



DIALOGUE ON DIVERSITY

PRESS ADVISORY

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DIALOGUE ON DIVERSITY'S 2010 ENTREPRENEURSHIP/IT CONFERENCE FEATURES AWARDS, INTERNET PRIVACY, SUPPLIER DIVERSITY

Dialogue on Diversity's 2010 Entrepreneurship/IT Conference, presented Friday, July 27th filled a conference hall to capacity at the U.S. Capitol Visitors Center on Capitol Hill. Women entrepreneurs were the subject of a series of rapid fire seminars through the day, covering the marketing, information, and financial management skills they need to hold their own in today's sharply competitive business milieu. Leading off a packed agenda was introductory speaker **Alex Rodriguez**, Chair of the Washington Metro Chapter of LULAC, who, in an emotional and evocative address, named the many marginalized classes of persons in American society, each of which must be an effectively protected class, whose persons and interests, the image of our American diversity, must have a claim on our attention and action.

"Dialogue on Diversity", noted its President, **Ma. Cristina Caballero**, "celebrates the achievements of young women entrepreneurs, in two enterprises rocketing ahead in prestige, quality, and revenues." **Cristina Mossi**, recently acquiring ownership of Devis, a software design firm that is now much in the ascendant under her driving leadership; and **Evelyn Brooks**, jewelry designer of rare talent, received the Young Entrepreneur Awards, while the Entrepreneurial Mentorship Award was conferred on the resourceful **Charlie Partridge**, a supplier diversity executive with Pepco Holdings, Inc., who has for long combined her purchasing functions with active mentoring of the small, often struggling, entrepreneurs she encounters. Recognition of the honorees was part of the midday session, in which **Ms. Harriet Fulbright**, head of the J. William and Harriet Fulbright Center in Washington spoke and presented the awards. Ms. Fulbright, formerly head of the President's Committee on Arts and Humanities, and spouse of the late Senator J. William Fulbright, is a much valued friend of Dialogue on Diversity and has appeared for previous Dialogue programs.

Rep. Raul Grijalva, building on some of the themes expressed in the introductory overview, offered a vision of diversity in America society which conceives economic activity and our social classes and income levels as "part and parcel" of a dynamic that includes an ongoing stream of immigration as part of an integral structure, without which none of the other parts can be rightly accounted for and which is a necessary feature in the functioning of the national economy. Policy measures which view the inflows of migrants as accidental, extraneous interferences with a self satisfied native polity both misread the logic of American society and view any provision touching migrants as a begrudged concession rather than as a recognition of the integral character of their presence on the national scene.

The many-talented **Yvette Mouton**, representing Conference sponsor AT&T, led off the marketing-supplier diversity session, once again this year a central Conference focus, dealing with the nuts and bolts of entry into the diverse supply chains of large private-sector and governmental purchasing entities. Also speaking were the magisterial **Jonice Adams** of the Washington area Minority Supplier Development Council, **Mauricio Vera**, Chair of the federal Inter-Agency OSDBU Council, **Charlie Partridge** of Pepco purchasing, **Michael Veve**, experienced Washington attorney, on the crucial step of Certification, and finally **Susan Au Allen**, head of the U.S. Pan-Asian American Chamber of Commerce, on international aspects of small enterprise marketing.

In examining still another facet of the near pervasive influence of modern IT and the Internet in the lives of citizens, and of businesses owners in particular, a privacy roundtable had opened the Conference, with **Mamie Kresses** of the FTC, and **Debra Berlyn** of Consumer Privacy Solutions, together with **Andrew Bloom**, whose encyclopedic grasp of the privacy issue completed the panel, all fixing their focus on the challenges and the obligations resting on owners of small business enterprises in the face of multifarious privacy threats.