



3rd Annual POWERUP DC National Small Business Week Forum

2018 Fact Sheet

WHAT/WHO

In celebration of National Small Business Week 2018, DC Health Link in partnership with the Washington Business Journal (WBJ), and DC Health Link business partners, the DC Chamber of Commerce (DCCC), the Greater Washington Hispanic Chamber of Commerce (GWHCC), the Restaurant Association Metropolitan Washington (RAMW) and the National Association of Health Underwriters (NAHU) will host the 3rd Annual POWERUP DC Small Business Forum, ***"POWERUP DC 2018: Movin' Your Business Forward: Start, Grow and Prosper"***.

This forum provides entrepreneurs and non-profit professionals with information, tools, resources and services to support the startup and growth of small businesses into prospering companies. Sessions will focus specifically on one of the greatest needs of small business owners, access to capital to start, grow and prosper. Seminars have been organized into three tracks to highlight procurement opportunities in both the private and government sectors, certification and licensing, emerging industries, business trends as well as funding and capacity-building for non-profit entities. Additionally, participants will learn about the benefits of the ACA and health insurance options for small businesses and their employees through DC Health Link.

WHEN/WHERE

Tuesday, May 1, 2018 | 8:00am to 1:30pm

Fairmont Hotel | 2401 M Street, NW, Washington, DC 20037

WHY

Small businesses are major contributors to the strength of the American economy. Every year they employ more than half the private work force nationally, create new jobs, and drive a majority of American innovations as well as increase U.S. competitiveness. The small businesses of Washington, DC are no exception and it is important to support their growth and to help them in turn to support their employees. **"POWERUP DC"** provides various business resources and networking

opportunities through a range of cutting edge seminars, special events and focused presentations from government and private sector representatives on the latest trends and opportunities.

GOAL The primary goal of **POWERUP DC** is to provide valuable information and resources to business owners and non-profit professionals who have an interest in starting, growing and prospering their business.

- OBJECTIVES**
- Participate in a range of business seminars that impact the bottom line
 - Gain access to business opportunities and connections to your business resources
 - Learn about the small business marketplace provisions of the Affordable Care Act (ACA) and the benefits of health insurance options offered through DC Health Link
 - Network and build business relationships with other owners, seasoned professionals and industry leaders
-

AUDIENCE POWERUP DC 2018 National Small Business Week Forum is the perfect event for new and experienced small business owners to gain information about current business trends and opportunities. Brokers, carriers, nonprofits and those doing business with small business owners are also welcomed to attend.

- AGENDA**
- **Session 1** – Morning Session: Networking, Morning Refreshments, Vendors and Exhibitors
 - **Session 2** – Opening Plenary Session: Welcome, Greetings, and Keynote Speaker
 - **Session 3** – Seminars:
 - **Track A: Jumpstarting Your Business: How to Launch and Stay Afloat** – This panel is specifically for small business start-ups. Participants will learn the basic steps for starting a business including, market research, developing a business plan, steps to obtain a business license and associated fees and timeline, access to capital and nontraditional financial resources such as community banking institutions, crowdfunding, peer-to-peer lending, factoring, micro-loans, Internet-based lending and other creative avenues.
 - **Track B: Keep it Movin': How to Grow Your Business Now that You've Launched** – During this panel presentation, the participants will learn about creative marketing and use of technology, business licensing and certification renewals; leveraging operational best practices and managing cash flow with traditional and non-traditional funding sources
-

such as line of credit, venture capital, angel funding, quasi-factoring, middle market bankers, federal credit unions, gap loans, SBA Guaranteed 7(A) loans, as well as niche marketing, technical assistance, regulatory updates, etc.

- **Track C: Nonprofits: Funding and Capacity Building** – During this panel discussion, participants of the non-profit community will learn about financial resources such as grant opportunities in the local and federal government, corporate funding, gifts and donations, loan financing, equity capital, etc. Capacity building competencies such as organizational and financial stability, and program quality and growth needed to survive, adapt, and thrive in the fast-changing nonprofit world will be stressed.

- **Session 4** – Business Matchmaking / Speed Business Dating

Business owners will meet one-on-one with lenders and other business resource representatives.

- **Session 5** – Luncheon

As the forum draws to a close, participants will have another opportunity to network and meet with other business owners, lenders, service providers and resource representatives while enjoying a delightful lunch. Keynote speakers will address the audience on topics of business interest.

REGISTRATION

Best of all, registration for DC small business owners is nominal.

(\$35.00 includes breakfast and lunch)

Register at <https://DCHealthLink.com/POWERUPDC2018> by Friday, April 20, 2018

Space is LIMITED

WHY ATTEND

- Participate in business-critical workshops
 - Learn about new business opportunities
 - Learn about funding opportunities to develop your business
 - Network with business owners and entrepreneurs
 - Establish new contacts and reconnect with old ones
 - Get information and answers to your questions about the ACA and the DC Health Link small business marketplace
 - Learn about legislative & regulatory review and updates that may affect your business
 - Meet vendors and exhibitors who have information to help you grow and prosper your business
-

DC HEALTH LINK BUSINESS PARTNERS

DC Chamber of Commerce (DCCC)
Greater Washington Hispanic Chamber of Commerce (GWHCC)
Restaurant Association Metropolitan Washington (RAMW)
National Association of Health Underwriters (NAHU)

SMALL BUSINESS BRAINTRUST PARTICIPATING PARTNERS

U.S. Women's Chamber of Commerce
U.S. Small Business Administration
DC Small Business Development Center Network Howard University
DC Department of Consumer & Regulatory Affairs' Small Business Resource Center Business and Professional Licensing Administration
Coalition for Non-Profit Housing and Economic Development
DC Department of Small and Local Business Development
Washington DC Economic Partnership
Congress Heights Community Training and Development Corporation
Downtown DC Business Improvement District (BID)
Latino Economic Development Corporation (LEDC)
DC Department of Insurance Securities and Banking (DISB)
Office of Partnerships and Grant Services (OPGS)
Office of the Deputy Mayor for Planning and Economic Development (DMPED)
Office of the Deputy Mayor for Greater Economic Opportunity
University of the District of Columbia Small Business Development Center

HOSTED IN PARTNERSHIP WITH

