



DIALOGUE ON DIVERSITY

OVER TWENTY FIVE YEARS OF SERVICE TO AMERICA'S DIVERSE COMMUNITIES

2017 CONFERENCE ON ENTREPRENEURSHIP/INFORMATION TECHNOLOGY

THE SCIENCE AND ART OF TAMING THE IT BRONCO

FRIDAY, SEPTEMBER 15, 2017, 8:30 A.M. - 4:30, RECEPTION 5:00 - 7:00 P.M.

STEAM (Science, Technology, Engineering, Arts, Mathematics) / BUSINESS FAIR

PRESENTED WITH THE MAYOR'S OFFICE ON LATINO AFFAIRS

AT THE AT&T FORUM, 601 NEW JERSEY AVENUE, N.W. WASHINGTON, D.C. 20001

A G E N D A

8:30 a.m. **REGISTRATION AND WELCOME**

9:15 Ma. Cristina Caballero, President, Dialogue on Diversity, Convenor
Jackie Reyes-Yanes, Director, Mayor's Office on Latino Affairs, D.C.

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

Has IT Brought a Veritable Revolution? The Internet of Things — Will it Dull our Wits?
New Dimensions, New Horizons Government Data Hunger: Back Doors, Solving Encryption

Travis Hall, National Telecommunications and Information Administration

Kim Keenan, President/CEO, Multicultural Media Telecom Council

Monique Rivière Chief Program Officer, Byte Back

10:15 **THE OLD AND THE NEW IN THE LORE OF BUSINESS: EDUCATION OF THE ENTREPRENEUR**

The DISTRICT OF COLUMBIA ENTREPRENEUR Technology: Re-Configuring Old Wisdom
Business Schools, Incubators, Business Centers A Few Special Hurdles for Women Entrepreneurs?
STEAM Studies for Women and Girls – Technology in the Entrepreneurial Life

Roberta Rincón, PhD, Society of Women Engineers

Asela Rebecca Mejía, Hispanic Markets, New York Life

Prof. Dr. Maria Sevillano, Ana G. Méndez University System, Policy Implications

11:00 **D.C. THE TREASURE TROVE ON THE POTOMAC – FASHIONING YOUR ENTERPRISE**

Forms of Business Organization – The D.C. Regulatory Structure – The BUSINESS PLAN
The Green Bank – Financial Management and Access to Capital, – The Sources of Investment Funds:
Banks? D.C. Micro Finance? Venture Capital? Your Own or Friends' Resources

Angela Neira, LifeAsset, Washington Metro Area

Oswaldo Acosta, Latino Economic Development Center, Washington, D.C.

Stephanie Thomas, TruFund, Manager, Client Relations and Strategic Partnerships, N.Y.C.

Julio Güity-Guevara, Deputy Director, Mayor's Office on Latino Affairs, The Green Economy, D.C.

12:30 p.m. **MIDDAY SESSION**

Courtney Snowden, Deputy Mayor for Economic Development, District of Columbia

Melinda Bolling, Director, D.C. Department of Consumer and Regulatory Affairs

1:30 **COMMERCIAL USE OF THE INTERNET AND OTHER COMMUNICATIONS MEDIA**

Data collection by Internet Content Producers – the Privacy Conundrums – The Limits of
Consumer Consent – Broadband and WiFi — Building the Industry Edifice

Aaron Rieke, Principal, UPTURN

Adrian Gropper, Chief Technology Officer, Patient Privacy Rights

2:15 **THE MARKETING TASK FOR THE MINORITY FIRM**

Savvy, Skills, and Planning — Government Aids — Private Sector Rules of the Road
Marketing for Women-Owned Businesses — The Science and Art of Small/Minority Enterprise
Women's Business Ownership – Contracting Preferences: 8(a), HUB Zones, Women's Preferences

Giovanni Delfino, Delfino Company

Sharon Pinder, President, Minority Supplier Development Council

Sagrario Ortíz, El Poder de Ser Mujer

3:00 **THE HILL LATINO – BREAKING THROUGH THE CLUTTER: GETTING YOUR BRAND ACROSS
IN A CROWDED MEDIA SPACE**

Diana Marrero, Founder, THE HILL LATINO

Marcela Salazar, Senior Vice President, SKDKnickerbocker

Rita Barry-Corke, Communications Director, The Hill

Laura Rodriguez, Digital Strategist, BTCRevolutions

Jeremy Thompson, Social Media Strategist, Subject Matter

PRESENTATION OF DIVERSITY AWARD

S. Jenell Trigg, Member, LermanSenter Law – DIVERSITY AWARD

3:30 **THE GLOBAL DIMENSIONS OF YOUR MARKET**

Prof. Paolo von Schirach, President, Global Policy Institute

Jorge Salichs, National Puerto Rican Chamber of Commerce, Investment on the Island

Dr. Andrew Wyner, Dean, Graduate Studies, BAU International University, Washington, D.C.

Gisselle Rohmer, Vice President, Latin America /Caribbean Area, IFC, World Bank

4:30 **ADJOURNMENT AND JOIN THE STEAM/BUSINESS FAIR**

CERTIFICATES ARE AWARDED TO ATTENDEES AT THE COMPLETION OF THE PROGRAM.

Register at www.dialogueondiversity.org

For Information call 703-631-0650

5:00 – 7:00 P.M. **MARIACHI RECEPTION, KICK-OFF FOR HISPANIC HERITAGE MONTH**

Rep. Franklin Garcia, U.S. Representative (Shadow), D.C.

Speakers, Hispanic Heritage Month

Music by D.C. Mariachi