### Purpose of the Seminar
Building on last year’s successful initial conference, this year’s seminar grows in both size and scope and moves from a purely local event to a regionally marketed opportunity. Break-out sessions on key business fundamentals such as appropriate insurance & investment products, business succession planning and alternative sources of funding are bundled along side entry level and advanced social media, regional educational opportunities and regional economic forecasts and topped off with key note addresses on Leadership & Motivation. The program will be effective for both owners, executives and employees of businesses in North Georgia that want to be moving forward when the economy begins to transition upwards.

### Key Note Speakers
- **Dr. Betty L. Siegel** - Distinguished Chair of the Siegel Institute for Leadership, Ethics, & Character and President Emeritus at Kennesaw State University.
- **Michael D. Alexander, AICP**
  - Chief, Research Division
  - Atlanta Regional Commission (ARC)

### Schedule & Registration:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Sponsor/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 AM</td>
<td>Breakfast in the Vendor Hall</td>
<td>Catered by Bojangles</td>
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<tr>
<td>9:00-9:45 AM</td>
<td>Morning Key Note Address</td>
<td>Speaker: Mike Alexander</td>
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<tr>
<td>9:45-10:00 AM</td>
<td>Break</td>
<td>Vendor Hall</td>
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| 10:00-11:00 AM| **BREAKOUT SESSION I**
  - Small Business Educational Opportunities
  - Introduction to Social Media
  - Investments for Small Business | Chattahoochee Technical College, Professional Mojo, Sponsored by State Farm Insurance, Vendor Hall |
| 11:00-11:15 AM| Break                                                  | Vendor Hall                                        |
| 11:15-12:15 PM| **BREAKOUT SESSION II**
  - Insurance Issues for Small Business
  - Regional Economic Update | Sponsored by State Farm Insurance, Chuck Scragg & Jennifer Zeller, Georgia Power |
| 12:15-2:00 PM | Lunch                                                  | Catered by A Taste of Joy, Sponsored By Georgia Work Ready, Speaker: Dr. Betty Siegel |
| 2:00-3:30 PM  | **BREAKOUT SESSION III**
  - Advanced Social Media
  - Alternate Sources of Funding
  - Hot Topics & Estate Planning | Professional Mojo, Usman Mirza & Gary Maurice, MIRZACO (USA), INC., Sponsored by Allstate Insurance, Tim Halligan, Tim M. Halligan & Assoc., Sponsored by Julia Jorns, CPA, Chamber & Vendors |
| 3:30-4:00 PM  | Vendor Hall & Prize Drawings                           | Chamber & Vendors                                  |

**Grand Prize Drawing**
- for a Pure Digital Flip Camera/Camcorder

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