

CITY of COLUMBIA
OFFICE OF BUSINESS OPPORTUNITIES

11TH ANNUAL SMALL BUSINESS WEEK CONFERENCE

LEVERAGING OPPORTUNITIES
for **GROWTH and SUCCESS**

WEDNESDAY, MAY 1, 2024 / 9:00AM - 3:30PM

Embassy Suites by Hilton Columbia Greystone • 200 Stoneridge Drive, Columbia, SC 29210



City of Columbia's Office of Business Opportunities
803.545.3950 • obo@columbiasc.gov • obo.columbiasc.gov

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AGENDA

City of Columbia's 11th Annual Small Business Week Conference *Leveraging Opportunities for Growth and Success*

- 8:00AM - 9:00AM** **Registration / Lobby**
- 9:00AM - 9:20AM** **Welcome / Main Ballroom**
Mr. Ken Walker, *Master of Ceremony, Social Media Expert*
Mrs. Ayesha Driggers, *Director, City of Columbia's Office of Business Opportunities*
The Honorable William Brennan, *Mayor Pro Tem, District III*
The Honorable Tyler D. Bailey, *At-Large, Columbia City Council*
- 9:20AM - 9:30AM** **Business Spotlight / Main Ballroom**
Ms. Kalenna Ginyard, *Program Compliance Specialist, Office of Business Opportunities*
- 2024 Business Spotlight Honoree**
Mrs. Clarrisa Munford, *Founder, Clarrisa's Kitchen and Catering Services, LLC*
- 9:30AM - 10:30AM** **Introduction of Keynote Speaker / Main Ballroom**
Mr. Ken Walker, *Master of Ceremony*
- 2024 Keynote Speaker**
Dr. Stephanie M. Kirkland, *CEO and Founder of Identity Dynamics, LLC*
- 10:30AM - 10:40AM** **Introduction of Breakout Session Presenters / Main Ballroom**
- 10:45AM - 11:30AM** **Concurrent Sessions**
- Do You Have An Entrepreneurial Mindset?* / Salon E**
Hannah Horne, Founder, H Squared Business & Creative Services Agency, Charlotte, NC
- The Power of GO!* / Salon F**
Torre A. Stocker, Founder, Torre A. Stocker, LLC, Blythewood, SC
- Capture, Connect, Create - Moving Financial Reports From Numbers to Action* / Salon G**
Dr. Shelia Tutwieler-Dawkins, CEO, TutwielerDawkins, LLC, Columbia, SC
- Small Business Certifications Workshop* / Main Ballroom**
Local Small Business Owners
Representatives from SC Department of Transportation, Richland County OSBO,
and U.S. Small Business Administration
- 11:30AM - 11:40AM** **Break & Vendor Showcase / Salon D**
- 11:40AM - 12:15PM** **2024 South Carolina National Small Business Week Awards / Main Ballroom**
Gregg White, District Director, SC SBA District Office
- 12:15PM - 12:20PM** **Closing Remarks from OBO / Main Ballroom**
- 12:20PM - 1:30PM** **Blessing of the Food & Lunch**
Reverend Scott Smoak, Senior Pastor, Trinity United Methodist Church, Blythewood, SC
- 1:30PM - 3:30PM** **U.S. Small Business Administration Matchmaking Session / Salons E, F, and G**
Community Resource Vendor Showcase



KEYNOTE SPEAKER

Dr. Stephanie Kirkland

Dr. Stephanie M. Kirkland, also known as the Identity Shaper, is a leadership coach and consultant with over 15 years of experience in personal, professional, and organizational leadership development. She is the CEO and Founder of Identity Dynamics, LLC, a leadership development company. Renowned for developing a signature identity-centered leadership framework called Identity Dynamics Leadership, Dr. Stephanie champions the crucial yet often overlooked role of identity in achieving individual and organizational growth and success. Dr. Stephanie is a graduate of Northeastern with a Doctor of Education with a concentration in Organizational Leadership. Her doctoral work was nominated for the Dean's Medal. A product of this work is the release of her book this spring called *Identity: 12 Lessons on Unapologetically Owning Your Uniqueness In a World that Won't See it As Normal.* Dr. Stephanie is also active in the community and serves as a board member with the Women's Intercultural Exchange, and an Ambassador for Queen City Women in Business.



MASTER OF CEREMONIES

Mr. Ken Walker

Ken Walker is a serial entrepreneur who transitioned from culinary success to real estate dominance. After winning a national breakfast competition and achieving a Guinness World Record for the most expensive crab cake, Walker became a top realtor in South Carolina. Now a brand ambassador for McDonald's and a Google Digital Coach, Walker uses his experience to empower minority business owners in his community.

BREAKOUT PRESENTATIONS

Hannah Horne

Founder, H Squared Business & Creative Services Agency, Charlotte, NC

 hannahhorne@live.com

PRESENTATION TITLE

Do You Have An Entrepreneurial Mindset?

Are entrepreneurs born or made? Elon Musk, Tyler Perry, Oprah and Mark Zuckerberg all have a few things in common. But were they born to be innovators, creators and business owners, or did they develop that way? The Entrepreneurial Mindset profile, developed by researchers at Eckerd College, is a 14 point assessment that measures areas of your personality and skills that distinguish entrepreneurs and corporate innovators. Much like a personality assessment—these are areas you can identify and work on for your professional and business success and development.

Torre A. Stocker

Founder, Torre A. Stocker, LLC, Blythewood, SC

 info@torrestocker.com  www.torrestocker.com

PRESENTATION TITLE

The Power of GO!

The Power of GO! is an ability to take an idea or concept and either verbally or visually represent the totality of the thought in a strategic plan to achieve successful completion. The Power of GO! immediately takes the spark of an idea and creates a bonfire of fulfillment. The Power of GO! Concept includes five steps:

1. Brainstorm
2. Plan
3. Implement
4. Action
5. Assess Results

Ultimately, The Power of GO! will help all attendees to get from where they are to where they really want to be.



BREAKOUT PRESENTATIONS

Dr. Shelia Tutwieler-Dawkins

CEO, TutwielerDawkins, LLC, Columbia, SC

 stutwieler@twdtax.com  twdtax.com

PRESENTATION TITLE

Capture, Connect, Create - Moving Financial Reports From Numbers to Action

Our goal is to equip entrepreneurs with the knowledge to recognize the benefits of appropriate accounting methods from a manager/ owner's perspective. We will review budgeting, forecasting, and several key performance indicators that will evaluate the organization's overall success. Additionally, we will offer insights on how to connect financial information to create a platform for proficiency and profitability.



Please scan code to complete a short survey.

SMALL BUSINESS CERTIFICATIONS WORKSHOP

Many government organizations are providing opportunities for small businesses to participate in government procurements. During this workshop, representatives from SC Department of Transportation, Richland County Office of Small Business Opportunity, and U.S. Small Business Administration will discuss opportunities for small businesses to participate in local, state, and federal procurements and contracts. Also, you will hear from representatives of LLE Construction Group, KRJ Consulting, and CORG Management Group who have benefited from participating in these programs.



Pamela Green
*Manager, Richland County
Office of Small Business
Opportunity (OSBO)*



Angela Brewer
*Business Opportunity Specialist,
South Carolina District Office U.S.
Small Business Administration*



Greg Davis
*Director, Division of
Minority and Small
Business Affairs*

BUSINESS SPOTLIGHT HONOREE

The City of Columbia Is Proud To Recognize

CLARRISA MUNFORD

Clarrisa's Kitchen and Catering Services, LLC

As the Business Spotlight
Honoree for 2024 and congratulates
Them on their success.



SBA 2024 NATIONAL SMALL BUSINESS WEEK AWARDS



U.S. Small Business
Administration

*The SBA South Carolina District Office congratulates the winners of the
2024 South Carolina National Small Business Week Awards!*

South Carolina Small Business Person of the Year

Vickey Evans, CORG Management Group

Small Business Development Center Excellence and Innovation Award

Columbia Area Small Business Development Center

South Carolina Female Small Business Person of the Year

Tiffany Johnson-Wilson, Johnson & Wilson Real Estate Company

South Carolina Minority Small Business Person of the Year

Courtney Scipio, IBA Event Rentals

South Carolina Rural Small Business Person of the Year

Josh Eboch & Kendra Tidwell, Barrier Island Oyster Company

South Carolina Veteran Small Business Person of the Year

Adrian Lorduy & Andres Lorduy, Buena Vista Information Systems

South Carolina Young Entrepreneur of the Year

Chandler Kellogg, Green Screen Repairs

South Carolina 8(a) Firm of the Year

Vickey Evans, CORG Management Group

South Carolina Procurement Agency of the Year

Headquarters U.S. Army Corps of Engineers

FASTTRAC GROWTH VENTURE COURSE



The FastTrac Growth Venture is a course designed to support the entrepreneur seeking to take their existing business to a higher level. This program assists entrepreneurs in analyzing their current business condition to identify the best opportunities for growth. Budgeting, sales strategies, management team roles, operational systems, and business plan implementation are key areas of emphasis. The course also facilitates networking between entrepreneurs and experienced professionals. This training is designed to equip aspiring entrepreneurs with more in-depth business skills to grow their business successfully.

2024 GRADUATES

Kevin Adams - Skitcha Records, LLC
Courtney Martin - Bloom Speech Therapy
Na'Chanelle Brown - Create by Na'Chanelle
Ciara Wallace - Ciara Lox Beauty
Towanda Brown - Uniquely4U.LLC Events and More
George Whitehead - Transitional Reentry Education and Employment Services
Tzima Brown - Sunrise Artisan Bath and Body, LLC
Kevin Wicks - Visual Designs by KD, LLC
Robin Butler - Hazel's Heart Healthcare Academy

Michael Woodland - ESNTL Headshots
Donna Davis - D.W. Davis Consulting, LLC
Ayla Ellen - Elevate Sales Team
Arlana Franklin - Timeless Glamoligy, LLC
David Griffin - EmpowerFuel Massage & Wellness, LLC
Nayo Harvin - Sweet GG's Bakery, LLC
Kimberly Johnson - Covered With Care, LLC
Michelle Josey - Mogul Beginnings, LLC
Kairah Lee - Purrfect Pawradise, LLC

FACILITATORS

Mr. Allen Brown, Midlands Technical College

 allenbrown@midlandstech.edu

Mr. Tom Ledbetter

NXLEVEL FOR MICRO ENTREPRENEURS COURSE



The NxLevel for Micro Entrepreneurs course is a training that prepares entrepreneurs to compete, win, and survive in the marketplace. It is designed for businesses with less than five (5) employees. Participants learn how to choose a business idea, develop a business plan, develop a marketing plan, understand market analyses, explore financing options, assess risk management, develop a customer service philosophy, as well as other relevant entrepreneurial skills.

2024 GRADUATES

Marilyn Almodovar – Maxxitreats
Brenda Moss – Moss Consultation Firm, LLC
Anneka Brown – Rare Flame Candles
Sonny Narang – 4EZ Bail
Sheliah Burnette-Lyle
Tiffany Nelson – Embrace Love
Dr. Camilla Young Casteal – Right Start Gym, LLC
Sendra Salley
Timothy Douse – After Hours Mechanical
and Electrical Services
Sabrina Savage – All About Faith Learning Center, LLC
Joshua Etheredge – Casey's Auto Repair, LLC
Andrea Scott – Open Hearts Case Management, LLC
Kadeidre Gaymon – Unfinished Business Catering, LLC

Sharlene Shuler – Under The Cover, LLC
Angela Jenkins – Sara's Comfort Care
Lennon Smith – Smith Logistics
Keyasha Johnson – Dragonfly Woodcrafts, LLC
Siani Terry – Broomstick Cleaning Service
Karen Jones – Sandhills Business &
Consulting Associates, LLC
LaKeta Tyler – L. Ty Design Co., LLC
Ashley McCall
Corinne West – From The Heart Events
Paula McIntosh – Safety Culture Consulting, LLC
Whitney Wiley – Wile Educational Gaming
LaCole Moore – ReVamp L & P
Dr. Rochelle Windley – Graceful Healing by Dr. Windley

FACILITATOR

Mr. Paul Smith, *BEST Carolina, LLC*

 Waylyn5321@gmail.com

FEATURED SMALL BUSINESS RESOURCE PARTNERS



City of Columbia's Office of Business Opportunities

1401 Main Street, 4th Floor
Columbia, SC 29201
(803)545-3950
obo.columbiasc.gov



City of Columbia Business Licensing

1136 Washington Street
Columbia, SC 29201
(803)545-3345
businesslicensing.columbiasc.gov



City of Columbia Engineering Department

1136 Washington Street
Columbia, SC 29201
(803)545-3300
columbiascwater.net



City of Columbia Department of Procurement & Contracts

1800 Main Street, 2nd Floor
Columbia, SC 29201
(803)545-3470
procurement.columbiasc.gov



City of Columbia Public Relations, Media and Marketing Department

1737 Main Street,
Columbia, SC 29201
publicrelations.columbiasc.gov



Columbia Metropolitan Airport

3250 Airport Boulevard
West Columbia, SC 29170
(803)822-5000
flycae.com/business



Internal Revenue Service, Stakeholder Liaison

1835 Assembly Street
Columbia, SC 29201
www.irs.gov



Midlands SCORE

1225 Laurel Street, Ste. 410
Columbia, SC 29201
score.org



Mota Crosslinking Business Academy

633 12th Street
West Columbia, SC 29169
(803)834-3448
www.motaenterprisesonline.com

FEATURED SMALL BUSINESS RESOURCE PARTNERS



Optus Bank
1241 Main Street
Columbia, SC 29201
optus.bank



**Richland County Office of Small
Business Opportunity**
2000 Hampton Street, Ste. 3014
Columbia, SC 29201
(803)576-1540
www.richlandcountysc.gov/osbo



Richland Library
1431 Assembly Street
Columbia, SC 29201
(803)799-9084
www.richlandlibrary.com



**South Carolina Community
Loan Fund**
1122 Lady Street, Suite 11-J
Columbia, SC 29210
(843)973-7285
sccommunityloanfund.org



**South Carolina Department of
Commerce**
1201 Main Street, Suite 1600
Columbia, SC 29201
www.sccommerce.com



**South Carolina Small Business
Development Center
USC Region**
1014 Greene Street
Columbia, SC 29208
(803)822-5000
6296 Rivers Avenue, Suite 300
North Charleston, SC 29406
www.scsbdc.com



**South Carolina Veterans Business
Outreach Center (SC VBOC)**
89 Hagood Avenue
Charleston, SC 29409
vboc.citadel.edu



**United States Department of
Labor - Wage and Hour Division**
1835 Assembly Street, Suite 1072
Columbia, SC 29201
www.dol.gov/agencies/whd/



**U.S. Small Business Administration
(South Carolina District Office)**
1835 Assembly Street, Suite 1428
Columbia, SC 29201
(803)765-5377
sba.gov/district/south-carolina

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CITY OF COLUMBIA'S MINORITY BUSINESS ADVISORY COUNCIL

The City of Columbia's Minority Business Advisory Council (MBAC) was established in 2013 to assist in coordinating City efforts to maximize the opportunities and growth potential of minority businesses.

Through guidance and input on current policies and practices, MBAC is charged with collaborating with the Office of Business Opportunities (OBO) to carry out responsibilities in the areas of economic development, employment, procurement, training, and other matters affecting the economic vitality of the minority business community.

MBAC consists of 12 small business owners or individuals who consistently support the development of minority businesses through their work in private industry, government, and academia.

MBAC plays an active role in the City of Columbia's Mentor Protégé Program (MPP). Since MBAC's inception, several recommended amendments have been approved by Columbia City Council.

Current MBAC Members

Greg Davis, Director – SC Department of Transportation

Allen Brown, Senior Lending Officer – SC Community Loan Fund

Jimmy Chao, President – Chao and Associates, Inc.

Cynthia Hardy, President – OnPoint Media, LLC

Karen R. Jenkins, President/CEO – KRJ Consulting, LLC

Anthony Lawrence, Managing Principal – MOTA Design, Construction, Development

Dr. Louis Lynn, President – ENVIRO AgScience

Vanessa Mota, Owner – Mota Crosslinking Business Academy

Cheryl Salley, Chief Executive Officer – Treadwater Solutions

Ronald Taylor, Contractor – Taylor Brothers Construction Company

Kadenia Williams Jarvis, Founder & Chief Financial Officer – Jarvis Financial Services, LLC

Roscoe Wilson, Jr., Chief Executive Officer – RC Wilson Group

CITY OF COLUMBIA OFFICE OF BUSINESS OPPORTUNITIES

The Office of Business Opportunities (OBO) is committed to supporting initiatives that benefit small, minority, and women owned businesses located in, or that want to do business with, the City of Columbia. This is accomplished by providing creative financing and funding, technical assistance, and the City's utilization of local, minority, and women owned businesses to ensure that our funds contribute to the economic growth of all communities.

Commercial Loans & Lending

Financial assistance to start-up and existing businesses for growth, expansion, retention and the creation of new jobs, and assistance in the redevelopment of commercial corridors.

Contractor & Supplier Diversity

Training and support for city initiatives designed to increase local contractor's capacity to compete for government contracts and other procurement opportunities. Programs include: Mentor Protégé; Local Business Enterprise; and the Columbia Disadvantaged Business Enterprise.

Technical Assistance, Education & Advocacy

Business development assistance and courses for start-ups and existing businesses looking to grow and expand. Topics covered include: marketing, use of social media, business plan development, finances, legal issues, and more.



Office of Business Opportunities Staff



Ayesha Driggers
Director



Shontay Cooper
Administrative Specialist



Tonya Porter-DeBerry
Grants Coordinator



Bret Whiting
Commercial Loan Officer



Carla Eichelberger
Program Compliance Coordinator



Cassandra Fletcher
Program Compliance Administrator



LaTonya Germany
Program Compliance Specialist



Kalenna Ginyard
Program Compliance Specialist



CITY OF COLUMBIA
OFFICE OF BUSINESS OPPORTUNITIES

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COLUMBIA CITY COUNCIL

Mayor Daniel J. Rickenmann
Councilman Edward H. McDowell, Jr., District II
Councilman Will Brennan, Mayor Pro Tem, District III
Councilwoman Aditi Bussells, At-Large
Councilwoman Tina N. Herbert, District I
Councilman Peter M. Brown, District IV
Councilman Tyler D. Bailey, At-Large

SPECIAL THANKS TO:

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Columbia Printing & Graphics
Embassy Suites by Hilton Columbia Greystone
Freethinkers Radio
Raw Essence Natural Soaps & Bath Co., LLC
SC Black Expo
Sweet GG's Bakery
Tech Design Strategies