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| **Core Counselors Include:** | |
|  | **Joel Bakal**  Consultant  Since 2007, Joel has been providing financial and operational turnaround expertise to middle market companies, typically held by owner-founder or private equity firms. These discreet engagements involved entering organizations enduring challenging business cycles, assessing and developing strategic plans while simultaneously executing the day-to-day tactical activities needed to stabilize the environment. |
|  | **Carmen Braxton**  Business Consultant, Corridor Region  *Maryland Small Business Development Center*  Carmen is a proven Executive with over 25 years of experience in business development, strategic sales and training in both the public and private sectors. Highly regarded, she has earned a professional reputation for providing skilled practical guidance, leadership development and effective strategic planning. She is also certified as a Growth Wheel Business Advisor.  Carmen holds a Bachelor of Science degree from the University of Wisconsin and a Master of Business Administration (MBA) degree from the University of Phoenix. |
|  | **Deidre Lee**  Business Consultant, Prince Georges County - Corridor Region  *Maryland Small Business Development Center*  Deidre Lee is a Small Business Consultant with significant experience in Operations and Financial Management. Prior to working with the Maryland Small Business Development Center, she owned and operated two Color Me Mine locations in the Washington, DC area (a franchise paint-your-own pottery studio). A strong believer in entrepreneurship and local ownership, Deidre has worked with several small businesses in strategic marketing, financial planning and operations excellence. Deidre received her MBA from the University of Maryland, College Park and her BA from the University of Virginia. |
|  | **Dr. Malcom Slovin**  Dr. Malcolm Slovin has more than 40 years’ experience in program and project management, application development, maintenance, measurement and benchmarking, and business process re-engineering methodologies. In addition, he is a noted expert in the application of metrics to software process and product improvement.  His career includes work in project management, systems development and maintenance, information engineering technologies, systems integration, and technical and business strategic planning.  At EM&I he developed the PMO at DHS, oversaw all projects for the company and provided consulting and business development oversight.  Before coming to EM&I, he was Vice President and Service Director of META Group’s IT Performance Engineering & Measurement Strategies (PEMS) service; a measurement-based management service that focused on improving business performance.  His service supported several hundred companies and government agencies as they focused their efforts on improving business-technology alignment and performance.  He is the author of numerous articles and a national public speaker. |
|  | **Ed Turvin**  Chief Lending Officer  *FSC First*  Mr. Turvin has more than 30 years as an executive market leader and has extensive experience in commercial lending. He brings a wealth of financial management and business lending, regulatory and compliance experience to the table. He is responsible for increasing FSC’s 504 loan originations and creating jobs in Prince George’s County and the State of Maryland and is pleased to be part of this team of experts to assist local businesses. |
|  | **Millree Williams**  Senior Director  *Willekop Consulting and Coaching, LLC*  Millree is a Senior Director in Strategic Communications who crafts and executes communications and messaging strategy to optimally position an organization, its leaders, and its mission. Expertise in defining and executing innovative strategies aimed at engaging the target audience, shaping opinion, and compelling action. His forward-thinking, proactive approach and understanding what’s required to succeed in media relations helps companies respond quickly to rapid, robust, day-to-day news, and manage the message during a crisis.  Throughout his career he has helped build communications, marketing, and messaging programs that are influential and persuasive, anchored with messages designed to build stakeholder and partner support and loyalty across traditional, digital, social and community-based platforms. |
| **Facilitator:** | |
|  | **Alicia Moran**  Manager, Small Business Services  *Prince George’s County Economic Development Corporation*  Ms. Moran, manages the small business development program at PGCEDC and its Innovation Station Business Incubator. She has more than 20 years of experience supporting small businesses, startups and innovators, and fostering job creation, business retention and business expansion efforts. |
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| **Additional industry insights may be provided by:** | |
|  | **Alexis Allen-Shorter**  Director of Business Development  Health & Life Sciences  *Prince George’s County Economic Development Corporation* |
|  | **Nicole Hall**  Business Development Manager, Retail/Restaurants  *Prince George’s County Economic Development Corporation* |
|  | **Mayank Kapur**  Director of Business Development, IT & Cyber Security  *Prince George’s County Economic Development Corporation* |
|  | **David Lewis**  Director of Business Development, Government  *Prince George’s County Economic Development Corporation* |
|  | **John Mason**  Director of Business Development, Manufacturing  *Prince George’s County Economic Development Corporation* |
|  | **Rocio Treminio-Lopez**  Latin Small Business Liaison  *Prince George’s County Economic Development Corporation* |