



DIALOGUE ON DIVERSITY

ENTREPRENEURSHIP/INFORMATION TECHNOLOGY CONFERENCE

THE INNOVATIVE GENERATION: BRIGHT DAYS ON THE POTOMAC

Friday, July 17, 2009, 8:30 a.m. – 3:30 p.m.

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

RSVP by Friday, July 10, 2009

[Click Here for Online Conference Registration](#)

Register this week for Dialogue on Diversity's fifteenth annual Entrepreneurship/IT Conference, to be held on Capitol Hill at the new Visitors Center. The conference agenda, set out below, indicating topics and the roster of distinguished speakers. The day's series of panels and topics focus on some of the chief matters of concern for the small business owner. Among these —

- The formidable tasks of marketing, and the challenge of gaining place in the supply chains of large corporations and governmental agencies
- The opportunities for moving to higher levels of efficiency and professionalism in financial management and advertizing with information technology in its latest incarnations
- The best techniques for employing a range of essential management tools, from formulating business plans to ferreting out needed sources of capital for expansion of operations, and much more.

Visit the Dialogue's Web-site, www.dialogueondiversity.org, for a description of the Conference purposes and a press release detailing Conference highlights.

* SITE INSTRUCTIONS

- To reach the Capitol Visitors Center it is best to use Metro trains, exiting at either Capitol South (1st and C Streets, S.E.) on the Blue/Orange line, or Union Station on the Red Line. The Capitol is several blocks' walk from either of these Metro stations.
- Enter the Visitors Center by the entrance ramp on First Street, S.E. (midway between Constitution and Independence Avenues, immediately across from the Supreme Court). Proceed to the far end of the entrance hall (***Do not wait in the line of U.S Capitol visitors – explain you are at the Visitors Center for a Conference***).
- Attendants (recognizable by their red coats) will direct you to **HVC 215**, the hall where Dialogue on Diversity's Conference is to be held.

Take along this invitation to aid the House side receptionist in directing you to the correct destination in the extensive set of Visitors Center meeting room

CONFERENCE AGENDA

8:30 a.m. Registration and Continental Breakfast

9:15 a.m. WELCOME: Beginning the Dialogue

Greeting: **Ma. Cristina C. Caballero**, President/CEO, Convenor

Ted Loza, CoS, Jim Graham, Member, Council of the District of Columbia

MC: **Hector Rodriguez**, Rodriguez Communications

9:40 a.m. DIVERSE SUPPLY CHAINS -- HOW DO *MWBEs* FARE IN AN ECONOMIC SLOWDOWN?

The Corporate Quest: Diverse Links in the 21st Century Supply Chain

Mac DeShazer, Lockheed Martin

Kenneth E. Clark, MD/DC Minority Supplier Development Council

Focus on Government Contracting -- A Science of its Own

(Federal OSDBU executives; state, local government supplier diversity Executives)

Calvin Jenkins, Deputy Associate Administrator, Government Contracting and Business Development, S.B.A.

Denise Rodriguez-Lopez, KMJ Co., formerly OSDBU, Department of Transportation

11:00 a.m. IT/TELECOMMUNICATIONS/WIRELESS INNOVATIONS

New Departures for the current year – and on the horizon:

Smart phones, cutting edge hand-helds, the most recent and on the way

Small-business software applications, and “Internet Cafés”, the HD digital tide

Joycelyn Tate, Director of Telecommunications Policy,
Minority Media and Telecommunications Council

Vivien Damon, Data Solutions Manager, Verizon Wireless

Mackenzie Michael, Verizon Wireless

11:45 BUILDING BUSINESS PRODUCTIVITY: THE AVAILABLE RESOURCES

Information sources, internet and other, SCORE and Other Mentors,

Contemporary Microfinance – True and False Hopes for our Communities

John C. Guerra, CEO, New America Alliance

Bruce Purdy, Policy Analyst, U.S. Small Business Administration

Saran Baker, Senior Account Manager, D.C. Government and Education,
Small Business Development, Verizon

Juan A. Barrera, Microsoft Corporation [invited]

Miguel Ornelas, Sr. Vice President, Commercial Lending, John Marshall Bank

12:30 p.m. LUNCH – MIDDAY SESSION

CONGRESSIONAL OVERVIEW:

Rep. Raul Grijalva, U.S. House of Representatives, Arizona

POWER OF SMALL BUSINESS IN ECONOMIC RECOVERY

Penny Pickett, Deputy Associate Administrator for Entrepreneurial Development,
U.S. Small Business Administration

KEYNOTE: ENTREPRENEURSHIP AND THE QUEST FOR OPPORTUNITY

William Soza, Founder, Security One Bank

1:15

LEADERSHIP RECOGNITION:

Maria Gomez, President, Mary's Center

José Antonio Font, President Emeritus, Founder, Greater Washington
Ibero-American (Hispanic) Chamber of Commerce

William Soza, Founder, Security One Bank

Young Entrepreneur Award (Honoree to be announced at Conference)

1:45

DIVERSITY ROUNDTABLE: On Women Entrepreneurs and Professionals

Margo Gray, President, Horizon Engineering Services Company

Theresa Alvillar-Speake, former Director, Economic Impact and Diversity,
U.S. Department of Energy

Mary Ann Gomez, Executive Dir., Nat'l Association of Hispanic Publications

Panchita Bello, Broker, SherlockeHomes Realty

2:30 p.m.

CORPORATE SUITORS/MINORITY SUPPLIERS: Seminar plus "Meet the Buyers"

José Niño, President, Procurement Institute of the Americas

Eduardo Pereira, Vice President, Procurement Services,
U.S. Hispanic Chamber of Commerce

Sonya L. Smith, Senior Consultant, Supplier Diversity, Kaiser Permanente

Charlie Partridge, PEPCO Holdings, Inc.

4:00 -- 6:00 p.m. RECEPTION -- Honoring Sponsors, Speakers, and Special Guests
(Location to be announced)

VISIT OUR WEB SITE: www.dialogueondiversity.org

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