



# Antioch Baptist Church

Virtual Entrepreneurship Conference 2021

Financing | Marketing | Resources

## ANTIOCH BAPTIST CHURCH 2-DAY ENTREPRENEURSHIP, VIRTUALWORKSHOP MAY 5th – MAY 6th, 2021

### Mission Statement

To impart business wisdom and knowledge to entrepreneurs in a Christian environment.

“Ask and you shall receive, Seek and you shall find, Knock and it will be opened to you.” Matt 7:7

### DAY ONE MAY 5th

10:30 – 10:45 am

#### **WELCOME AND INTRODUCTIONS**

**OBJECTIVE:** Conference co-host (Bro Xavier Streeter) welcome and prayer. Provide an overview of the Antioch Baptist Church 2-day workshop, discuss three major tracks each day (Financing, Marketing & Resources). Welcome from Pastor Ausberry.

**10:30 – 10:35 Opening Remarks: (MM, ABC III)– Bro Xavier Streeter or Trustee Savage**

**10:36 – 10:40 Welcoming: Remarks & Prayer – Pastor Ausberry**

**10:41 – 10:45 2-Day Agenda & Speakers - Bro Bob**

10:45 – 11:20 am

#### **MODULE 1: BOOTS TO BUSINESS: MY PERSONAL JOURNEY**

**OBJECTIVE:** Bro Les Taylor will discuss this Christian journey as a soldier, entrepreneur, and educator.

- **Presenter Name**, BRO LES TAYLOR, ENTREPRENEURSHIP-PRESIDENT, VETERAN BUSINESS PARTNERSHIP | FORMER DIRECTOR, NATIONAL CAPITAL REGION VETERANS' BUSINESS OUTREACH CENTER (VBOC)

**Module 1 Recording Time: April 22 @ 2 pm**

11:20 – 11:30 am

**BREAK**

**Model 1 Break: Background Music (Gospel or Smooth Jazz)**  
**Slide with Parable: Parable of the Talents (Matt 25:14-30)**

11:30 – 12:15 am

**MODULE 2: FINANCING: EMERGENCY RELIEF PROGRAMS**

**OBJECTIVE:** Describe the latest information on SBA's PPP, EIDL, and other COVID-19 relief programs.

- **Presenter Name,** SIS KARLENE SINCLAIR-ROBINSON, SMALL BUSINESS FINANCE CENTER

**Module 2 Recording Time: April 15 @ 2 pm**

12:15 - 12:30 pm

**BREAK**

**Background Music (Gospel or Smooth Jazz)**  
**Slide with Parable: The Good Samaritan (Luke: 10:25-37)**

12:30 – 1:00 pm

**MODULE 3: MARKETING: STAYING VISIBLE IN A COVID-19 WORLD**

**OBJECTIVE:** Describe the importance of using digital marketing tools to reach a target market. Explain how to stand out when buyers search for your goods and services online.

- **Presenter Name,** BRO BOB ROGERS, CHESAPEAKE DIGITAL SOLUTIONS

**Module 3 Recording Time: April 6 at 10 am**

1:00 – 1:10 pm

**BREAK**

**Background Music (Gospel or Smooth Jazz)**  
**Slide with Parable: The Growing Seed (Mark 4:26-29)**

1:10 – 2:15 pm

**MODULE 4: RESOURCES: ONE STOP SHOP COMMUNITY BUSINESS PARTNERSHIP**

**OBJECTIVE:** Understand how the Community Business Partnership helps small businesses in the Northern Virginia area.

- **Instructor Name,** SIS SHEINA WADDELL, COMMUNITY BUSINESS PARTNERSHIP

**Recording Time: April 13 at 12:30 pm**

2:15 – 2:30 pm

**CLOSING REMARKS AND INSTRUCTIONS**

**2:15 – 2:25 Closing Remarks (MM, ABC III)– Bro Xavier Streeter**

**2: 25 – 2:30 Closing Prayer – Rev Harris**

## **DAY TWO MAY 6th**

10:30 – 10:45 am

### **OPENING REMARKS**

10:30 – 10:35 Opening Remarks: (MM, ABC III)– Bro Xavier Streeter or Trustee Savage

10:36 – 10:40 Welcoming: Remarks & Prayer – Rev Harris

10:41 – 10:45 2-Day Agenda & Speakers - Bro Bob

10:45 – 11:15 am

### **MODULE 5: ACCESS TO CAPITAL: ALTERNATIVE BANK FINANCING (FACTORING)**

**OBJECTIVE:** Describe how Factoring can be an alternative source of financing to a growing business

- **Presenter Name,** KWESI ROGERS, KORE CAPITAL CORPORATION

Recording Time: April 9 @ 11 am

11:15 – 11:30 am

### **BREAK**

**Background Music (Gospel or Smooth Jazz)**

**Slide with Parable: The Two Debtors (Luke 7:41-43)**

11:30 – 12:00 pm

### **MODULE 6: MARKETING: HOW TO BUILD YOUR OWN BRAND (BYOB)**

**OBJECTIVE:** Describe how to create an image that sets you apart, build trust among the people you work with, and represent the true, authentic you.

- **Presenter Name,** SIS MICHELLE GARDNER-INCE, DEPARTMENT OF VETERANS AFFAIRS OSDBU

Recording Time: April 12 at 10:30 am

12:00 – 12:15 pm

### **BREAK**

**Background Music (Gospel or Smooth Jazz)**

**Slide with Parable: The Rich Fool (Luke 12:16-21)**

12:15 – 12:45 pm

### **MODULE 7: RESOURCES: LOCAL GOVERNMENT SUPPORT FOR SMALL BUSINESSES**

**OBJECTIVE:** Describe how to start a business in Fairfax County. Explain the resources available to small business through the Fairfax Economic Development Authority

- **Presenter Name,** SIS KAREN SMAW, FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Recording Time: April 19 at 1:00 pm

12:45 – 1:00 pm

**BREAK**

**Background Music (Gospel or Smooth Jazz)**

**Slide with Parable: The Wise and Foolish Builders (Matt 7:24-27)**

1:00 – 1:45 pm

**MODULE 8: ANTIOCH ENTREPRENEURS**

**OBJECTIVE:** Antioch entrepreneurs will give 3-minute videos of their products and services.

- **Moderator:** SIS KENYA SAVAGE

**Recording Time: None**

1:45 – 2:00 pm

**GROUP QUESTION/ANSWER SESSION/CLOSING REMARKS**

**OBJECTIVE:** The conference co-host (Bro Bob Rogers) summarizes the 2-day workshop and repeats three major tracks (Financing, Marketing & Resources). Thank you for attending by Rev Alvin Harris. Closing prayer by a host.

**2:15 – 2:25 Closing Remarks (MM, ABC III)– Bro Bob Rogers**

**2: 25 – 2:30 Closing Prayer – Rev Harris**