



Kaufman Foundation will present Power of Angel Investing Seminar during Carolina Connect. For more information or to attend, please contact Natalie @ nmurdock@awnc.org

- 8:00 – 8:30 Registration and Networking Breakfast
Exhibits Open
Grand Ballroom Pre-Function Area
- 8:30-8:35 Conference Launch (*Grand Ballroom B*)
Dale B. Carroll, President & CEO – AdvantageWest
- 8:35 – 8:50 Special Recognition of September 11, 2001 with Honor Guard – Shaw AFB
- 8:50 – 9:00 Introduction of Special Guest and Special Announcement
Pam Lewis, Sr. Director, Programs
- 9:00-9:15 Creative Juice Collegiate Competition & Introduction of Morning Keynote
Troy Tolle, CTO – DigitalChalk
- 9:20 – 10:00 Morning Keynote
Ryan Allis, Founder & CEO – iContact

10:15 – 11:15 **Concurrent Breakout Sessions** *Three session's w/3-topics per session*

Startup Survival (*Coolidge*) – If you are a budding entrepreneur with a fledgling business or are getting ready to start your new enterprise, this track is for you. Through three sessions you will find need-to-know information about planning your business, sharpening your focus, marketing and selling your product or service, and the rules and sources for critical early stage financing.

High-Growth Gear (*Eisenhower*)- You’ve survived start-up and have entered growth mode, this track will be geared towards addressing your needs as you prepare for growth and address sales/marketing, management and capital needs. This track is designed for the high-growth entrepreneur

Financing Sources (*Hoover*) – Welcome to the track ALL about money! Who has it, How to qualify for it, and great ideas on how to stretch it! In this track we will answer those age old questions: How and where do I find the cash? How do I convince others to fund me? And is more money always the right answer? This track will explore a variety of financing options and help you to think creatively about generating the cash you need to grow your business.

10:15 – 11:15 Startup Survival – *Coolidge*

“Developing and Sharpening Your Product”

Speakers: David Hymer, Don Sinclair, Glenn Pirrong – Asheville SCORE

Tim Barrett – Blueprints for Business, Inc.

Brian Griffin – Mountain BizCapital

Fred Waldkoetter – Mountain Bizworks

This session will provide pointers for refining and improving your product or service before you hit the market full bore. Examine and sharpen the unique features and benefits of your offering, who is your competition, what are your potential customer requirements and identify barriers to getting your share of the market. Learn about financial requirements and sources.

10:15 – 11:15– High-Growth Gear - *Eisenhower*

“Closing the Big Deal”

Speakers: Bob Wilson, Executive Director Center for Entrepreneurial Growth/Tech 2020

O’Neal Shelton, VP Sales, Embedded Processor Designs, Inc.

Tony McCune, VP Marketing & Sales, Infinity Learning Solutions

This session will provide the entrepreneurial sales techniques to close the big deals. Topics include: Defining your sales “process” to close your ideal customers, Identifying key decision makers within large corporations, Finding and nurturing champions within your biggest customers.

10:15 – 11:15 Fund Me – *Hoover*

“Partnering For Success”

Speakers: Dr. Bob Carton, Western Carolina University

Mr. Kent Hill, Western Carolina University

Sometimes who you know can be one of your most valuable tools in growing your business. This topic will help you understand how building partnerships in and around your community can help pave the way for your business’s long term success. We will discuss how to identify the people that may be pivotal in your business’s development, how to make those connections and cultivate relationships to ensure success.

11:15 – 11:30 Networking Break

11:30 – 12:30 Concurrent Breakout Sessions

11:30 – 12:30 Startup Survival – *Coolidge*

“Planning, Feasibility, and Market Testing”

Speakers: David Hymer, Don Sinclair, Glenn Pirrong – Asheville SCORE

Tim Barrett – Blueprints for Business, Inc.

Brian Griffin – Mountain BizCapital

Fred Waldkoetter – Mountain Bizworks

Discuss product and service introduction essentials like how to test your product or service and determine if it works. Prepare for and enter the market with a test so you can learn before you take too big a leap since you don’t often get a second chance to make a first customer impression. Define your financial model and business structure.

11:30 – 12:30 High Growth Gear – *Eisenhower*

Staffing – “Doers vs. Decision-Makers”

Speakers: Rob Barnett Jr., President & CEO, Exsol Labs, LLC

In this session, seasoned entrepreneurs relate their successes (and mistakes) for staffing during the growth stage. This track will explore key challenges such as: Building and execution-focused management team, Keeping your team motivated – incentive plans that help you climb to the top, The do’s and don’ts of using consultants to fill in the gaps during high growth.

11:30-12:30 Fund Me – *Hoover*

“Positioning Yourself for Growth”

Speakers: Dr. Louis Buck, Western Carolina University

Determining how and when to raise capital can be a daunting task. Many entrepreneurs turn to angel investing, partners and venture capital. But how do you know when you are ready and which is the right choice for your company? We will discuss how to know when you are ready for growth, how to make your company attractive to investors and how to prepare yourself to understand, evaluate and negotiate deal terms

12:40 Luncheon Welcome – *Grand Ballroom C* – Dale B. Carroll, CEO, AdvantageWest

1:00 Introduction of Lunch Keynote – Tommy Jenkins, Board Chairman, AdvantageWest

1:15 Luncheon Keynote Address – Dan Heath, co-author “Made to Stick”

2:15 – 3:15 Concurrent Breakout Sessions

2:15 – 3:15 Startup Survival – *Coolidge*

“Launching Your Product or Service”

Speakers: David Hymer, Don Sinclair, Glenn Pirrong – Asheville SCORE

David Kemper, KemperStrategy, Inc.

Brian Griffin, Mountain BizCapital

Fred Waldkoetter, Mountain BizWorks

Holly Decker, Branch Banking & Trust of NC

With a competitive product or service in hand, learn how to optimize production and delivery. Get the fundamentals for growing your market share and ensuring profitability. Define, organize and manage your financial system where cash flow is paramount.

2:15 -3:15 High Growth Gear – *Eisenhower*

“Taking on the Competition-meeting them head-on”

Speakers: Steve Woody, Founder & CEO, G3 Medical

Stuart Arnold, Director of Strategic Marketing, Grass Roots Marketing

Alon Landa, CEO, ELM Technologies

In this panel discussion, you'll learn essential competitive skills such as: How do we compete against larger, better funded companies, Building a competitive wall with your core services and smashing the competition with killer customer service

2:15-3:15 Fund Me – *Hoover*

“Generating Capital through Operations”

Speakers: Todd Fisher, Technology Commercialization Center

Are you struggling in your quest to find capital for your business? If so, perhaps you are looking for money in the wrong places. There are alternatives to outside investors. From tightening your belt on the expense side, to managing cash flow, securing favorable terms from vendors, and generating capital from the success of your own operations, you can make it work without angels, or VC's

3:30 – 4:30 Critical Conversation Networking Café - *Grand Ballroom B*

Emcee- John Locke, Dixon Hughes and Meridith Elliott Powell, MRP Profit Strategies

1. **Startup Management** -So you have the killer idea, but how do you create a superstar team on a startup budget and keep them motivated during those periods of long hours and minimal pay? Come learn how to spot the diamond employees in the rough, and empower them to take your idea to the next level!

Conversation Leader: Alon Landa, ELM Technologies

2. **Website Power JAM**

Does your website automate, grow and showcase your business effectively? Discuss today's key elements: Creative Design, Functionality, Content, Search Engine Optimization, Analytics, Site Search, ecommerce and much more!

Conversation Leader: Mark Dirks, CEO, Beacon Technologies

3. **Exiting Right and How to Sell a Business**

Join us in a discussion of how businesses are valued, how to increase and maximize business value, and how potential buyers, investors, and bankers look at companies in a variety of industries and situations

Conversation Leaders: Mike Sowinski, CFO Consultants & Alan Clarke, Hatteras Group

4. **All the World is a Twitter...** – Twitter, Plurk, social media, social networking – what's it all about? Learn here the in-and-outs of social media – in non-techie way –Feel free to bring your laptops

Conversation Leader: Lilyn Hester, Capstrat

5. **Healthcare in WNC Brainstorm** - One of the biggest economic drivers in WNC which also presents tons of opportunities for advancement and innovation to the entrepreneur who would like to learn where he/she may be able to supply the next technological advancement. As well, discussing this alongside technologists may spur you to new heights

Conversation Leader: Hunter Goosmann, ERC Broadband

6. **Fundraising Facts of Life** – Investors, deal structures and legal strategies for growth companies in the midst of a challenging economy

Conversation Leader: Clint Richardson, Womble Carlyle

7. **Social Marketing** – Objective of any marketing campaign is to influence action and action occurs when your target audience believes the benefits far outweigh the costs involved. In this session, learn more about the concepts around social marketing and how it differentiates from traditional marketing

Conversation Leader: Billy Warden, Capstrat

8. **Regional Resources** - There are a lot of resources available on the local level for entrepreneurs, come learn more about SBA, Self-Help Credit Union, Advantage Opportunity Fund, Mountain Bizworks, SBTDC

Conversation Leaders: Mike Arriolla, SBA/ Jane Hatley, Self-Help Credit Union/Dale Carroll, AW/Greg Walker-Wilson, Mountain Bizworks/ Wendy Cagle, SBTDC

9. **Media Relations** – Just one newspaper article or appearance on TV news can dramatically increase the visibility of your business or service. But making that happen can be an intimidating process unless you know the secrets of media relations

Conversation Leader: Kathi M. Petersen, KP Communications

10. **When your Partner is your Partner** – “Hey let's work together” sounds good in theory but what's it like in reality? Hear from a real-life success team

Conversation Leader: Tim Barrett and Karen Townsend, Owners, Blueprints for Business

11. **Execution, Execution, Execution** – Why a promising business plan needs strong execution

Conversation Leader: Bob Wilson, Director, TCC

4:30 – 6:30 **Closing Reception** – Networking at its best on the Vanderbilt Terrace while you recap the day's events and the **CONNECTIONS** you made. Don't miss the opportunity to win cool tech-gadgets donated by