



Conference Day Schedule

7:30 a.m. – 8:15 a.m.

Registration

8:15 a.m. – 9:10 a.m.

Plenary Breakfast w/ Guest Speaker



Business Development

9:20 a.m. – 10:00 a.m.

Roundtable

Alfred G. Edwards of Exceed Corporation
Louis G. Hutt, Jr. of Bennett, Hutt and Company, LLC
Kamilah Matthews of Signal Financial Federal Credit Union
Necole Parker of The ELOCEN Group, LLC

10:10 a.m. – 11:10 a.m.

Growth Strategies

Kevin Doyle

11:20 a.m. – 12:20 p.m.

Identifying, Getting,
and Keeping Customers

Robert Gatewood



MBE Procurement

9:20 a.m. – 10:00 a.m.

Roundtable

Brenda Allen of PGCP
Malda J. Brown of SBA
Linda Heartley of DOL

10:10 a.m. – 11:10 a.m.

Interacting With Small and Minority Vendors

C. Gail Bassette

11:20 a.m. – 12:20 p.m.

Tying Capacity Building To Economic
Development Projects

Charles Eaton

LUNCH

12:20 p.m. – 1:30 p.m.

1:40 p.m. – 2:40 p.m.

Establishing A Business Infrastructure
That Supports Growth

C. Gail Bassette

2:50 p.m. – 3:50 p.m.

Customer Orientation

Keith Singletary

1:40 p.m. – 2:40 p.m.

Maximizing MBE Growth With Your
Purchase Card Program

Grace Denno

2:50 p.m. – 3:50 p.m.

Best Practices In MBE Programs

Carl E. Brown, Jr.

4:00 p.m. – 5:00 p.m.

Combined Joint Roundtable Session

The Procurement Roundtable and the Business Development Roundtable will facilitate a promising discussion on the challenges the MBE community faces when creating and accessing business opportunities for MBEs. Each roundtable will bring key people to the table, procurement policy and decision-makers and prominent minority business leaders in the Washington Metropolitan area.



Opening Doors to New Opportunities

BUSINESS DEVELOPMENT

9:20 a.m. – 10:00 a.m.

Roundtable

Alfred Edwards, Louis Hutt, Kamilah Matthews, Necole Parker

10:10 a.m. – 11:10 a.m.

Growth Strategies

Participants will learn about the elements of a growth plan and the resources necessary to accomplish the goals established in the plan. This workshop will explore different strategies for building organizational capacity and growing a successful small business.

11:20 a.m. – 12:20 p.m.

Identifying, Getting, And Keeping Customers

Selling and marketing are critical components of business growth. This workshop will help small businesses understand the impact customer relations, markets, and competition has on sustainability.

1:40 p.m. – 2:40 p.m.

Establishing A Business Infrastructure That Supports Growth

There are many elements needed to operate a business and establishing an infrastructure that aligns with your company's growth plan is critical to success. This workshop will discuss the necessary components needed to operate effectively and explore various options for meeting those needs.

2:50 p.m. – 3:50 p.m.

Customer Orientation

A customer oriented sales strategy can enable small businesses to compete effectively against even large competitors. This workshop will discuss the phases a business will go through to become customer focused and customer driven.

Panelists

- **Alfred G. Edwards**, CEO of Exceed Corporation
- **Louis G. Hutt, Jr.**, CEO of Bennett, Hutt & Company, LLC
- **Kalimah Matthews**, Signal Financial FCU
- **Necole Parker**, President & CEO of The ELOCEN Group, LLC

MBE PROCUREMENT

9:20 a.m. – 10:00 a.m.

Roundtable

Brenda Allen, Malda Brown, Linda Heartley

10:10 a.m. – 11:10 a.m.

Interacting With Small And Minority Vendor

Procurement practices that can hurt small and minority businesses Investing in small and minority-owned businesses helps local businesses hire employees, generate economic activity and contribute to the tax base. This workshop will help buyers and procurement officials see how including small and minority-owned businesses in all levels of procurement impacts the bottom-line—economic growth. Participants will learn tools to help make inclusion second nature rather than a conscious “good faith” effort.

11:20 a.m. – 12:20 p.m.

Tying Capacity Building To Economic Development Projects

When you build capacity you create sustainability. This workshop will explore different ways to incorporate capacity building programs in economic development projects and other large scale procurement opportunities.

1:40 p.m. – 2:40 p.m.

Maximizing MBE Growth With Your Purchase Card Program

Over 700,000 federal, state, and local government employees possess credit card purchasing power. Therefore, purchase card programs are a great way to increase MBE utilization. This workshop will explore various ways to work with purchase card holders within your agency to encourage using small and minority-owned vendors when using the purchase card.

2:50 p.m. – 3:50 p.m.

Best Practices In MBE Programs

Goal setting, compliance and monitoring, and outreach.

The primary barriers that impede small and minority-owned business growth stems from the inability to overcome institutional inertia and the lack of communication, collaboration, and sharing of MBE best practices amongst government agencies. This workshop will present MBE best practices across the country to help MBE programs and procurement officials overcome the many challenges they face when implementing and managing MBE programs.

Panelists

- **Brenda Allen**, Interim Director of Purchasing and Supply Services, at Prince George's County Public Schools
- **Malda J. Brown**, Procurement Center Representative at the U.S. Small Business Administration