

**\$99  
8 HRS.**

# CRACKING THE CODE

**The little things that make BIG differences.**

Cracking the Code is a full-day program of seminars and panels designed to take the mystery out of what it takes to build a successful business. This is a rare opportunity for small business owners and employees to learn from experts the not-so-secret recipes that lead to breakthrough performance.

**PROGRAM INCLUDES:**

- Complimentary Breakfast and Networking Lunch
- Keynote Address I: Jody Espina, Founder of JodyJazz
- Seminar I: Jusak Bernhard & Jeff Manley, Founders of TailsSpin
- Panel Discussion: The ABC's of Code Cracking with Attorney Edwin Byck, a Representative from Renasant Bank and CPA Kay Proctor
- Keynote Address II: Ted Dennard, Founder of Savannah Bee Company
- BIZ-TALK: Daniel Dabbs & John Roman, Founders of Battlbox
- Panel Discussion: Business Owners Who Have Cracked the Code, Founders of Boost by Design, Georgia Peach World and Lulu's Chocolate Empire
- Seminar II: Michelle Smith Lank, Founder of Kid's World Learning Center

**LIMITED SEATING. REGISTER TODAY @**

**[www.georgiasbdc.org/southern-coastal](http://www.georgiasbdc.org/southern-coastal)**

**FOR MORE INFORMATION: call (912) 651-3200**



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A Public Service and Outreach Unit of the University of Georgia.  
Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.  
Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.  
Contact Liz Overstreet, 111 E. Liberty St., Ste. 200, Savannah, GA 31401, (912) 651-3200

**SEPT. 16TH  
8 AM to 4 PM**

**Savannah Technical  
College**

5717 White Bluff Rd., Rm #7126  
Savannah, GA 31405

**COST: \$99**

*Materials and meals provided.*



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International Honor Society  
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# SBDC CRACKING THE CODE: AGENDA

|                     |  |
|---------------------|--|
| 8 AM - 9 AM         | REGISTRATION AND BREAKFAST   |
| 9 AM - 9:15 AM      | OPENING REMARKS  |
| 9:15 AM - 10 AM     | <b>KEYNOTE ADDRESS #1: The Secret of Creative Confidence as a Way of Doing Business</b> <ul style="list-style-type: none"><li>• Jody Espina, <i>Founder, JodyJazz</i></li></ul>  |
| 10:10 - 10:40 AM    | <b>SEMINAR I: The Secret of Community Engagement as a Marketing Tool</b> <ul style="list-style-type: none"><li>• Jusak Bernhard &amp; Jeff Manley, <i>Founders, TailsSpin</i></li></ul>  |
| 10:50 AM - 11:20 AM | <b>PANEL DISCUSSION I: The ABC's of Code Cracking</b> <ul style="list-style-type: none"><li>• (A)ttorney Edwin Byck of Weiner, Shearouse, Weitz, Greenberg &amp; Shawe, LLP</li><li>• Representative from Renasant (B)ank</li><li>• (C)PA Kay Proctor of Lanier, Westerfield, Deal &amp; Proctor</li></ul>                     |
| 11:30 AM - Noon     | PRESENTATION BY RENASANT BANK  |
| Noon - 1 PM         | NETWORKING LUNCH   |
| 1 PM - 1:45 PM      | <b>KEYNOTE ADDRESS #2: The Secret to Keeping Your Passion as the Business Grows</b> <ul style="list-style-type: none"><li>• Ted Dennard, <i>Founder, Savannah Bee Company</i></li></ul>  |
| 1:55 PM - 2:25 PM   | <b>BIZ-TALK: Daniel Dabbs &amp; John Roman, Founders, Battlbox</b>   |
| 2:35 PM - 3:05 PM   | <b>PANEL DISCUSSION II: Business Owners Who Have Cracked the Code</b> <ul style="list-style-type: none"><li>• Byron Atkinson, <i>Git-R-Done Director &amp; Founder, Boost by Design</i></li><li>• Jason Reott, <i>Founder, Georgia Peach World</i></li><li>• Janine Finn, <i>Co-Founder, Lulu's Chocolate Empire</i></li></ul> |
| 3:15 PM - 3:45 PM   | <b>SEMINAR II: The Secret to Attracting &amp; Retaining Quality Employees</b> <ul style="list-style-type: none"><li>• Michelle Smith Lank, <i>Founder, Kid's World Learning Center</i></li></ul>   |
| 4 PM                | CONCLUSION   |