



# DIALOGUE ON DIVERSITY

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

Save the Date  
September  
13, 2016

## 2016 ENTREPRENEURSHIP/INFORMATION TECHNOLOGY CONFERENCE

### THE BEST LAID PLANS – HOW THEY FARE IN REVOLUTIONARY ERAS

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

#### AGENDA

8:30 a.m. REGISTRATION AND CONTINENTAL BREAKFAST

9:15 **WELCOME:** Ma. Cristina Caballero, President/CEO, Dialogue on Diversity  
Honorable Eleanor Holmes Norton, [invited] Greeting

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

Has IT Brought a Veritable Revolution? Super-Efficient Clouds Lock and Key for your Data:  
The Internet of Things — Will it dull our Senses and our Wits? New Dimensions, New Horizons  
Social Media – their Uses and Perils  
Government Requests for Data — for backdoors, Encryption keys

10:15 **THE OLD AND THE NEW IN THE LORE OF BUSINESS: EDUCATION OF THE COMPLETE ENTREPRENEUR  
A FEW SPECIAL HURDLES FOR WOMEN ENTREPRENEURS? (IS THERE NO JUSTICE?)**

Technology: Re-Configuring Old Wisdom – Business Planning: the Moving Target – the wit to  
Turn on a Dime — Business Schools, Incubators, Business Centers The STEM course

11:00 **FINANCIAL MANAGEMENT AND ACCESS TO CAPITAL**

The Sources of Investment Funds: Banks? Your Own or Friends' Resources?  
The Varieties of Venture Capital? Micro-Finance?

11:45 **FASHIONING THE FORMS OF BUSINESS ORGANIZATION:** The “Bespoke” Entity

Choice of Entity: Partnerships; LLCs with their finely articulated Operating Agreements

The BUSINESS PLAN SEMINAR: Documents to Open Doors

12:30 p.m. MIDDAY / LUNCH SESSION **Special Topics**

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; Building an Edifice of Boundary-setting Rules Defining Deception  
and other Abuse How to Sanction Abuses?

2:30 **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 and Minority Enterprise Marketing  
Federal and Local Government Sales Private Sector Firms

**THE GLOBAL DIMENSIONS OF YOUR MARKET**

U.S. Small Business Administration, International Trade — Focus on Latin America, Asia

3:30 **THE SBA AND WOMEN-OWNED BUSINESSES**

The Division of Women's Business Ownership  
Women's Business Centers

Government Contracting Preferences – “8(a)”. Women's Preferences, HUB Zones

4:30 ADJOURNMENT

5:00 – 7:00 RECEPTION FOLLOWING

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