

2018  
*Business*  
SUMMIT

Coffee Chat, 8:30 - 9:00 a.m.  
*Sponsored by PNC Bank of Murphy*

Keynote Address, 9:00 - 9:30 a.m.  
*by Emily Breedlove*

Break, 9:30 - 10:00 a.m.

Session One, 10:00 - 10:45 a.m.  
*Noah Wilson, Enloe 100*  
*Sarah Benoit, Enloe 113 (starts at 9:30 a.m.)*

Break, 10:45 - 11:00 a.m.

Session Two, 11:00 - 11:45 a.m.  
*Emily Breedlove, Enloe 100*  
*Sarah Benoit, Enloe 113*

Lunch, 11:45 - 1:00 p.m.  
*Sponsored by Downtown Pizza Co.*  
*Breakout Session "What is a B-Corp?" by Sarah Benoit at 12:30 p.m.*

Session Three, 1:00 - 1:45 p.m.  
*Emilie Gates & Dena Howard, Enloe 100*  
*Sarah Benoit, Enloe 113*

Break, 1:45 - 2:00 p.m.

Session Four, 2:00 - 2:45 p.m.  
*Stewart Senger, Enloe 100*  
*Sarah Benoit, Enloe 113*

Break, 2:45 - 3:00 p.m.

Session Five, 3:00 - 3:45 p.m.  
*Nonprofit Panel, Enloe 100*  
*Sarah Benoit, Enloe 113*

Networking & Closing Out, 3:45 - 4:30 p.m.

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<b>TRACK ONE</b> <i>Enloe 100</i>
<p><b>Session One</b> Noah Wilson <i>The Drivers of Growth &amp; Innovation</i></p>
<p><b>Session Two</b> Emily Breedlove <i>Collaborative Relationships Within Your Community</i></p>
<p><b>Session Three</b> Emilie Gates &amp; Dena Howard <i>Collaborative Relationships Within the Same Industry</i></p>
<p><b>Session Four</b> Stewart Senger <i>Niching Down in Your Market</i></p>
<p><b>Session Five</b> Nonprofit Panel TCCC Small Business Center Murphy Business Association Cherokee County Chamber of Commerce</p>

Join us for networking and refreshments throughout the day in the Enloe gymnasium.

<b>TRACK TWO INTENSIVES</b> <i>Enloe 113</i>
<p><b>Session One</b> Sarah Benoit <i>Facebook Ads Made Easy</i></p>
<p><b>Session Two</b> Sarah Benoit <i>Instagram Ads Made Easy</i></p>
<p><b>Session Three</b> Sarah Benoit <i>Search Engine Optimization (SEO) for Your Website, Part I</i></p>
<p><b>Session Four</b> Sarah Benoit <i>SEO for Your Website, Part II</i></p>
<p><b>Session Five</b> Sarah Benoit <i>SEO for Your Website, Part III</i></p>

Track Two courses are Intensive sessions, meaning they're more advanced. Plan to bring your laptop to these workshops.