

MAYOR ALLEN  
PROGRAM

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CRC

COMMUNITY RELATIONS COMMISSION'S  
"WORKSHOP ON BLACK BUSINESS OPPORTUNITIES"

New building of Atlanta University School of Business, February 20.

- 8:30-9:00 Registration
- 9:00-9:15 Purpose of Conference - Mr. Byron Attridge, Vice Chairman  
of Community Relations Commission
- 9:15-10:00 Keynote Speaker - Mr. Frank Carter, President, Atlanta Chamber  
of Commerce
- 10:00-10:15 Break
- 10:15-11:15 "Do's and Don't's in Launching new Businesses"  
Five successful Atlanta Black Entrepreneurs
- 11:15-12:00 Specialized Panel Discussions:
- |                             |                                                       |
|-----------------------------|-------------------------------------------------------|
| 1. Service Stations         | 5. Ice Cream Outlets                                  |
| 2. Fast Food Outlets        | 6. Franchised Dry Cleaning                            |
| 3. Construction Contracting | 7. Specialty Auto Services -<br>tires, mufflers, etc. |
| 4. Auto Dealerships         | 8. Other Franchise Businesses                         |
- 12:00-1:00 Box Lunches
- 1:00-1:45 Banker Round Table - Opportunities envisioned, how  
your banker can help, what he looks for in loan applicant,  
etc. (Atlanta bankers, accountant, and SBA official)
- 1:45-2:30 Ongoing Programs for Technical Aid
1. Small Business Administration
  2. National Business League "Project Outreach"
  3. Regional Economic Development and Business Service Center,  
Atlanta University
- 2:30-5:00 "Fifty Great Business Opportunities"  
Individual conferences between franchisors and franchisees
- 7:00-10:00 Banquet at Paschal's Motor Hotel

Awards to the five outstanding Atlanta Black  
Entrepreneurs for 1969

Address: Berkeley G. Burrell, President, National  
Business League, Washington, D. C.