



# 2024 Annual Home-Based Business Conference

## ▶▶▶ AGENDA & SPEAKER INFORMATION

### Agenda

8:00 am – 8:30 am	Registration & Networking Breakfast	
8:30 am – 9:00 am	Opening Activities	<b>Conference Moderator:</b> Barbara H. Smith, BHS & Associates
	“Wake Up” Session	<b>Session Facilitator:</b> Alexis Perkins, Chair One Fitness
9:00 am – 10:00 am	Keynote Address: Valuepreneurs – Digital Strategies & Operational Efficiencies	Steve Waddell, Valuepreneurs
10:00 am – 10:15 am	<i>Morning Break</i>	
10:15 am – 11:00 am	Managing Cyber Risk	Tiffany Parker, Tank Commercial Insurance
11:05 am – 11:50 am	SEO Made Simple: Essential Tips to Boost Your Website Visibility	Danielle Johnson, House of MKTG
11:50 am – 12:30 pm	<i>Lunch &amp; Networking</i>	
12:30 pm – 1:15 pm	Panel Discussion: Growing Your Business at Home & Beyond	<b>Host:</b> Bill Holloran, HRSBDC <b>Panelists:</b> Angela Knight; Kathy Young; Todd E. DuRose
1:15 pm – 2:00 pm	Turn Strangers Into Customers using Paid Ads on Facebook & Instagram	Jeraud Norman, Jeraud Marketing Group
2:00 pm – 2:15 pm	<i>Afternoon Break</i>	
2:15 pm – 3:00 pm	Improving Profit & Money Management	Tremaine Wills, Mind Over Money
3:00 pm – 3:30 pm	Introduce Economic Development Partners	
3:30 pm – 4:00 pm	Networking with Economic Development / Community Partners Reception	





## KEYNOTE SPEAKER ◀◀◀ Steve Waddell, Valuepreneurs

“Start with a problem, fuel it with passion, and become a Valuepreneur.”

I’m Steve Waddell, Founder and President of Nasoni, where we’ve transformed bathroom faucets through innovative, award-winning designs that save water and enhance user experience. With over 30 years of experience working with Fortune 500 companies and multi-million-dollar engineering firms, I’ve learned how to navigate the challenges of turning ideas into market-ready products.

Currently, I’m leading the development of Nasoni 2.0—our next-generation smart sensor faucet—with millions in grant funding from the NICHD (National Institute of Child Health and Human Development) and NIA (National Institute on Aging). This funding is helping us create advanced technology that addresses the needs of aging populations and individuals with mobility challenges, making everyday tasks more accessible for all users. Our goal is to revolutionize AgeTech and AbilityTech with universal design.

In my book, “Valuepreneurs,” I outline a practical, 5-stage, 15-step Value-Driven Product Development (VDPD) process, designed to help entrepreneurs—especially those running home-based businesses—turn their ideas into profitable, impactful products. Whether you’re just starting or looking to refine your business, my goal is to provide you with actionable insights to succeed in today’s competitive market.

As someone who has successfully raised seed investments and secured millions in grant funding, I’m passionate about helping others achieve similar success. I look forward to sharing my journey, the lessons I’ve learned, and insights from my book to help you grow your home-based business into something truly impactful.

Visit my website at [swaddell.com](http://swaddell.com) for more resources and strategies.



## CONFERENCE MODERATOR ◀◀◀ Barbara H. Smith, BHS & Associates

Barbara H. Smith, known as the “Celebrity Speaker Trainer,” is a powerhouse in professional development with over 30 years of experience in technology, including a decade as an engineer for the Department of Defense. As an award-winning international TEDx speaker, Amazon bestselling author, executive coach, corporate leadership trainer, and Associate Professor at Virginia Peninsula Community College (VPCC), Barbara’s influence spans both the cor-

porate and academic arenas. Her journey began with academic achievements—earning undergraduate and master’s degrees in computer information technology—and her trailblazing path as a Black woman in a male-dominated industry. This rich experience led her to found BHS & Associates, LLC in 2016, where she provides customized corporate training and executive coaching to elevate leaders and teams.



## “WAKE UP” SESSION FACILITATOR ◀◀◀ Alexis Perkins, Chair One Fitness

Alexis entered the fitness industry as a group exercise instructor in 2009. Since then, she has taught master classes all over the world, lead and co-produced the 30min television program Fuzion Fitness, hosted the largest dance fitness event in Coastal Virginia, became owner of Body by Alexis Studio, former host of the podcast

Living Health, and is currently the Founder and Creative Director of Chair One Fitness. Chair One Fitness is breaking down boundaries making fun fitness options available to anyone no matter their age or ability.



## Tiffany D. Parker, ARM-E, Tank Commercial Insurance



Tiffany D. Parker is a seasoned insurance professional with over a decade of experience in risk management and commercial insurance.

As the Principal Insurance Broker at Tank Commercial Insurance Brokers, she specializes in assessing client risk profiles, developing tailored insurance solutions, and advising on risk mitigation strategies. Tiffany’s expertise spans claims management, strategic planning, and risk analysis, making her a trusted advisor in the industry. She has a strong track record of helping clients secure optimal coverage while ensuring they understand their policies and risks.

## SESSION OVERVIEW Managing Cyber Risk

Recent cyber risk trends show small and medium-sized businesses (SMBs) are increasingly targeted by cybercriminals. Common threats include phishing, ransomware, and data breaches, while lesser-known risks, such as supply chain attacks, are also emerging. Documented cases show the average cost of a cyber-attack can be devastating for SMBs, making it crucial to implement a cyber-risk management framework. This should include cost-effective controls and mitigation techniques. Cyber insurance should be considered, and small businesses must be prepared for managing attacks when they occur.





### Danielle Johnson, House of MKTG

Danielle Johnson is the Founder and CEO of House of MKTG, a human-first marketing agency that helps brands amplify their voice and connect with audiences in meaningful ways.

Danielle’s digital journey began when she built her first website at just 9 years old, sparking a lifelong passion for creativity and problem-solving. With a background in graphic design, coding, and digital marketing, she has leveraged her Gen Z perspective to turn her freelance success into a thriving agency. Known for her hands-on, tailored approach, Danielle has become a trusted partner for businesses across the globe looking to elevate their brand presence and grow authentically in the digital age.

### SESSION OVERVIEW

#### SEO Made Simple: Essential Tips to Boost Your Website’s Visibility

Discover the core fundamentals of Search Engine Optimization (SEO) and how to apply them to drive more traffic to your website. Perfect for home-based business owners and beginners, this workshop will demystify SEO and provide actionable steps you can take today to enhance your online presence.



### Bill Holloran, Hampton Roads SBDC

Bill Holloran serves as the Business Analyst for the Hampton Roads Small Business Development Center. In this role, Bill provides managerial and technical assistance services, including marketing and sales, management and operations,

and access to capital, to small businesses in the Hampton Roads region. His skill set includes operational management. Bill has been with the Hampton Roads Small Business Development Center since 2020 and worked in economic development as a consultant and volunteer for three decades.

Bill’s largely successful forty-four-year business career includes ownership and investments in several business ventures with a number of very talented management teams that still assist him from time to time with his endeavors.

### HOST

#### PANEL DISCUSSION

#### Growing Your Business at Home & Beyond

This panel discussion will explore strategies for scaling your home-based business. Panelists will share their personal growth journeys, highlighting key challenges and solutions for sustainable success. Attendees will gain actionable insights on how to effectively grow and manage their business at home and beyond the home setting.



### Angela Knight, Angela Knight Coaching & Consulting

Angela’s career spans over three decades of hands-on experience and executive roles with iconic brands like, Limited Brands, Bath and Body Works, Victoria’s Secret, Pier 1 Imports, and Ulta Beauty. In 2021, she made the leap from

corporate roles to launching her own home-based coaching and retail consulting business.

As an ICF-certified coach (ACC) and Energy Leadership Master Practitioner, Angela specializes in guiding executives through

organizational changes, leadership transitions and navigate the self-doubt, frustration, and stress that arise during times of uncertainty, change and ambiguity so they can feel more confident and resilient in high-stakes, high – pressure environments.

### PANEL DISCUSSION

#### Growing Your Business at Home & Beyond



### Kathy Young, FUMS

Founder of FUMS, a brand bringing information, inspiration and motivation for living your best life to the Multiple Sclerosis community. This includes the weekly FUMS 6-Pack (the

top 6 topics in MS that week), the FUMS Podcast, condition-specific ebooks, MS centered trainings and workshops, and FUMS merchandise. Also available for content production, community moderation, social media creation, and as a Patient Advocate consultant.

My mission is to provide education, inspiration and motivation to everyone dealing with Multiple Sclerosis. I go about this by blogging about my own experiences, interviewing “experts” and other patients on my podcast, and “finding the funny” in all of it!

### PANEL DISCUSSION

#### Growing Your Business at Home & Beyond





### Todd E. DuRose, Hampton Roads SBDC Business Advisor

With almost three decades of experience as a media and data strategist within the ever-changing advertising sector, Todd has been instrumental in guiding hundreds of clients towards impactful marketing strategies for business growth. His extensive expertise spans across diverse media platforms, seamlessly navigating the transitions from traditional to digital mediums. This journey has equipped him with profound insights into the constantly evolving media landscape, enabling him to construct strategies that optimize marketing budgets while delivering exceptional results.

After successfully exiting his company, Bluestreak Marketing, after 15 years, Todd has a renewed passion as a HRSBDC Business Advisor helping the next generation of Entrepreneurs find their path to business success and personal financial security.

### PANEL DISCUSSION Growing Your Business at Home & Beyond



### Jeraud Norman, Jeraud Marketing Group

Jeraud is an Apprentice School graduate that worked on aircraft carriers & submarines for over 10 years at Newport News Shipbuilding in Virginia. In May 2012, Jeraud and his 2 year old son were hit by an 18 wheeler truck. This caused him to lose his job, his house in foreclosure and accumulate mounds of debts while being a single father of two boys.

In 2017, he started Jeraud Marketing Group where “They Turn Strangers Into Customers Using Paid Ads on Social Networks” They’ve worked with businesses in different industries across the world including being hired to help the United States Air Force increase their recruitment efforts. Over the past 7 years, they’ve generated over \$50million in revenue for their clients.

### SESSION OVERVIEW Turn Strangers Into Customers using Paid Ads on Facebook & Instagram

Discover the powerful framework we use to launch and scale Facebook & Instagram ads that convert—even if you’ve never run a campaign before. You’ll learn how to create simple but compelling videos that build Know, Like & Trust, making you the go-to choice in your local market. But here’s the game-changer: the process starts long before you ever set foot on Facebook. I’ll show you the steps to take before launching, so when it’s time to go live, your ads are primed for success. Plus, we’ll cover how to automate your follow-up to ensure that your “Speed to Lead” is fast and effective, turning strangers into customers



### Tremaine Wills, Mind Over Money

Tremaine Wills, MBA, is a Financial Services Agency Owner, Financial Planner and Speaker committed to helping entrepreneurs manage their money better and become accredited investors. She also helps employers retain top talent by improving their financial wellness. Tremaine is a Certified Financial Education Instructor, Accountant and 2x Investopedia Top 100 Advisor with multiple investment licenses. Tremaine is passionate about building wealth in our community and providing education on how to retain the wealth we are building.

Tremaine was recently named Top 50 under 50 by the Association of African American Financial Advisors, 2x Top 100 Financial Advi-

sors by Investopedia, Excellence Awardee by InvestmentNews and nominated for Entrepreneur of the Year by Black Brand, the Hampton Roads Regional Chamber of Commerce. Tremaine has been in a myriad of notable publications to include Wall Street Journal, Forbes, Yahoo Finance and Business Insider. *You can connect with her @tremainewills to learn money tips and grow your wealth.*

### SESSION OVERVIEW Improving Profit through Money Management

Participants will learn the fundamentals of navigating their business finances and gain insight to financial technology and resources to make managing their business finances easier.

