

Growing Your Small Business Expo

PANELISTS

Funding Panel:



Vincent Kazmer is Certified SCORE Mentor and a lecturer at the North Georgia University where he teaches Entrepreneurship among other subjects. He has worked for several large companies in management positions and has successfully started and sold several companies.



Michael Myers is a Business Consultant with the UGA Small Business Development Center in Athens, specializing in Multi-unit Restaurant, Retail, and Health Care industries. Before working at the UGA SBDC he was a C-Level Executive and Contract Consultant. He is also small business owner, operating a small franchise business in the Athens area. In only a few short years at the UGA SBDC, he has helped 300+ entrepreneurs with their businesses and earned several awards for his achievements.



Ryan Hawk is a Senior Vice President of Business Development for Peach State Federal Credit Union. Credit unions may look like banks in many ways, but their primary purpose – service to members – hasn't changed. Part of this service is taking credit union profits in excess of expenses and reserves, and returning them to members. This is done in the form of lower loan rates, higher savings rates and lower fees. Peach State FCU offers their business members a variety

of services to help manage a small business.



Deborah Lonon obtained her B.B.A. in Finance from the University of Georgia in 2002 and her J.D. from UGA in 2005.

She has practiced criminal law, juvenile law, family law, corporate law, and healthcare law. She joined the Athens-Clarke County Unified Government in 2016 and currently serves as the director of the Housing and Community Development Department.

Marketing Panel:



Gregg Burkhalter is a recognized authority on Personal Branding and LinkedIn. He has helped countless professionals in the U.S. and abroad define and grow their Personal Brand using LinkedIn. Gregg spent the first part of his professional career behind the microphone at radio stations in Savannah, Jacksonville, Charleston, and Atlanta. Following his radio years, Gregg worked in national music marketing and distribution. Today, Gregg is known by many as “The LinkedIn Guy”. He provides Personal Branding Coaching and LinkedIn Training via one-on-one and group training sessions, corporate presentations and webinars. He is also a frequent speaker at civic and chamber events and area universities.



Andrew Fair is the owner of Website Genii, a small business in Athens specializing in website design and search engine optimization (SEO) services for small businesses. A computer enthusiast since his teenage years, Andrew believes that every business should have a professional website and enjoys helping them achieve that. To round out the website experience, Andrew has built relationships with local businesses that offer complementary services such as photography, videography, and content writing. In his free time, Andrew enjoys his wife and three children (ages 10 years, 5 years and 5 months), being involved in his son’s Cub Scout pack, camping and outdoor activities.



Ken Fehner is the owner of The Social Gloo, a social media and email marketing company. He has over 25 years of experience with traditional marketing channels such as, newspaper, radio and TV/cable advertising. Unlike many marketing companies who add social media to their list of services, The Social Gloo is a social media marketing/email marketing company first. The Social Gloo's main focus is social media management for businesses. Ken works with local businesses, start-ups, national, international companies, and associations supporting their social media needs. The scope of his work includes email marketing, social media including Facebook management and design, Twitter management and design, LinkedIn management, YouTube video creation & more.



Laura Katz is the Area Director of the UGA Small Business Development Center in Athens, specializing in Marketing and Business Development. Before working for the UGA SBDC she had 20+ years' experience working with both large corporations and small businesses, in everything from bringing a product to market to business development and marketing strategies. At the UGA SBDC, Laura has taught dozens of classes and consulted with nearly 1,000 entrepreneurs to help grow their small businesses and she has earned numerous awards along the way for her achievements.