



NATIONAL MINORITY ENTERPRISE
DEVELOPMENT WEEK CONFERENCE

**CONNECTING
BUSINESS
WITH OPPORTUNITY**



JULY 31 – AUGUST 1, 2014
Washington Hilton | Washington, DC

SPEAKERS

We have lined up some fantastic speakers for you this year.

Please join us in welcoming this year’s **MEDWeek 2014** speakers as they share their respective industry’s expertise and key global insights that can accelerate your business’ growth.

Don’t miss this rare opportunity to spend a productive day of learning with the sharpest minds in the industry. Through our intimate speaker panels and breakout sessions, our goal is to leave you more informed about how to grow your business, and more confident in achieving greater success in your future.

Welcome & Opening Session	Friday – August 1, 2014 8:00-9:00 AM
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Since 1983, the National MED Week Conference has become the largest federally sponsored event for the development of minority-owned firms from the public and private sector. MED Week’s engaging forum provides attendees with current industry trends and comprehensive tools to help grow their businesses, opportunities to network and form new partnerships, and find practical ideas and tips that can with continued job creation and growth of the economy.

Featuring:



Alejandra Y. Castillo, Esq.
National Director
Minority Business Development
Agency (MBDA)

Welcome

In 2014, U.S. Secretary of Commerce Penny Pritzker appointed Ms. Alejandra Y. Castillo to serve as the National Director of the Minority Business Development Agency (MBDA). Ms. Castillo is the first Hispanic-American and the second women to lead the Agency since its creation. In this capacity, Ms. Castillo directs the Agency’s strategic efforts to enhance the growth and global competitiveness of minority business enterprises (MBEs). Under Ms. Castillo’s leadership, the Agency has expanded its effort to help MBEs grow and succeed through access to capital, access to contract and access to business opportunities both domestically and abroad. Prior to assuming this role, she served as National Deputy Director managing the Agency’s day-to-day operations and its national network of 44 business centers.



Maria Contreras-Sweet
Administrator
U.S. Small Business Administration

Remarks for SBA Administrator Maria Contreras-Sweet

Maria Contreras-Sweet became the 24th Administrator of the U.S. Small Business Administration and a member of President Obama’s Cabinet on April 7, 2014. Contreras-Sweet is a successful entrepreneur, business executive, and state cabinet official. Throughout her career in the public and private sector, she has been a champion of diversity, access to capital and equal opportunity for all Americans. Prior to her arrival in Washington, Contreras-Sweet founded the first Latino-formed commercial bank in California in more than 35 years. As the bank’s executive chairwoman, she focused on providing access to capital and counseling to small- and mid-size businesses in Los Angeles. She previously started a venture capital firm that invested in small businesses.





Carla Harris

Vice Chairman, Wealth Management,
Senior Client Advisor, Managing
Director

Morning Motivation

As Vice Chairman, Global Wealth Management, Managing Director and Senior Client Advisor at Morgan Stanley, Carla Harris is responsible for increasing client connectivity and penetration to support company growth. Formerly, Ms. Harris headed the Emerging Manager Platform, the equity capital markets effort for the consumer and retail industries. She has extensive industry experiences in the technology, media, retail, telecommunications, transportation, industrial, and healthcare sectors. In August 2013, Carla Harris was appointed by President Barack Obama to chair the National Women's Business Council. She is also the author of the newly released book, *Expect to Win* (Hudson Press).



Honoring some of the nation's fastest growing minority-owned firms, entrepreneurs, and advocates, the MED Week Awards celebrate and recognize individuals and organizations that have demonstrated leadership and commitment in advancing minority business enterprises.

Featuring:



Bruce Andrews

U.S. Deputy Secretary of Commerce

Awards Luncheon Keynote Speaker

Andrews was confirmed as the Deputy Secretary of Commerce on July 24, 2014. Andrews was named Acting Deputy Secretary of Commerce by President Obama and Secretary Penny Pritzker on June 9, 2014. Prior to this, Andrews served as Chief of Staff to the Secretary at the U.S. Department of Commerce, a post which he began in October 2011.

Prior to joining Commerce, Andrews served as General Counsel for the U.S. Senate Committee on Commerce, Science and Transportation, where he served as the chief counsel for the Committee and was responsible for policy, legal and jurisdiction issues. Before joining the Committee staff, Andrews served as Vice President of Governmental Affairs for the Ford Motor Company, where he oversaw the company's federal and state government affairs. Prior to joining Ford, Andrews practiced law as an attorney in the Public Policy and Telecommunications Groups at Arnold & Porter. He was also a founding member of the firm Quinn Gillespie & Associates (QGA), where he worked with clients on a variety of issues related to transportation, technology, judiciary, telecommunications and financial services. Andrews began his career on Capitol Hill where he served as Legislative Director for Representative Tim Holden (D-PA), Legislative Assistant for Representative Gus Yatron (D-PA) and on the staff of Senator Alan Cranston (D-CA).

Andrews, a Syracuse, New York native, is a graduate of the Georgetown University Law Center and Haverford College. He, his wife and children live in Washington, D.C.



Joe Abraham

Founder, BOSI Global &
Author, Entrepreneurial DNA

Special Guest Speaker

Joe started his first company in college and has gone on to build companies of his own in industries ranging from SaaS and product distribution to online lead generation. Today, he is founder of BOSI Global - operating partner to privately held and venture-backed companies. As operating partner, BOSI infuses strategic, human, contact and financial capital into companies to drive sustained 3x to 10x growth. Winner of numerous awards for his impact on global entrepreneurship, Joe is author of *Entrepreneurial DNA (McGraw Hill 2011)* - picked by Entrepreneur Magazine as one of the best books to read in 2014. The BOSI methodology described in the book is now used around the world- from the university classroom to the Fortune 500. He has been featured on Fox News, CNN, ABC, CBS and the Wall Street Journal as subject matter expert in small business, entrepreneurship and free enterprise. Joe lives in Chicago with his wife and two sons.



Power Africa is a U.S. Government initiative that addresses one of the most pressing challenges to sustainable economic growth and development in Africa. Learn from key industry executives, government officials, and dignitaries from Power Africa countries who will outline ways to access “Power Africa” business opportunities.

Featuring:



Candace C. Shiver, Esq.

Special Advisor to the
National Director
Minority Business
Development Agency

Power Africa Introduction

Candace C. Shiver was appointed in 2012 to serve as special advisor to the national director of the Minority Business Development Agency. In this capacity, Mrs. Shiver manages MBDA’s corporate relations from the National Director’s Office, assists on matters of domestic and global affairs, represents MBDA in various interagency collaborations, and engages in business and community outreach. Prior to joining the MBDA, Mrs. Shiver practiced law for nearly five years at Nelson Mullins Riley & Scarborough, LLP, where she represented national and international companies in areas of business litigation and employment law. She entered private practice following a one-year dual judicial clerkship with the Honorable Kaye G. Hearn and The Honorable Jasper M. Cureton, both of the South Carolina Court of Appeals. A native of Columbia, South Carolina, Mrs. Shiver earned a bachelor of arts degree in English and philosophy, graduating Phi Beta Kappa, from Spelman College in 2003. After college, Mrs. Shiver earned her juris doctor degree from Duke University School of Law in 2006.



Del Renigar

Senior Counsel, Global Government
Affairs and Policy
General Electric

Moderator

Del Renigar is General Electric’s senior counsel for Global Government Affairs & Policy. He provides advice to all GE businesses on public policy, trade, investment, national security, market access, and government relations issues in the Middle East, Africa, India, and globally. Del also serves as co-chair of USA*Engage, chair of the NAM Subcommittee on Export Controls, and chair of GE Volunteers for the national capital region. Previously, Del coordinated GE’s government affairs and policy issues for the Americas.

Before joining GE, Del served as the director of international economics for the western hemisphere on the White House National Security Council, where he was responsible for advising the White House on cross-cutting trade, finance, and economic development issues in the Americas and globally. He also served as senior counsel to the general counsel and deputy secretary of the U.S. Department Commerce.



Rick Angiuoni

Director—Africa
Export-Import Bank of the United
States

Joining the Export-Import Bank of the United States (Ex-Im Bank) in March 2009, Rick Angiuoni is director for Africa of the Global Business Development Division. Rick is responsible for marketing Ex-Im Bank programs to Africa in an effort to support U.S. exporters and U.S. export growth to sub-Saharan Africa.

He previously served as director of HSBC in New York; part of the team responsible for export finance. Rick began his international banking career on Wall Street, working with Chemical Bank/JPMorgan in the international division. Following Chemical Bank, Rick worked with Bankers Trust in New York and London.

Rick holds bachelor and MBA degrees from the University of Notre Dame.





Donald Niss

Deputy Coordinator for Power Africa
and Trade Africa, USAID

Donald “Don” Niss serves as the deputy coordinator for President Barack Obama’s Power Africa and Trade Africa Initiative. Based at the United States Agency for International Development (USAID) in Washington, DC, Mr. Niss oversees efforts based out of Washington for this presidential initiative designed to add more than 10,000 megawatts (MW) of clean, efficient electricity generation capacity in Sub-Saharan Africa. As Power Africa and Trade Africa’s deputy coordinator, Mr. Niss has played a leading role in marshalling the technological and financial expertise and resources from all of the U.S. Government as well as private sector partners in order to meet the objectives associated with this presidential initiative. Mr. Niss has an M.A. in international affairs from American University in Washington, DC and a B.A. in economics from Boston College.



Peter Van den Dool

Assistant General Counsel
Overseas Private Investment
Corporation

Peter Van den Dool is an Assistant General Counsel for the Overseas Private Investment Corporation (OPIC). Mr. Van den Dool joined OPIC in 2008 and is involved in structuring, negotiating, and documenting complex transactions in emerging markets. Mr. Van den Dool’s experience includes transactions in Asia, Latin America, Africa, and the Middle East, and he is currently coordinating OPIC’s engagement in the Power Africa Initiative. Prior to joining OPIC, Mr. Van den Dool was Senior Vice President for Corporate Affairs at Star Farm Productions. Prior to that position, Mr. Van den Dool was an Associate in the Corporate Department of Kirkland & Ellis (Chicago), where he focused on transactional work for private equity clients, including debt and equity investments in public and private companies by private equity funds, mergers and acquisitions, and financing. Mr. Van den Dool earned an MBA and a JD degree from Northwestern University. His undergraduate degree is in Economics from the University of California, Davis.



BREAKOUT SESSION - 1AFEDERAL | *Leveraging Federal Programs for Success in the Current Market Place*Friday – August 1, 2014
10:15-11:00AM (Concurrent)

Learn how to effectively navigate the Federal procurement landscape as these speakers share success stories, tips on proven techniques, and exciting opportunities that are available to minority business owners.

Featuring:**Dennis Alvord**Executive Director
Commerce Connect
U.S. Department of Commerce*Moderator*

Dennis Alvord is executive director of *BusinessUSA*, a multi-agency customer service initiative designed to improve awareness of and streamline access to business assistance resources. Mr. Alvord previously served as executive director of the U.S. Department of Commerce's *CommerceConnect* initiative that simplified access to Commerce business solutions through a single entry point to programs, information, and services. Earlier in his career, Mr. Alvord served in a variety of executive positions at the Department's Economic Development Administration (EDA).

Before joining the Federal Government, Mr. Alvord was a project manager in the Infrastructure Finance Group of the Bethesda, Maryland-based environmental and transportation consulting firm Apogee Research, Inc. Mr. Alvord holds a masters of public administration degree from the George Washington University School of Business and Public Management in Washington, DC and a bachelor of arts in political science from the State University of New York College at Cortland.

**Cheryl R. Cohenour**President, Cherokee CRC, LLC
Executive General Manager,
Environmental and Construction
Portfolio for Cherokee Nation
Businesses

Ms. Cohenour is the President of Cherokee CRC, LLC and the Executive General Manager for the Environmental and Construction Portfolio within the family of Cherokee Nation Businesses, where she spearheads the strategic promotion of revenue, profitability, and growth for the organization, ultimately placing the company on the forefront of their multi-disciplined industry. Ms. Cohenour's primary focus has been in the execution of successful programs focused from single to multiple facilities across the country. Ms. Cohenour has over twenty-six years of business ownership and experience in providing services in the environmental, construction and professional services fields. Under her leadership, she has contributed to the growth of the business in the environmental and construction fields with federal and commercial clients.

**LaTonya Poole**Acquisition Specialist
U.S. Department of Energy

LaTonya Poole is an Acquisition Specialist in the Office of Small and Disadvantaged Business Utilization (OSDU) at the U.S. Department of Energy (DOE). She is the DOE Mentor-Protégé Program manager, 8(a) program point of contact and the OSDBU small business advocate. She issued and implemented the Department of Energy's *first small business first* policy and a formal agreement between ED and the Minority Business Development Agency. LaTonya received a bachelor of arts in business administration from Bennett College in Greensboro, North Carolina and a master of science in procurement and contract management from the University of Maryland University College in College Park, Maryland.

**Barbara English**President of
English Solutions, Inc.

Barbara English is the founder and President of English Solutions Inc. She is an expert in the government contracting arena with more than 36 years of experience in contracting, government procurement policy, and federal small business programs. Over the last several years, she has won her clients over \$50 million in federal government contracts. Prior to starting her company, Ms. English was a Contracting Officer in the Department of Defense and ascended through the ranks on the fast track to become the Defense Contract Management Agency's Director, Small Business Programs reporting directly to a 2-star General Officer. Prior to retiring in 2007, she received a number of awards and recognition for facilitating, monitoring, and providing insight into activities aimed at increasing the participation of small business concerns.





Tracey Pinson

Director, Small/Diverse Business &
Strategic Alliances Boeing Defense,
Space & Security
Small Business Liaison Officer
The Boeing Compan

Tracey L. Pinson is the Director of Small/Diverse Business & Strategic Alliances for Boeing Defense, Space & Security (BDS). In this role, she is responsible for ensuring that BDS fulfills all contractual obligations by driving an enterprise strategy for work placement with small and diverse businesses in alignment with business agreements that deliver the best value to Boeing and its customers. Before joining the Boeing team, Ms. Pinson advised the Secretary of the Army and the Army Staff on all procurement issues related to the utilization of small businesses in the performance of Army contracts. She was responsible for the management and leadership of the Department of Army small business program valued over \$20 billion per year. She provided management and oversight for the Army mentoring program for small businesses. She also developed policies and initiatives to enhance the participation of Minority Institutions in Army funded programs.



Learn how to leverage the emerging tools of social media, mobile technology, and the tech savvy millennial workforce. Speakers will share effective strategies for marketing, as well as tips for transforming networking opportunities into successful business outcomes.

Featuring:



Sheila Eldridge
CEO of Miles Ahead
Entertainment & Broadcasting

Moderator

As CEO of Miles Ahead Entertainment & Broadcasting, Sheila Eldridge has acquired more than 25 years of experience in the fields of broadcasting, Corporate Communications, entertainment, integrated marketing, and public relations. Her talent for entrepreneurship led her to start Orchid Communications, a full-service communications firm with a roster that boasts renowned clients such as Janet Jackson, Jimmy Jam and Terry Lewis, the O’Jays, Ice T, En Vogue, and Yolanda Adams. Orchid Communications recently rebranded as Miles Ahead Entertainment & Broadcasting (MAEB) to expand its services. MAEB is now a Maryland -based urban marketing and public relations firm that provides consumer lifestyle marketing, event management services, sponsor engagement, and integrated broadcast media campaigns for diverse clients such as Sprint 4G, Boost Mobile, Coca-Cola, Wells Fargo Company, Essence Communications, and United Healthcare.



Hector Bauza
President & CEO of
Bauzá & Associates

A marketing veteran and visionary with more than 25 years of experience, Hector Bauza has led Bauzá & Associates with a clear vision and has ensured that the agency remains on the forefront of the multicultural marketing scene. Headquartered in Connecticut, he has crafted a competitive and creative atmosphere where marketing and business professionals take pride in their work and thrive to achieve highly aggressive brand goals.



Lorraine Cortés-Vázquez
Executive Vice President of
Multicultural Markets & Engagement at
AARP

Lorraine Cortés-Vázquez is an industry veteran with over 30 years of experience in the nonprofit, government and corporate sectors. Currently, she is the executive vice president for Multicultural Markets & Engagement at AARP, where she integrates the interests of multicultural audiences, age 50+, into AARP’s mission and programs. She aims to increase multicultural presence among AARP membership to match the multicultural proportion in the population and work for the multicultural audience in different areas and markets. Prior to AARP, Cortés-Vázquez was New York’s Secretary of State, the first Hispanic to serve in that role.



Ricki Fairley
Founder, President and Thought
Leader of DOVE Marketing

Ricki Fairley is the Founder, President and Thought Leader of DOVE Marketing, a marketing agency with a mission to deliver iconic thinking, strategic problem solving, and creative genius to clients seeking profitable business results. For the past 30 years, she managed brands and provided strategic consulting at Johnson & Johnson, Nabisco, Reckitt & Colman and The Coca-Cola Company, and numerous Fortune 500 companies. She is passionate about helping clients identify marketplace opportunities, establish insight-based objectives and strategies, and build results-driven campaigns with resonating creative. Prior to starting DOVE in February 2012, Ms. Fairley held the position of Chief Marketing Officer and Partner at IMAGES USA, where she positioned the firm as a leading multicultural marketing firm by implementing winning strategies for clients such as Amtrak, Sara Lee, Wachovia-Wells Fargo, Glory Foods, The National Black Arts Festival, Teach for America and Brown Forman.





Bill Imada

Founder and Chairman, and Chief
Collaboration Officer, IW Group

Bill Imada is founder, Chairman, and Chief Collaboration Officer of IW Group, a minority-owned and operated advertising, marketing and communications agency focused on the growing multicultural markets. For more than 20 years, Mr. Imada has represented some of the top companies in the U.S., including American Airlines, Coca-Cola, Farmers Insurance, Godiva Chocolatier, McDonald's, Pacific Gas & Electric Company, Southern California Edison, Verizon Wireless, Walt Disney Imagineering, Warner Bros. Pictures, Walmart Stores, and many others. His areas of expertise include advertising, branding, multicultural communications, marketing, crises management, and public relations.



Gain practical insight on business growth strategies, competitive tools, technologies and exciting, new business opportunities in energy, advanced manufacturing and trade. Target markets include Asia, Africa and South America.

Featuring:



Chandra Brown

Deputy Assistant Secretary of
Commerce for Manufacturing
International Trade Administration

Moderator

Chandra Brown is deputy assistant secretary manufacturing and oversees a broad portfolio of programs aimed at increasing the international competitiveness of U.S. manufacturers. Managing a staff of over 70 international trade professionals, she is responsible for boosting U.S. exports of manufactured products, helping to create and support jobs for American workers. In addition to increasing overall domestic manufacturing and emphasizing innovation in manufacturing, Ms. Brown is committed to increasing the exports of small and medium-size businesses given their pivotal role in generating jobs for American workers.

Ms. Brown brings many years of private sector manufacturing experience to the U.S. Department of Commerce. Prior to joining the Obama Administration, she worked for Oregon Iron Works, where she most recently served as vice president and CEO of its subsidiary, United Streetcar, the first U.S. manufacturer to create a modern streetcar in more than 60 years. She was appointed to the U.S. Manufacturing Council by former Secretary of Commerce Gary Locke in 2010 and served as its vice-chair.



William W. Bennett

Senior Advisor for Commission's
Office of Administrative Litigation

William Bennett has been an energy lawyer for over 26 years. As a founding partner of a law firm, prior to joining the Commission in 1991, his experience included representing ratepayers in electric and natural gas litigation before the District of Columbia Public Service Commission; he also represented clients in civil litigation in state and federal trial courts in the Washington, D.C. metropolitan region. Mr. Bennett is currently Senior Advisor in OAL with responsibilities that include advising the office regarding Commission policy directions.



Karen Eng

President & CEO of
CSMI

Dr. Eng is the President & CEO of CSMI, a firm that consults on manufacturing specifications including building, production, and packaging. The firm's focus is in packaging conversions and process improvements globally for the FDA & USDA regulated industries, primarily contributing in the growth of food & beverage industry clients such as Kraft Foods, PepsiCo, General Milles and more. Currently, CSMI is optimizing current manufacturing facilities & production lines for enhanced safety and productivity in Asia (China & Southeast Asia), Mexico, and the Middle East. Dr. Eng is a long-time advocate of girls and women in STEM (Science, Technology, Engineering, and Mathematics), and is involved in an Advisory or Board position for the Export Import Bank of the United States, Ann & Robert H. Lurie Children's Hospital, Illinois College of Optometry, YWCA of Metropolitan Chicago, and Girl Scouts of Greater Chicago and Northwest Indiana.



Andra Rush

Chairman and CEO of
The Rush Group

Andra Rush is the founder and chairperson of the Rush Group family of companies, which include Rush Trucking, Dakota Integrated Systems and Detroit Manufacturing Systems. This consortium of manufacturing, trucking, assembly and distribution is one of the largest Native American-owned businesses in the USA. Under her leadership, these companies grew rapidly in size and overall success: Rush Trucking grew from three trucks to thousands, making the Fortune 100 company list; Dakota launched its subsidiaries: Dakota Lighting Technologies; and Detroit Manufacturing Systems Ltd., LLC (DMS) grew to more than 600 employees in its first year of operation and is considered the largest new manufacturing employer internationally.





Lorena Valencia
President of Reliance Wire

Lorena Valencia is the President of Reliance Wire, an electronics wire, cable, and tubing manufacturing company she founded in 2000. With her leadership and a unique business model, Ms. Valencia has grown her company from a complete start up with two team members to grossing over \$63 M with 140 employees and facilities in both the US & Mexico. She is also the President of Magin Corporation, a corrugated eco pallet company she founded in 2009. She has served customers from over 200 locations all over the world.



Glean insight from industry experts on the cutting edge of creative financing strategies, including game changing tips on crowd funding venture capital, as well as programs and resources available through traditional sources.

Featuring:



Joann Hill

Chief of the Office of Business Development
Minority Business Development Agency

Moderator

Ms. Joann J. Hill, a native of Columbia, South Carolina is the Chief of the Office of Business Development for the United States Department of Commerce, Minority Business Development Agency (MBDA). Ms. Hill has served at MBDA for more than a decade and in her current capacity has oversight of the Office of Business Development. She also serves as the lead federal program officer for the nationwide network of more than 40 Business Centers that generate \$4 billion in performance goals annually. She is responsible for the creation and implementation of strategies for business development in the areas of access to capital, access to contracts, access to emerging domestic and international markets and global supply chains. Additionally, Ms. Hill facilitates stakeholder collaboration with chambers of commerce and trade associations. She engages in international business initiatives both domestically and abroad, designed to promote business to business linkages. Ms. Hill holds a Masters of Business Administration degree from Emory University, Goizueta Business School and a Bachelor of Science degree in Business Administration from Benedict College. Prior to joining MBDA she worked in the areas of operations management, banking, and finance.



Regina Edwards

Senior Vice President, Head of Corporate Supplier Diversity of Wells Fargo & Company

Regina Edwards is Senior Vice President and head of Corporate Supplier Diversity for Wells Fargo, where she leads a team responsible for the development, engagement, and integration of certified minority, women, disadvantaged, and small business enterprises (MWDSBEs) into the company's sourcing and procurement processes. With more than 14 years of multi- industry global supply chain and supplier diversity strategy experience, Ms. Edwards has developed high-impact industry programs and initiatives globally in regions including Asia, Latin America, and Europe. Prior to her current role, she served as the director of enterprise supplier management for Capital One, where she led the supplier diversity team and the real estate category sourcing.



Bede Ramcharan

Founder, President & CEO of Indatatech

Bede Ramcharan, FACHE (USA, Medical Service Corps, Retired) founded Indatatech in 2000, a Service Disabled Veteran Owned Global Supply Chain Solutions Company that specializes in Procurement, Logistics & Technical Services, and Human Resource Services. Indatatech has performed work in over 12 countries and has operations ongoing in over 6 states, and exporting products to 3 overseas locations. Last year the company posted revenues in excess of \$13,000,000. In addition to numerous awards and recognition, the company has been recognized as one of the Fastest Growing Companies in San Antonio, an E-10 Emerging Company by the Houston Minority Supplier Development Council, twice named Corporation of the Year by the Southwest Minority Supplier Council, and twice named a Regional MEDWeek winner and National MEDWeek winner by the Department of Commerce.





Marium Eamen

Lender Relations Specialist
Small Business Administration

Marium Eamen is a lender relations specialist with the U.S. Small Business Administration, Washington DC Metro Area District Office. Prior to joining the SBA, she was a project manager for redevelopment contractor working with USAID; and a small business development specialist for the largest micro lending institution in California. Ms. Eamen is a graduate of California University State University East Bay and majored in Political science.



Randall Reade

Cofounder and Executive Vice
President
Washington DC ArchAngels

Randall Reade is the cofounder and executive vice president of the Washington, DC ArchAngels (WDCA), one of the leading angel investment groups in the United States. Started 4 years ago, the WDCA has reviewed over 2,000 early-stage companies and selected more than 150 for presentation to angel investors. Mr. Reade is also the founder of Global Tech Exchange, LLC, a consulting firm which helps regions to build innovation platforms around the world. He travels extensively to China and other parts of Asia consulting with high-level IT outsourcing companies. Previously, Mr. Reade was an attorney with the United States Department of Labor and received his law degree from Case Western Reserve University. He was also the editor in chief of the newsletter for the Central and East European Law Initiative, a project of the American Bar Association, to help the former communist country transition to democracies and help establish the rule of law.



BREAKOUT SESSION – 2B

TRAVEL AND TOURISM | *Exporting America!*
Business Opportunities in Travel and Tourism

Friday - August 1, 2014
 11:15 AM-12:00PM (Concurrent)

Learn how your business can capitalize on untapped opportunities in what has been dubbed “the largest invisible export industry” in the U.S. economy. Listen to the success stories of leaders who have capitalized on the seldom-recognized opportunities in the travel and tourism industry.

Featuring:

Pat Lottier
 CEO of Atlanta Tribune

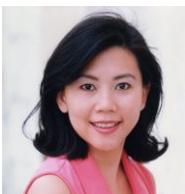
Moderator

Pat Lottier is a visionary, who is committed to excellence, community involvement and making a difference in the lives of those in her community. She has accomplished most of her goals by using her publication, Atlanta Tribune: The Magazine, to enlighten the business community with information and articles that inform, motivate, educate and inspire. Ms. Lottier is publisher and chief executive officer of the award winning monthly magazine that covers and reports on business-related stories affecting the African-American community in metropolitan area Atlanta. Under her leadership, her team at Atlanta Tribune has won journalism awards from the Atlanta Association of Black Journalists and The Atlanta Association of Media Women. Ms. Lottier was the only African American publisher listed in “Who’s Who in Media” in the 1995 Atlanta Business Chronicle.



Daniel Halpern
 President/CEO and
 Co-Founder of Jackmont Hospitality
 Brand USA Board Chair

Daniel J. Halpern, FMP, is President/CEO and co-founder of Jackmont Hospitality. With over 30 years’ experience in the foodservice industry, he is responsible for the management of Jackmont’s day-to-day operations located in five states and the District of Columbia. Mr. Halpern sets the strategic course of the firm on business development techniques and acts as an adviser to senior management and the company’s Board of Directors, creating key business alliances and overseeing all financial matters, leading the company from inception to a company that boasts a revenue in excess of \$100 million annually. Prior to his tenure with Jackmont Hospitality, Mr. Halpern worked for several hospitality firms in a variety of positions including serving as a Financial Analyst for Holiday Inn Worldwide, and as a District Manager for Gourmet Services, Inc.



Melissa Hong
 President and Founder of Visual
 Solutions, Inc.

Melissa Hong, PMP is the President and founder of Visual Solutions Inc. With thirty-three years of IT experience, she brings quality solutions and excellent customer service in transportation, health, travel and tourism, technology, insurance, and government industries with project management, technical and non-technical staff augmentation, custom application development, infrastructure, and training services. With her experiences with IBM, Florida Power and Light, CSX, Florida Blue, Federal Law Enforcement Training Center, Homeside Landing, Amelia Concours Foundation, and VSI clients, Ms. Hong aggressively galvanizes her team to streamline the clients’ unique processes, strive to enhance the clients’ efficiency, and isolate the weaknesses, creating a significant impact and fueling their growth.



Ruby McCleary
 Director of Supplier Diversity for
 United Airlines

Ruby McCleary brings over 15 years of experience as a minority business owner in a diverse community. She has been the Director of Supplier Diversity at United Airlines since 2008 and is a member of the Procurement leadership team and United Diversity Council. Before joining United, Ms. McCleary managed Supplier Diversity Programs for companies such as U.S. Cellular and SBC/AT&T. Ms. McCleary was the Director for IT Contracts at Ameritech, where she managed a \$600B Data Center Operations-Outsource Agreement with IBM. She also worked for Northrop Grumman in the Contracts, Proposal Management and Gov’t Regulations for 11 years.



BREAKOUT SESSION – 2CLOOK SOUTH | *Business Development Opportunities in Latin America*Friday - August 1, 2014
11:15 AM-12:00PM (Concurrent)

Explore Latin America’s expanding markets, learn about emerging opportunities in the region, and tap into federal programs that can help companies sell more products into the region, expanding their bottom line.

Featuring:**John Larsen**Deputy Director, Trade Promotion
Coordinating Committee Secretariat*Moderator*

As deputy director of the TPCC Secretariat, John Larsen is responsible for developing cross-governmental initiatives to improve U.S. businesses’ access to export opportunities and resources. He is the project leader for the *Look South* initiative launched by Commerce Secretary Pritzker in January 2014 as a government effort to highlight opportunities in the United States’ 11 Free Trade Agreement partner countries in Latin America. The TPCC, first established in 1992, is an interagency task force chaired by the Secretary of Commerce to ensure government-wide cooperation in support of trade promotion priorities. Since the launch of the *National Export Initiative* in 2010, the TPCC Secretariat has been part of the International Trade Administration’s (ITA) Office of Export Policy, Promotion, and Strategy. Previously, John served as ITA’s Germany, Austria, and Switzerland Country Desk Officer—working to improve market access and to advance bilateral commercial dialogue. John began his career at Commerce in 1991 at the Trade Information Center.

**Orestes Hubbard**Project Director
San Antonio MBDA Business Center

Mr. Hubbard has worked as project director of the San Antonio MBDA Business Center since 2006. The Center has won multiple accolades under his leadership specially recognition from U.S. Department of Commerce’s Minority Business Development Agency as the number one center in the nation for performance outcomes for 2 years in a row. His past professional experience includes working as vice president of lending for 6 years, in which he served minority and mid-market businesses by facilitating their access to capital and helped foreign companies receive financing to acquire U.S. products, as well as developed an international mortgage program to lend money to American nationals to buy properties in select places in Mexico. Mr. Hubbard is a former SBDC director in New Mexico and business development specialist for the southwest Texas border region SBDC in San Antonio, Texas.

**Jorge Sanchez**President,
SANA International

SANA International is a San Antonio-based company engaged in the export of transportation and industrial equipment and machinery globally. Since its inception in 1994, President/CEO Jorge Sanchez has guided SANA International to become a multi-million dollar exporter that has expanded well beyond its initial market of Mexico and now includes regular clients in twelve countries in Latin America, Europe, and the Middle East. Approximately, 90% of company sales are in exports. It focuses primarily on the sale of equipment to the oil and gas industry, marine and ports, beverage and food processing, and renewable energies. Sana International received the Minority Business Exporter of the Year award from the Export-Import Bank of the United States. The award was presented at the Bank’s 38th Annual Conference in Washington, DC.

**Laura Ebert**International Trade Specialist,
U.S. Department of Commerce

Laura Ebert is an International Trade Specialist with the U.S. Department of Commerce’s International Trade Administration. She works on the Chile desk and is responsible for monitoring market access and trade agreement compliance. She has also worked on the Look South trade promotion initiative and on regional customs and trade facilitation programming throughout Latin America. Prior to her present position, Ms. Ebert worked for a financial consulting firm specializing in energy and renewable energy project finance in developing countries. She also previously worked as an Economic Analyst at the Chilean-American Chamber of Commerce in Santiago, Chile. Ms. Ebert recently completed her Master of Arts degree in International Trade and Investment Policy at the George Washington University. She graduated from the University of St. Thomas (Minnesota) with a Bachelor’s degree in Business Administration.



POWER LEARNING SESSIONSFriday - August 1, 2014
2:30-5:30PM

Power Learning Sessions are small group informational meetings led by a range of industry experts to engage with conference attendees on a variety of topics specific to their products, services and opportunities. The sessions will be conducted in 20 minutes intervals with a seating capacity of 50 people per session. Attendance is generally on a first-come, first-serve basis and will be opened to all registered MED Week attendees.

Featuring:**Session 1:** Practical Tips to Getting the Funds You Need to Grow your Business**Power Learning Room A**

2:40 – 3:00 PM

3:10 – 3:30 PM

**Michael Grant**

President of National Bankers Association

Michael Grant is president of both the National Bankers Association and its Foundation, where he worked with the association's board to rebrand the organization and increase its visibility and advocacy efforts in the nation's capital. He is also board secretary for the Minbanc Scholarship Fund for minority banks. As a corporate consultant with fifteen years under his belt, and a co-owner of Grant's firm, his roster of clients boasts some of America's best known companies such as the Marriott and Ritz-Carlton Hotels, McDonalds Corporation, Harrah's Casinos, Westin and Hilton Hotels, Dell Computers, the Cracker Barrel Corporation and others.

Session 2: Seven Social Media Trends that Will Shape Your Business**Power Learning Room A**

3:40 – 4:00 PM

4:10 – 4:30 PM

**Lynn Cooper**

Founder and Chief Social Officer of Socially Ahead

As founder and Chief Social Officer of Socially Ahead, Ms. Cooper is no stranger to the motto, "Hardwork pays off." She launched her company at the age of sixteen; Lynn has dedicated her talents and resources to help companies achieve success through innovative strategies and concepts that drive business to the next level. She specializes in training, coaching and developing effective digital strategies for academic, government, corporate and nonprofit entities. Ms. Cooper presents on this topic at organizations such as the U.S. Small Business Administration (SBA), National Institute of Health (NIH), United States Peace Corps, AARP, and University of Maryland, and publications such as MSNBC, CBS News, NewsOne, Black Enterprise, Redbook, Ebony, Washington Business Journal, and the American Express Open Forum.

Session 3: Seven Management Practices to prepare you in Obtaining and Successfully Executing on Federal Contracts**Power Learning Room A**

4:40 – 5:00 PM

5:10 – 5:30 PM

**Sabrina Page**

Business Transformation Group

Sabrina Page is a certified professional facilitator and instructional designer with 15 years as a workforce trainer and learning consultant. She leverages in-depth knowledge of organizational design, program development and performance management to design and streamline corporate training. Ms. Page has a diverse and robust background in process improvement, gap analysis, coupled with a highly intuitive temperament that encourages strategic planning, abstract thinking and the acceptance of challenges. She has overseen the creation, management and execution of international learning and development programs. Ms. Page has provided strategic recommendations to business leaders on the implementation of improvements to their existing workforce training practices; and has developed coaching and developmental strategies for to mitigate performance issues and client escalations for small business and commercial clients. Recognized throughout her career as a strategic partner, motivational coach and business leader for her corporate training experience, Ms. Page has been featured in the media for excellence in international coaching and mentoring for her work in Nigeria, Soweto and Johannesburg, South Africa.



Session 4: Building a Foundation for Growth: The 10,000 Small Businesses Program	Power Learning Room B 2:40 – 3:00 PM 3:10 – 3:30 PM
 <p>Marie C. Johns Founder and President of L&L Consulting, LLC</p>	<p>Marie C. Johns, founder and President of L&L Consulting LLC, has been a leader in business, community and government service for more than 30 years. Marie is recognized as a leader in the Washington, D.C. business community and recognized in the Nation as a champion for small businesses. She is a member of the Greater Washington Business Hall of Fame and has been one of Washingtonian Magazine’s “100 Most Powerful Women.” Marie earned her Bachelor’s and Master’s degrees from Indiana University’s School of Public and Environmental Affairs, and later served as a board member for the Indiana University Tobias Center for Leadership Excellence.</p>
Session 5: Learning about Patents and Trademarks	Power Learning Room B 3:40 – 4:00 PM 4:10 – 4:30 PM
 <p>Anthony (Tony) Knight Associate Commissioner for Innovation Development (Acting) United States Patent and Trademark Office</p>	<p>Tony is a graduate of Drexel University, where he earned a Bachelors of Science Degree in Mechanical Engineering in 1985. Upon graduation he joined the United States Patent and Trademark Office as an examiner in the technology of pipefittings. While working at the USPTO, Tony attended George Mason University School of Law and earned his Juris Doctorate in 1990. From 1990 until 1992, he was in private practice. Tony has prosecuted applications for various technologies through out the USPTO. In 1992, Tony returned to the USPTO. After achieving the grade of primary examiner, he was promoted to Supervisory Patent Examiner in 1998 and has supervised examiners in such diverse fields as hinges and hardware to computer controls. In 2007 he was named to the position of Supervisor in the Office of Petitions and in March 2010 he became Director of the Office of Petitions. In June 2013, he was asked to serve as the Acting Associate Commissioner for Innovation Development.</p>
Session 5: Crowdfunding	Power Learning Room B 4:40 – 5:00 PM 5:10 – 5:30 PM
 <p>Rodney Sampson Founder Opportunity Ecosystem</p>	<p>Rodney Sampson is a social innovator, serial entrepreneur, angel investor, published author, and consecrated bishop. Via his Episcopal affiliations with the Old Holy Catholic Church and International Bishops Conference, Sampson shapes innovative economic policy and opportunities throughout society and culture. As a serial entrepreneur, Sampson co-founded Multicast Media Networks (Streamingfaith.com) in 2000 (sold in 2010), a live and on-demand streaming platform that laid the foundation for companies like YouTube and Ustream. Not stopping there, Sampson co-founded Intellectual Currency (an integrated marketing and business development firm) in 2002, Intellect Inspire (a digital publishing imprint of Audible) in 2006, and Legacy Opportunity Fund in 2007 with private equity investments in technology, consumer products and the entrepreneurial ecosystem. He also serves on the advisory boards of a learning company (a Pearson Education Alliance Partner), a New York-based merchant investment bank and multiple startup and early stage companies throughout the world.</p>

