



2016 Get Ready for Transportation Summit – AGENDA

Georgia International Convention Center  
Monday, November 14, 2016

Registration and Continental Breakfast ..... 7:30 a.m. - 8:00 a.m.

**PRESIDING**

**Michael Hightower**  
*Managing Partner, The Collaborative Firm*

**OPENING SESSION.....8:00 a.m. - 9:15 a.m.**

**Ferdinand L. Risco Jr., MBA** Welcome & Introduction  
*Executive Director of Diversity and Inclusion, MARTA*

**Jack Longino** Local Greetings  
*Mayor, City of College Park*

**Cesar Mitchell** Opening Remarks  
*City Council President, City of Atlanta*

**Jamie Boswell**  
*Vice Chairman, Georgia Department of Transportation*

**Todd Long**  
*Chief Operating Officer, Fulton County Government*

**Jeffrey Turner**  
*Chairman, Clayton County Government*

**GENERAL SESSION I .....9:15 a.m. - 10:00 a.m.**

**Development of Small Business Infrastructure**

*Experts from local governmental entities will provide insight into resources, certifications and other critical tools for small business development success. Necessary information and direction will be presented to obtain the crucial certifications that will assist small businesses in their quest for new opportunities in the transportation industry.*

Moderator:

**Stacey Key**

*President/CEO, Georgia Minority Supplier Diversity Council*



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*GENERAL SESSION I ♦ DEVELOPMENT OF SMALL BUSINESS INFRASTRUCTURE (cont'd)*

Panelists:

**Talisa Clark**

*Interim Chief Procurement Officer, DeKalb County Government*

**Carol Rogers**

*Interim Director of the Department of Central Services, Clayton County Government*

**Felicia Strong-Whitaker**

*Director of Purchasing and Contract Compliance, Fulton County Government*

**GENERAL SESSION II..... 10:15 a.m. - 11:00 a.m.**

**Four C's: Credit, Cash, Capital and Coverage**

*Successful business development must incorporate the critical components of the Four C's. Panelists will expose small businesses to the details of these important elements as they build their companies. Specific examples will be provided on how these four pillars are necessary in the pursuit of business sustainability and growth.*

Moderator:

**Cassius Butts**

*Regional Administrator, U.S. Small Business Administration*

Panelists:

**Derek Grayson, II**

*Vice President of Georgia and North Florida – Government Guaranteed Lending Manager, Fifth Third Bank*

**Charles Harris, Jr.**

*Business Insurance Specialist, Tri State Benefit Advisors*

**Karen Leone de Nie**

*Community and Economic Development Assistant Vice President, Federal Reserve Bank of Atlanta*

**GENERAL SESSION III..... 11:00 a.m. - 11:45 a.m.**

**Opportunities for Small Businesses**

*Learn about immediate and future opportunities for new business opportunities in the local and state transportation industry. Be among the first entrepreneurs in the region to receive information regarding new opportunities in this business sector.*

Moderator:

**Antoine Smith**

*Manager of Supplier Diversity, MARTA*



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*GENERAL SESSION III ♦ OPPORTUNITIES FOR SMALL BUSINESSES (cont'd)*

Panelists:

**Kimberly King**

*Administrator of Equal Employment and Opportunity, GDOT*

**Larry Scott**

*Director of the Mayor’s Office of Contract Compliance, City of Atlanta*

**Dave Springstead**

*Assistant General Manager of Capital Programs and Development, MARTA*

**LUNCH SESSION ..... 12:00 p.m. – 1:30 p.m.**

**State of Transportation**

*The finale of the 2016 MARTA Get Ready for Transportation Summit features three of the region’s top transportation professionals in aviation, public transit and infrastructure. Each panelist will conclude and highlight the conference by providing the most recent business opportunity updates in their respective fields, including the successful passage of transportation referendums from the November 2016 elections.*

Moderator:

**Maria Saporta**

*Contributing Writer, The Atlanta Business Chronicle*

Panelists:

**Roosevelt Council**

*Interim Aviation General Manager, Hartsfield-Jackson Atlanta International Airport*

**Faye DiMassimo**

*General Manager of Infrastructure Bond Program, Renew Atlanta*

**Keith T. Parker, AICP**

*General Manager/CEO, MARTA*

**Ferdinand L. Risco Jr., MBA**

*Executive Director of Diversity and Inclusion, MARTA*

Closing Remarks