



DIALOGUE ON DIVERSITY

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

2016 ENTREPRENEURSHIP/INFORMATION TECHNOLOGY CONFERENCE THE BEST LAID PLANS – HOW THEY FARE IN REVOLUTIONARY ERAS

SEPTEMBER 13TH, 2016, THE TERRELL PLACE, 575 SEVENTH ST., N.W. WASHINGTON, D.C.

8:30 a.m. REGISTRATION AND CONTINENTAL BREAKFAST

9:15 WELCOME: **MA. CRISTINA CABALLERO**, President/CEO, Dialogue on Diversity
JULIO GÜITY GUEVARA, Deputy 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, Commercial Data Hunger – the Voracious Internet
GREGORY L. ROHDE, President, e-Copernicus, former chief, NTIA **TRAVIS R. HALL**, NTIA

10:15 THE OLD AND THE NEW IN THE LORE OF BUSINESS: EDUCATION OF THE ENTREPRENEUR
A Few Special Hurdles for Women Entrepreneurs? (Is There no Justice?)
Technology: Re-Configuring Old Wisdom – Business Schools, Incubators, Business Centers
NICOLE EICKHOFF, Women's Business Center, Northern Virginia **WENDY RIVERA-AGUILAR**,
Rivera-Aguilar Law **XIMENA HARTSOCK** Phone2Action

11:00 FASHIONING THE FORMS OF BUSINESS ORGANIZATION: The “Bespoke” Entity
GUETER AURÉLIEN Venable Law Choice of Entity: Partnerships, LLCs, etc. – Operating Agreements
RANDALL READE, Washington D.C ArchAngels venture capital network

11:45 FINANCIAL MANAGEMENT AND ACCESS TO CAPITAL
The Sources of Investment Funds: Banks? Your Own or Friends' Resources?
OMAR CARMONA, ESQ. Carmona Law BUSINESS LAW TOPICS
ALDO ELGUERA, BB&T, VP, Small Business Development **ANGELA NEIRA**, Life Assets

12:30 p.m. MIDDAY SESSION **JOVITA CARRANZA**, JCR Group, Management Consultants, fmr Dep. Adm. SBA
ANDREA ZANON, World Bank, risk management, Women's Resilience Investment
JUSTIN VÉLEZ-HAGAN, Executive Director, National Puerto Rican Chamber of Commerce

2:00 COMMERCIAL USE OF THE INTERNET AND OTHER COMMUNICATIONS MEDIA.
Data collection by internet content producers – the Privacy Conundrums The limits of
Consumer Consent; Broadband: Building the Industry Edifice
MATTHEW DELNERO, Chief, Wireline Competition Bureau, FCC
WILLIAM DAVENPORT, Deputy Chief, Bureau of Enforcement, FCC

2:50 THE MARKETING TASK FOR THE MINORITY FIRM — SAVVY, SKILLS, AND PLANNING
GOVERNMENT AIDS. PRIVATE SECTOR RULES OF THE ROAD
The Science and Art of Small/Minority Enterprise Marketing
SHARON PINDER PRESIDENT/CEO, CRMSDC
THE GLOBAL DIMENSIONS OF YOUR MARKET
U.S. Small Business Administration, International Trade — Focus on Latin America, West Asia
RICHARD S. GINSBURG, fmr Senior Advisor, International Trade, SBA
DENIZ KARATAS, Executive Director, Global Policy Institute

3:45 MARKETING FOR WOMEN-OWNED BUSINESSES
Women's Business Ownership Government Contracting Preferences – “8(a)”. HUB Zones
NATALIA OLSON-URTECHO, Regional Administrator (Region III, Mid-Atlantic), SBA
SAGRARIO ORTÍZ, *El Poder de Ser Mujer*, Women Entrepreneurs

4:30 ADJOURNMENT 5:00 – 7:00 RECEPTION FOLLOWING (site TBA)

Register now at www.dialogueondiversity.org Conference is offered free. Certificate of Attendance.