

DIALOGUE ON DIVERSITY

2014 ENTREPRENEURSHIP/INFORMATION TECHNOLOGY CONFERENCE

PATHS TO ECONOMIC PRIMACY: ESSAYS ON WOMEN'S ENTREPRENEURSHIP

SEPTEMBER 15TH, 2014 PEPKO EDISON PLACE GALLERY 702 EIGHTH STREET, N.W. WASHINGTON, D.C.

8:30 a.m. Registration and Coffee

9:15 **WELCOME:** MA. CRISTINA CABALLERO, **President/CEO, Dialogue on Diversity Representative, PEPKO**
OVERVIEW AND CONGRESSIONAL WELCOME

9:30 **THE TRANSFORMATIONS WROUGHT BY INFORMATION TECHNOLOGY:**

Has IT Brought a Veritable Revolution? Has it Run its Course?

Shrewd Analytics for Your Data – Super-Efficient Clouds – Lock and Key for your Data: Forms of Encryption —
Social Media: New Dimensions, New Horizons

The Faces of Privacy – Customers? Employees?

A commercial world awash in Profiles – Aggregation of Profiles: Your Portrait; Government Requests for Data;
The Key to Privacy – Customers' consent? or Data Handlers' Restraint?

RUTH YODAIKEN, FTC, Senior Attorney, Identity Protection and Privacy PRESTON QUICK, Senior Vice President,
Technology Services and Solutions, and CIO, MicroTech JOSEPH S. MILLER President / CEO,
Washington Technology Project, ANA ROCA CASTRO, Founder, Chair,. Latinos in Social Media (LATISM)

10:30 **THE OLD AND THE NEW IN THE LORE OF BUSINESS:**

Cutting Edge Learning – Technology: Re-Configuring Old Wisdom – Business Planning: the Moving Target
ZORAIDA VELASCO, MA. Fletcher School of Law and Diplomacy; JACQUELINE CLARY, Minority Media Telecomm. Council
GILBERTO DE JESÚS, Attorney Advisor, Office of Commun. Bus. Opportunities, Federal Communications Commission

11:15 **FINANCIAL MANAGEMENT, ACCESS TO CAPITAL, AND ORGANIZATION OF THE ENTERPRISE**

Banks? Own Resources? Venture Capital? Micro-Finance? LOLITA MANCHENO SMOAK "Crowdfunding" (internet);
KEITH SELLARS, President, W.D.C. Economic Partnership, District of Columbia Bus. Dev; Joycelyn Tate, Consultant, Tech Policy
EURIBIADES CERRUD, ESQ. Cerrud Law, PLLC, Orlando, Florida, Choice of Entity, Business Plan, etc.

12:30 **MIDDAY SESSION:**

Dr. Stuart Butler, Senior Fellow, the Brookings Institution

FRANK TORRES, Director, Consumer Affairs, Microsoft Corporation

HONORABLE ALEJANDRA CASTILLO, National Director, Minority Business Development Agency, DOC

1:30 **GLOBAL DIMENSIONS OF ENTREPRENEURSHIP**

RICHARD S. GINSBURG, Senior International Trade Specialist, U.S. Small Business Administration

2:00 **EDUCATION OF THE PERFECT ENTREPRENEUR – SPECIAL HURDLES FOR WOMEN ENTREPRENEURS ?**

The Intellectual Regimen: Business Centers Special Topics: for Small Business Enterprises – for Minority Businesses

LAURA BERROCAL, Innovation Generation, Moderator – WENDY RIVERA-AGUILAR, Multicultural Education Alliance

THERESA DAYTNER, President, Daytner Construction Group – ANDY TUCK, Member, Florida State Board of Education

CARLA O. SÁNCHEZ, COS Productions – ROSA MENDOZA, Executive Director, HTTP

3:00 **THE MARKETING SKILLS OF THE MINORITY FIRM, GOVERNMENT AIDS. PRIVATE SECTOR ETHOS.**

SUPPLIER DIVERSITY – The Science and Art of Small and Minority Enterprise Marketing

THERESA ALVILLAR SPEAKE, former Supplier Diversity Chief, DOE; CHARLIE PARTRIDGE, Regional Supplier Diversity
Director, PEPKO; GLENN A. DELGADO, Chair, Inter-Agency OSDBU Council [OSDBU: Office of Small
Disadvantaged Business Utilization]

THE SBA AND WOMEN-OWNED BUSINESSES

The Division of Women's Business Ownership – Women's Business Centers – 8(a) Women's Preferences HUB Zones

SHURAIIE MACKIN, Economic Development Specialist, U.S. Small Business Administration (Wash. Metro District Office)

4:30 **ADJOURNMENT**

5:00 – 7:00 p.m. **RECEPTION — IN OBSERVATION OF HISPANIC HERITAGE MONTH (SEPTEMBER 15- OCTOBER 15)**

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