



Marietta-Roswell Alumnae Chapter  
Delta Sigma Theta Sorority, Inc.  
2023 Community Economic Empowerment Summit

**Securing the BAG:  
Building a Legacy, Accepting the Call, Generating Wealth**

**AGENDA**

**10:00am** **Welcome to the 14<sup>th</sup> Annual Community Economic Empowerment Summit – Securing the BAG: Building a Legacy, Accepting the Call, Generating Wealth**

**10:05am** **A Seat at the Bosses Table: Candid Conversations About Being an Entrepreneur**

*Panelist of successful businessowners discuss the realities of entrepreneurship, competing as a female in a male dominated arena and valuable lessons learned that led to their success.*

**10:55am** Break

**Concurrent Sessions**

**11:00am** ***Session A: First Things First: So You Want to Start Your Own Business***

Learn from a subject matter expert the key facts in setting up and starting a business, including the importance of a business plan.

***Session B: Taking Your Business to the Next Level: Keys to Growing Your Business***

Panel discussion on how to take your business to the next level, including business health assessment, expansion options and securing your business legacy.

**11:55am** Break

**Concurrent Sessions**

**12:00pm** ***Session C: Investing In Your Future: Funding Your Business***

Launching and growing a successful business takes funding. This workshop will discuss how to raise start-up capital and keys to successful on-going financial management for your business.

***Session D: Show Me the Money! – Funding, Financing & Franchising***

For a seasoned business, increasing operating capital is critical to continued success and viability. Hear from panelists as they discuss building operating capital, landing larger contracts, securing investors and identifying ways to expand your revenue stream.

**12:55pm** Break

**1:00pm** ***Session E: Doing Business with the Government***

Landing a contract with the government can open up amazing opportunities for a business. Hear from a subject matter expert the steps required to apply, secure and keep a government contract.

**1:55pm** **Closing: Bringing It All Together**

*NOTE: The Youth Entrepreneurship Summit will be held from 11:00am – 12:30pm.*

