



# DIALOGUE ON DIVERSITY

*YOUR  
INVITATION*

## CROSS-BORDER TRADE, NEW DIMENSIONS IN IT

### DIALOGUE ON DIVERSITY'S 2011 TRADE - ENTREPRENEURSHIP - IT CONFERENCE

Dialogue on Diversity, with partnering organizations, presents its 2011 Trade – Entrepreneurship – Information Technology Conference, the nineteenth in an annual series, held this year for the first time at the International Trade Center in the Ronald Reagan Building, at Thirteenth Street and Pennsylvania Avenue in central Washington. A powerful agenda of key topics for small/medium entrepreneurs awaits an audience of women entrepreneurs and professionals. Alongside the classic menu of small business issues – access to capital, a fully articulated account of supplier diversity and other marketing strategies – are a fresh look at the rapidly multiplying dimensions of business-related information technology and an extensive lineup of presentations on aspects of international trade.

Headline speakers for the lunch session include, among others, **Ana Escobedo Cabral**, former U.S. Treasurer, speaking on trade finance as seen from her new vantage point at the InterAmerican Development Bank (IDB), **Ronald N. Langston**, recent National Director of the Minority Business Development Agency at DOC, **Manuel A. Rosales**, international finance expert, formerly Assistant Administrator at SBA for International Trade, **Norelie Garcia** of AT&T on that leading firm's technical advances, **Albert Zapanta**, President of the U.S. Mexico Chamber of Commerce, and **Andrew Gelfuso**, the International Trade Center's Director of Trade Promotion.

**Theresa Alviljar-Speake**, formerly head of supplier diversity systems for the Department of Energy, has assembled an able complement of government contracting experts, among them **Mauricio Vera**, OSDBU head for USAID and former chair of the federal inter-agency committee on supplier diversity. A lineup of experts on the private sector analogues drive home the performance essentials that are key to success for the alert entrepreneur.

A quartet of panelists, headlined by **Harley Geiger** and **Aaron Brauer-Rieke** of the Center for Democracy and Technology, review the new dimensions of the enhanced performance capacities now transforming information technology, from a host of hyper-powered handhelds and smart phones to the proliferating services of the social networking sites, to the wonders of “cloud computing”.

International commerce beckons, but how to break into the circle of successful exporters? A roundtable of exporter-entrepreneurs and trade experts, among these **Susan Au Allen** of the Pan Asian American Chamber of Commerce and **Richard Ginsberg** of the SBA, explain what to do, and, more important, where to look for the detailed information on regulations and techniques.

The threshold questions of access to capital complete the agenda, as **Ana Harvey**, Assistant SBA Administrator for Women's Business Ownership, bank representatives, among them **Art Zelaya** of PNC and a representative of the Burke and Herbert group, and other experts offer expert counsel to the aspiring entrepreneur.

An ENTREPRENEURSHIP FAIR Displays Products of Successful Women Entrepreneurs.

Awards will Honor High Achieving Young Women Entrepreneurs.

Door Prizes at Conclusion of Conference.

No fee for this Program. Lunch, Breakfast Provided. Reception Following.

Along with this Invitation to the 2011 Conference, attendees are invited to

Join with Dialogue on Diversity as Members

[Click here to register for the 2011 Trade - Entrepreneurship - IT Conference](#)

### *Sponsors and Collaborating Organizations*



United States-Mexico Chamber of Commerce  
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