

## PROGRAM

"WORKSHOP ON BLACK BUSINESS OPPORTUNITIES"  
New building of Atlanta University School of Business, February 20.

- 9:00-9:15 Purpose of Conference - Dr. Sam Williams
- 9:15-10:00 Keynote Speaker - 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 - |
| 4. Auto Dealerships         | tires, mufflers, etc.        |
- 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
- SBA  
Project Outreach  
Atlanta University School of Business
- 2:30-5:00 "Fifty Great Business Opportunities"
- Individual conferences between franchisors and franchisees
- 7:00-10:00 Banquet at Paschal's
- Awards to the five outstanding Atlanta Black  
Entrepreneurs for 1969
- Address: Berkeley G. Burrell, President, National  
Business League, Washington, D. C.