



# DIALOGUE ON DIVERSITY

*Over Twenty Five Years of Service to America's Diverse Communities*

TWENTY FOURTH ENTREPRENEURSHIP/IT CONFERENCE  
SEPTEMBER 15, 2017 – 9:30 AM – 4:30 PM RECEPTION: 5:00 – 7:00 PM  
AT&T FORUM, 601 NEW JERSEY AVENUE, N.W, WASHINGTON, D.C.

PRESS ADVISORY

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AUGUST 12, 2017 WASHINGTON, D.C. – Dialogue on Diversity's 2017 Entrepreneurship/IT Conference, the twenty fourth of the series, gets underway September 15<sup>th</sup> in downtown Washington. An all-day agenda is designed to call up the essentials in the work of American entrepreneurs. The twin themes of technology, its boons and its perils, and of the entrepreneurial calling, art and science intertwined, recur throughout the six panels of the day's agenda. This year's Conference is combined with the "STEAM Business Fair", the exposition of training materials and mentoring techniques by which numerous local organizations are urging and coaching young students of high school and college age to turn their energies to the STEAM studies – this year combining STEM with A for 'Arts!

"The creativity and the sheer energy," stated **Ma. Cristina Caballero**, the Dialogue's President/CEO, "the laser-like determination of the socially, ethnically diverse small business sector is at once a challenge to the mega firms and the vehicle for nailing down the advances of technology in smarter, more productive strategies, all aiming for a resilient and prosperous society." The day's agenda touches on these key questions along the entrepreneurial pathway —

- Is IT revolutionary? Is it the new steam engine or motor car of the XXI Century? Will the Internet of Things free us for better uses of our time, or rob us of control and make away with our privacy? Will the wonders of IT save us from the much feared era of "secular stagnation"?
- How will you in your business find IT no longer the unruly Bronco but make it the busy Workhorse of your management? How will you defend your own privacy interests in an era of the all-seeing computer, and preserve the privacy of your customers, employees, and others?
- How will you design the just right organizational form for your new enterprise? A partnership, corporation, an LLC, What are the benefits and drawbacks for your situation in each business form?
- Seeking the funding for your Entrepreneurial launch: Borrowing? Banks, friends, venture capitalists? , Or a loan-with-mentoring combination? A role for the SBA in financing?
- Venture Capital – Will you find an investor to become part of your business – funder, critic, challenger, and sharer in the profits? Where and how do you find the one who will power your young business?
- Can you find smart, resourceful, wise colleagues (perhaps the venture capitalist funders keeping a watchful, and helpful eye on the fledgling firm) to fill out the "knowledge gap" that the beginning entrepreneur will be faced with?
- How will you design a workable business plan? Step No. 1 in the Business Plan: Have you got a product that will work? Research, , consulting with people who have been around the track, the name of the game.
- Good fortune! Entrepreneurs are not alone! Map out the networks of helpful agencies and groups eager to see you succeed, and brandishing the needed tools for you to do so. Will you know how to find them? – and how to heed them? Should you begin your search at this year's Conference?

**A few highlights — Marla Bilonick, Angela Neira, and Stephanie Thomas** are a network of business-savvy lenders, shrewd judges of new entrepreneurial talent, and each having the mentoring and training resources, along with modest funding, that is calculated to get a new enterprise off the ground. **Giovanni Delfino**, owner of an expanding food products group, has developed branding and re-branding into a fine art – a skill that entrepreneurs must be alert to. **Courtney Snowden**, Deputy Mayor for Economic Opportunity, a newly created position, holds forth on the initiatives of the present city administration. **Aaron Rieke**, of Upturn, a boutique software shop in downtown Washington, takes up the puzzles of commercial use of the internet. **Prof. Paolo von Schirach** of the Global Policy Institute, again collaborating with the Dialogue in this program, discusses the import of foreign trade potential for U.S. businesses, small firms included. **Asela Mejía** of New York Life, details the work of a corps of resourceful individuals, their own entrepreneurs, who are instrumental in marketing the insurer's services in the metro area's Hispanic communities.

DIALOGUE ON DIVERSITY: Founded in 1991, Dialogue on Diversity, a §501(c)3 non-profit, is a national network of women entrepreneurs and professionals, actively promoting constructive dialogue among Latino and other ethnic and cultural communities, on social and civic empowerment, with especial emphasis on their economic viability through entrepreneurship.

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