



ARC
1666 Connecticut
Suite 700
Washington, DC 20009

ADVANCED SKILLS FOR INCUBATOR MANAGEMENT GROW YOUR CLIENTS – GROW YOUR INCUBATOR

JUNE 13-15, 2004

Sponsored by: Appalachian Regional Commission, Tennessee Valley Authority
Shoals Entrepreneurial Center

Holiday Inn-Sheffield
4900 Hatch Blvd.
Sheffield, Alabama 35660
256-381-4710

REGISTRATION

Three ways to register:
Online: Visit <http://www.shoalsec.com>.
By Fax: Fax completed form to 256.740.5531
By Mail: Send completed form to:

ATTN: Registration
Shoals Entrepreneurial Center
3115 Northington Court
Florence, Alabama 35630

For More Information: Contact 256.760.9014

CANCELLATIONS/REFUNDS

All cancellations must be received in writing. Cancellations received at the Shoals Entrepreneurial Center office on or before June 7 will receive a refund of the registration fee minus a \$30 administrative charge. No refunds will be issued for cancellations after June 7.

Register Now

Seating is Limited

Registration Fee \$125

ACCOMMODATIONS

Holiday Inn-Sheffield
4900 Hatch Blvd.
Sheffield, AL 35660
Phone: 256.381.4710
800.465.4329

The Holiday Inn Sheffield is a full-service hotel located in the center of Sheffield, Muscle Shoals, Florence and Tusculmbia, in beautiful Northwest Alabama. Nearby attractions include: Birthplace of Helen Keller, Alabama Music Hall of Fame, Home of W.C. Handy, LaGrange Battlefield, and Fame Recording Studios, just to name a few.

Visit <http://www.shoalschamber.com> for additional information and Shoals area attractions.

Most conference sessions will be conducted at the hotel and transportation will be provided between the hotel and offsite activities.

Call 256.314.4710 or 1.800.465.4329 for reservations. Be sure to mention the ARC/SEC/TVA Conference for the discounted nightly room rate of \$59. Reserve your room by June 4, 2004 to secure the discounted rate.

REGISTRATION FORM Please print legibly or type. Name badges and registration materials will be generated with this form

| | | |
|---|-------------------------------------|-------------------------------|
| NAME | FIRST NAME ON BADGE | ORGANIZATION |
| ADDRESS | CITY | STATE |
| | | ZIP |
| TELEPHONE | FAX | E-MAIL ADDRESS |
| <input type="checkbox"/> CHECK | <input type="checkbox"/> MASTERCARD | <input type="checkbox"/> VISA |
| <input type="checkbox"/> AMERICAN EXPRESS | <input type="checkbox"/> DISCOVER | ACCOUNT NUMBER |
| | | EXP. DATE |

NAME ON ACCOUNT(PLEASE TYPE OR PRINT LEGIBLY):

COMPLETE BILLING ADDRESS (EXACTLY AS IT APPEARS ON YOUR STATEMENT)

SIGNATURE

FULL PAYMENT MUST ACCOMPANY ALL REGISTRATION FORMS. REGISTRATION REQUESTS WITHOUT PAYMENT WILL NOT BE PROCESSED. MAKE CHECKS PAYABLE TO SHOALS ENTREPRENEURIAL CENTER.

Sunday June 13, 2004

- 11:00 a.m. Registration Opens
- 1:30 p.m. Welcome and Orientation
Jerry Davis, Director
Shoals Entrepreneurial Center

Special Topics

- 2:00-4:30 p.m. A Critical Look at Kitchen Incubation
Presenters: Sherry Campbell, Director Shoals Commercial Culinary Center
Suanne Sockwell, Operations Manager
Shoals Entrepreneurial Center
- 2:00-4:30 p.m. Starting & Sustaining a Micro-Enterprise Development Program
Presenter: Natallie Keiser, Senior Manager, Association for Enterprise Opportunity
- 5:30 p.m. Bus Ride to Cookout and Riverboat Tour
Weather Alternate: Cookout and Tour
Alabama Music Hall of Fame

Monday June 14, 2004

- 8:00 - 8:50 a.m. Roundtable Discussions
Breakfast Provided
- 8:50 - 9:10 a.m. Welcome from ARC & TVA
- 9:10 - 9:40 a.m. Entrepreneurship in 2010
Presenter: Jim Blasingame, Award Winning Author, Columnist, and Host: The Small Business Advocate Radio Show
- 9:40 - 10:00 a.m. Break

Tune Up Your Incubator

- 10:00-11:00 a.m. Develop a VIP Counseling Program
Presenter: Eddie Hill, VP Client Services, The Entrepreneurial Center
- 11:00 - 12:00 p.m. Cash Flow Analysis: A View From Outside the Box
Presenter: Jim Blasingame, Award Winning Author, Columnist, and Host: The Small Business Advocate Radio Show

Expand Your Reach

- 10:00-12:00 p.m. Satellite Incubation
Presenters: Lynn Stacey, President, Stacey & Associates
Devron Veasley, Director, Bessemer Business Center
- 12:00 p.m. Lunch and Alternating Facility Tours
1st Group Group Tour-SCCC, Lunch
2nd Group Group Tour-SEC Grads, Lunch
3rd Group Group Tour-SEC Facility, Lunch

Tune Up Your Incubator

- 3:00 - 5:00 p.m. Self Evaluation
Presenter: Jim Greenwood, President, Greenwood Consulting Group

Expand Your Reach

- 3:00 – 3:30 p.m. Integrating an Incubator into Your Community
Presenter: Lynn Stacey, President, Stacey & Associates
- 3:30 - 4:30 p.m. Connecting Clients to Financial Resources:
Revolving Loan Funds
Presenter: Tom Fouts, Executive Director
Smokey Mountain Development Corp.
- In-House Loan Programs
Presenter: Jerry O'Toole, VP of Finance, The Entrepreneurial Center
- TVA Loan Fund
Presenter: Dr. Maurice Smith, TVA
- 5:30 - 6:30 p.m. Networking Social - Holiday Inn
Dinner on Your Own

Tuesday June 15, 2004

Breakfast on your own

Tune Up Your Incubator

- 9:00-10:30 a.m. Effective Marketing Strategies
Presenters: Lisa Ison, President, The New Century Venture Center
Allen Tomlinson, President, Tomlinson-Sims Advertising

Expand Your Reach

- 9:00-10:30 a.m. Sector Strategies
Presenters: Giles McDaniel, Director., Northeast Alabama Entrepreneurial System
Ray Daffner, Manager, ARC Entrepreneurship Initiative
- 10:30 - 10:45 a.m. Break

Tune Up Your Incubator

- 10:45-11:45 a.m. Efficiency Techniques
Presenter: Devron Veasley, Director, Bessemer Business Center

Expand Your Reach

- 10:45-11:45 a.m. E-Commerce for Entrepreneurs: What's Ahead?
Presenter: TBA
- 11:45 a.m. Prizes Awarded and Dismissal
- 1:30 - 3:30 p.m. Repeat of Training Session at Kitchen Incubator

