



# DIALOGUE ON DIVERSITY

PRESS ADVISORY

June 25, 2010

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DIALOGUE ON DIVERSITY'S 2010 ENTREPRENEURSHIP/IT CONFERENCE  
CELEBRATES THE SMALL BUSINESS ROLE IN THE RESURGENT ECONOMY

Dialogue on Diversity presents its 2010 Entrepreneurship/IT Conference Tuesday, July 27 on Capitol Hill. This year's Conference title, emphasizing the key topic of internet privacy in the commercial setting, is: *Shining the Light on a Networked World: Innovative Technology – Security and Consumer Rights*. Women entrepreneurs, the creative dynamic par excellence in the contemporary economic picture, are both audience and subject of a series of workshops filling the day's agenda — marketing and supplier diversity; wireless telecommunications and other enterprise-relevant developments on the IT front; access to capital and focused financial management skills head the list of essential small business topics.

**WHERE:** U.S Capitol Visitors Center, Room HVC 215, Capitol Hill, Washington, D.C.

**WHEN:** Wednesday, July 27, 2010, 8:30 - 4:30 p.m. Reception 5:00 p.m.

**WHO SHOULD ATTEND:** Women Entrepreneurs, both experienced and aspiring! Professionals, Students, and Civil Society staff concerned with economics, technology in business applications, and the small business sector. Free for entrepreneurs! Queries: e-mail: [dialog.div@prodigy.net](mailto:dialog.div@prodigy.net)

"Dialogue on Diversity", notes its President, *Ma. Cristina Caballero*, "this year celebrates the vitality of the country's small business sector, as these enterprises, a large proportion of them women-owned, pull their weight as the economic networks start into motion, drawing a dynamic society out of the economic slump it has been suffering for two anguished years. Their dynamic and innovative spirit goes far in imparting the saving resilience to the country's economic apparatus."

A principal agenda segment explores the opportunities for enhanced productivity in marketing, administration, and purchasing with the employment of contemporary information technology and telecommunications. The immediately related problem of privacy, the ease and frequency of its breaches, and the ways to keep from making these breaches and to protect oneself from the breaches by others, will be an topic of central concern. Representatives from leading industry companies, along with independent experts, will highlight the latest, often not yet widely known techniques and tricks for increased productivity and information safety through cutting edge technology.

Highlighting the day's program is the award to be presented to an outstanding young woman entrepreneur of the metropolitan area. This award illustrates clearly the cutting edge of Dialogue on Diversity's 2010 theme: the innovative younger cohorts of dynamic entrepreneurs, craftsmen, intellectuals, and artists coming of productive age in the decade of the 1990s and making their mark as nascent economic powerhouses in the first decade of the 2000s.

A special feature of this year's conference will be the Entrepreneurship Fair, a day-long display of the products and services of a series of successful women-owned enterprises, exhibiting the achievement of entrepreneurs of the Latino and other ethnic communities.

The Conference opens with a seminar featuring private sector purchasing executives, and similar officials in federal agencies (the OSDDBU offices) who assemble the purchasing entities' supply chains, seeking out small and minority firms, including women-owned enterprises, for lucrative slots in the array of suppliers. The techniques and skills for exploiting this valuable marketing realm will be the subject of expert presentations. Later interactive sessions, moreover, will permit small group and individual talks with company purchasing personnel on the lookout for smart and innovative small and mid-size enterprise resources.

Financial institutions and such public agencies as the S.B.A and the Minority Business Development Agency in the Department of Commerce will outline their services to small and mid-sized business entities – from informational help for business planning, supply and resource finding aids, to loan guaranties and government contract awards among the benefits on offer for the alert entrepreneur.

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