**Start:ME Northside**

**Session 6: Demystifying Lending Panel Discussion**

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| ***Moderators*** | Kyle Turner and Elise Harvey |
| ***Panelists*** | Rob Cooper (BB&T), Cal Wicker (BB&T), Brendan Buttimer (SC Community Loan Fund), Skyler Jackson (Carolina Foothills), Community Works |
| ***Date*** | Tuesday, February 28, 6-8 PM |
| ***Location*** | Cleveland Academy of Leadership Library  151 Franklin St, Spartanburg, SC 29303 |
| ***Goals*** | * Demystify business lending process * Provide advice to share capital needs thinking (short and long term) * Build network connections to lenders / bankers * Set the stage for future banker meetings / set expectations |
| ***Plan*** | * Moderated panel (core lending questions) * Open Q&A * Lender Panelist Table Time / Roaming * Small group discussions to identify gaps and plans (mentor time) |

***Specific Agenda:***

1. Sign-In and Dinner (20 Minutes) [6:00-6:20 PM]
2. Working Your Business Board Update (10 Minutes) [6:20-6:30 PM]
3. Moderated Lender Panel Discussion (50 Minutes) [6:30-7:20 PM]
4. Open Q&A (25 Minutes) [7:20-7:45 PM]
5. CW Matching Program (Panelists transition / dismissed) (15 Minutes) [7:45-8:00 PM]
6. BREAK (10 minutes) [8:00-8:10 PM]
7. Funding Channels Overview (10 Minutes) [8:10-8:20 PM]
8. Part 2 Journey Preview (10 Minutes) [8:20-8:30 PM]
9. Recap and Prep Instructions for Next Week (15 Minutes) [8:30-8:45 PM]

**Preliminary Questions:**

***Before the First Loan Meeting***

* 1. What are you (the banker) assessing me on before I come in for my first meeting?
  2. Before I meet with a bank, what should I have prepared / in place before I even approach a bank?
  3. Each entrepreneur is aware of the need for separation of business and personal finances, but how does personal credit history impact my ability to get a business loan as an entrepreneur?
  4. If an entrepreneur has not been in business/operational with their venture (i.e. no past records for venture), how can they strengthen their loan application?

***The First Loan Meeting***

* 1. What are your objectives as the banker for your first meeting with me (potential loan recipient)?
  2. We talk about the importance of pitching yourself (you as the business owner) and the actual business (business plan) - What aspects of each should be clearly communicated?
  3. What is the first thing you assess when you examine a loan application?
  4. Where does a potential loan recipient most often fall short / fail to measure up during the first meeting?

***Long Term Banking Relationship***

* 1. The Relationship term is thrown out a lot when talking about working with a bank, what are the long-term benefits of having a relationship with a bank?
  2. What things do I need to be in constant contact with my banker on to effectively plan ahead for growth and unforeseen needs?