



**A.G. GASTON CONFERENCE**

**GREEN POWER: MONEY IN ACTION**

**2012**

# Economic Empowerment Through Enterprise Development

FEBRUARY 14-15, 2012 BIRMINGHAM JEFFERSON CONVENTION COMPLEX

Hosted by: Advanced Planning Services, LLC • Birmingham Business Resource Center  
Birmingham Business Development Initiative

Conference registration: \$100

On-site registration: \$150

Single-day registration: \$75

To register, call: Birmingham  
Business Resource Center  
(205) 250-6380

For more information, contact:  
Birmingham Business Resource Center  
1500 1st Ave. N., Birmingham, AL 35203  
(205) 250-6380

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**Birmingham Business Resource Center**  
*Your One-Stop Center for Small Business Finance*

**BBDI** BIRMINGHAM BUSINESS DEVELOPMENT INITIATIVE

# Conference Schedule

## Tuesday, February 14, 2012

11:00 A.M. – 4:00 P.M. | REGISTRATION

11:30 A.M. – 1:00 P.M. | WORKING LUNCH

### A.G. GASTON PANEL PRESENTATION:

Reflections from People Who Knew Him

A.G. Gaston was much more than just the businesses he created. He was a man full of compassion, energy and commitment. The individuals on this panel will share stories of their personal relationships with him.

2:45 – 3:45 P.M.

### GREEN POWER PRESENTATION | MONEY IN ACTION

Small business owners talk about when they knew being an entrepreneur was their route to success, how they got into business, how their businesses started, what connections (family or otherwise) helped them launch their businesses and how they overcame obstacles.



1:00 – 2:30 P.M.

### THE BUSINESS CORNER

How to Make Sure Your Marketing Plan Fits Into Your Business Strategic Plan

PRESENTER: Lisa Beck,  
The Beck Agency

4:00 – 5:30 P.M. | HOSPITALITY HOUR

## Wednesday, February 15, 2012

8:30 A.M. | REGISTRATION, CONTINENTAL BREAKFAST

9:00 – 10:00 A.M. | CEO ROUNDTABLE

Growing Minority/African American Companies:  
How Do We Build a More Inclusive Vendor Base?



10:00 – 11:45 A.M. | PLENARY

PRESENTER: Mel Gravely  
Managing Director, The Institute  
for Entrepreneurial Thinking

12 NOON – 1:30 P.M. | LUNCHEON

KEYNOTE SPEAKER: Dennis Kimbro

Join this best-selling author, speaker and researcher as he shares insights on the essence of prosperity and financial freedom.

