government operations. Your business should have an opportunity to take advantage of these opportunities! Learn about how to find and secure contracts, how to develop relationships with various entities, and the intricacies of successfully winning a bid.

Break **3:05-3:25 PM**

BREAK OUT SESSION *Part 2* **3:30-4:30 PM**

Access to Technology

Cathy Seraphin, SCRA and LeKisha Whitner, Northside Development Group

Technology is ever-changing. Through social media and advancements in Artificial Intelligence (AI) technology, as a business owner it's imperative that you remain in the know. Learn how to engage and attract clients to your products and services, and how to use AI to streamline your operations, giving you more time to grow and scale your business. You will understand the breakdown of using social media to pinpoint the perfect audience for your business.

Developing a Business Banking Relationship

Sheryl Ross

Sheryl Ross is a Senior Vice President and seasoned Mortgage Loan Officer with SouthState Bank, boasting a rich professional background with over 33 years of expertise in banking, the last 28 years of which have been in Anderson, SC. Known for her dedication and financial acumen, Sheryl excels in guiding clients through the complexities of the loan process, ensuring their financial goals are met with precision and care.

In both her professional and civic commitments, which currently include Anderson Sertoma, AIM, and Trinity United Methodist Church, Sheryl is diligent to the cause and enjoys customizing an approach that benefits all concerned. She is married to Mike Ross and they are proud parents of 2 teenage girls.

Veteran Entrepreneurship; A Community-Driven Approach

Earl Gregorich, Jack Sterling, and Kara Rutter

This panel will show how military veterans have a hidden skill set for entrepreneurship, often not discovered until years past their transition to civilian careers. We will explore how the community can resource veteran entrepreneurs via a local community-driven mindset, and providing much-needed mentorship and direction in order to allow these creative, driven minds to build thriving small businesses.

Marketing and Branding

Tonya Childs

The visionary and founder of Smart Marketing, a dynamic company she established in 2010. With over 27 years of experience in the marketing and advertising industry, she has played a pivotal role in helping numerous businesses thrive across the nation, bringing a wealth of expertise and insight to the table. What began as a humble startup at a dining table has blossomed into a powerhouse that operates in various markets worldwide dedicating itself to enhancing its clients' success. Smart Marketing has become a go-to partner for businesses of all sizes, offering a range of solutions, including website development, digital advertising, branding strategies, social media management, logos, and more. Learn more about the impactful strategies they employ for their clients at ThinkSmartMarketing.net.

With a dedicated team of loyal employees, the company stands out for delivering inventive marketing solutions to its diverse clients to help grow their businesses. She has also taken the helm of Anderson SC Living, a vibrant lifestyle website company that fosters community closeness and growth.

Tonya will share insights on SEO 101, offering valuable guidance for effective branding and marketing strategies for businesses seeking to enhance their online presence.

Keynote Speaker 4:30-5 PM

Bernie Mazyck

President and Chief Executive Officer of the South Carolina Association for Community Economic Development (SCACED)

Bernie W. Mazyck is the founder, president, and chief executive officer of South Carolina Association for Community Economic Development. He has chaired the board of the National Alliance of Community Economic Development Associations.

Mazyck is the current Board Chair for the Federal Reserve Bank of Richmond. He and his organization have helped the Richmond Fed better understand economic conditions in the region and worked to help expand the capacity of community development organizations across the state.

Mazyck previously was vice president of community development for the Charleston Metro Chamber of Commerce, and was a program manager for the city of Charlotte, North Carolina.

NETWORKING EVENT TO FOLLOW 5-7 PM

Delicious Tastes FROM LOCAL MINORITY OWNED BUSINESSES

BOSS (Best of Southern Soul) Catering ■ Kodesh BBQ ■ KB Cakes
Hawthorne on the Rocks ■ Taste of Freedom ■ Simpell Sammies

OUR EVENT *Sponsors*

