

# MBE

Lexington Bluegrass Area Minority Business Expo

## AUGUST 4, 2016

Registration & Information at [LexingtonMBE.com](http://LexingtonMBE.com)

**7:00AM**

Registration Opens

**8:30AM - 9:15AM**

Welcome and Morning Keynote: Lieutenant Governor Jenean Hampton

**9:15AM - 9:30AM**

Networking Break / Visit Exhibitors

**9:30AM - 10:30AM**

Concurrent Breakout Sessions

Cyber Security: They Really Are Out To Get Us!

Niche Marketing: How to Build Your Brand

Managing Resources for the Long Term

21st Century Entrepreneurs: What Gen Z & Millennials Should Know  
(Youth Workshop)

**9:30AM - 11:30AM**

Business Opportunity Exchange

**10:30AM - 11:00AM**

Networking Break / Visit Exhibitors

**11:00AM - 12:00PM**

Concurrent Breakout Sessions

Crowdfund Your Next Business Startup

Ladies! So You've Started a Business, Now What?

Cyber Security: They Really Are Out To Get Us!

Expand Your Brand (Youth Workshop)

**12:15PM - 1:30PM**

Luncheon Keynote: Phil Wilkins of Dream Big Restaurants, LLC

**1:30PM - 2:00PM**

Networking Break / Visit Exhibitors

**2:00PM - 3:00PM**

Afternoon Keynote: Tameka Montgomery, Associate Administrator, Office of Entrepreneurial Development for the U.S. Small Business Administration (SBA)  
*A Challenge to Minority Business Owners: It is Time for You to Claim Your Rightful Place*

**3:00PM - 3:30PM**

Afternoon Delights (Snack Break)

**3:30PM - 4:30PM**

Special Session: Is Supplier Diversity Still Relevant in 2016?

**4:30PM - 6:00PM**

Business Networking Reception / Visit Exhibitors

**Live Music, Food, Fun! Open to the Public**

## BUSINESS OPPORTUNITY EXCHANGE:

These sessions are designed to connect your business with public and private organizations working to diversify their supply chain. Your company will have the opportunity to be matched with buyers based on your company profile and their purchasing criteria. You will receive pre-scheduled appointments in advance of the event. Over 30 major corporations and public and governmental organizations are expected to participate.



**PHIL WILKINS**

Dream Big Restaurants, LLC



**TAMEKA MONTGOMERY**

Associate Administrator,  
Office of Entrepreneurial  
Development for the U.S. Small  
Business Administration (SBA)

# SESSION DESCRIPTIONS

9:30am-11:30am

## SESSION 1: MANAGING RESOURCES FOR THE LONG TERM



SHIRIE HAWKINS



MARILYN LEBOURVEAU



DIANA HUGHES

Presenters: Shirie Hawkins, Director, Bluegrass Small Business Development Center; Marilyn LeBourveau, Project Manager, KY Cabinet of Economic Development; Diana Hughes, CPA Hisle

Business owner... are you ready for the future? This workshop will discuss tax credit programs available to small businesses in Kentucky, how to prepare your business for succession and business valuation.

## SESSION 2: CYBER SECURITY: THEY REALLY ARE OUT TO GET US!



NICK RITTER

Presenter: Nick Ritter, Senior Vice President and Deputy Chief Information Security Officer, Fifth Third Bancorp

It seems every week another news report surfaces of a new cyber security attack. Governments, large businesses, small business, financial institutions and individuals all appear to be in the crosshairs. Is there anything we can do to protect ourselves and our businesses? In this discussion Nick Ritter, Senior Vice President and Deputy Chief Information Security Officer for Fifth Third Bancorp, will talk through some of the threats and mitigations in the area of cyber security. As well as some of the responses and strategies used to protect individuals and businesses, large and small.

## SESSION 3: NICHE MARKETING: HOW TO BUILD YOUR BRAND



LIZ TOOMBS



DEBRA LOCKER GRIFFIN

Presenters: Elizabeth Toombs, Owner and President, Polka Dots & Rosebuds Interiors Debra Locker-Griffin, President and Owner, Locker Public Relations

Advertising, public relations, social media, blogging which is a medium is the best telling your story? As entrepreneurs who cut through the media clutter, Liz Toombs and Debra Locker use all of the tactics and will tell you if they are both worth your time or not. You will leave with tools that can immediately be implemented into building not only your business, but

also your personal brand. This session will give attendees take-home tools to make educated decisions on which medium(s) to use the best tell their story in order to see a measurable difference in their bottom line.

## SESSION 4: 21<sup>ST</sup> CENTURY ENTREPRENEURS: WHAT GEN Z & MILLENNIALS SHOULD KNOW (YOUTH WORKSHOP)



ADRIAN WALLACE

Presenter: Adrian Wallace, President and Chief Executive Office, Bishop & Chase Foundation

It is estimated that by the year 2050, the United States' population will be ethnically majority-minority. Our country is becoming more and more diverse in a variety of areas and this diversity presents a unique opportunity for the youth of today from Generation Z, as well as Millennials. Diversity helps improve operational effectiveness and capabilities in organizations and the United States needs young people to thrive within the dynamic 21st century global economy. This session will help Millennials and Gen Z prepare to compete in a diverse 21st century global economy.

11:00am-12:00pm

## SESSION 1: CROWDFUND YOUR NEXT BUSINESS STARTUP



BILL HUSTON

Presenter: Bill Huston, Founder, Bill Huston Crowdfunding Consulting

Based in Louisville, Kentucky, Bill Huston is the Chief Consultant and Digital Strategist with over 15 years of experience in digital marketing and fundraising for nonprofits and startups. Ranked as one of the top 19 crowdfunding consultants globally by Inc. Magazine and a sought after speaker. Bill is on the Board of the Entrepreneurship programs at both Simmons College and Jefferson Community College, a Board of Directors member at the Louisville based Community Living and World Sight, the digital marketing director for the Festival of hope.

## SESSION 2: LADIES! SO YOU'VE STARTED A BUSINESS, NOW WHAT?



TAWANA BAIN

Presenter: Tawana Bain, Chief Executive Officer, New Age Communications (NAC)

Tawana Bain understands that it takes a lot of courage to launch a small business as a single woman in America, when “you” is all you’ve got. If you’ve taken the leap into entrepreneurship, give yourself a big hug. Starting a business is tough, but running one is even tougher. You’re probably asking yourself, “Now what?” Tawana offers stunningly sensible tips on how to take your company to the next level, equipping women of all backgrounds with the practical truisms necessary to stay focused on their long-term goals.

## SESSION 3: CYBER SECURITY: THEY REALLY ARE OUT TO GET US!

Presenter: Nick Ritter. This is a repeat of Session 2 at 9:30am, see full description above.

Is there anything we can do to protect ourselves and our businesses from a cyber security attack? In this discussion Nick Ritter, will talk through some of the threats and mitigations in the area of cyber security.

## SESSION 4: EXPAND YOUR BRAND (YOUTH WORKSHOP)



MIKE RUNYON

Presenter: Mike Runyon, Partner, Missing Link Managed I.T. LLC

Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. “We are CEO’s of our companies: Me Inc. To be in business today, our most important job is to be the head marketer for the brand called You” –Tom Peters. Through interviews, self-reflection, a TED talk, and creation of a personal logo, students explore the importance of building a positive personal brand for the future.

3:30pm-4:30pm

## IS SUPPLIER DIVERSITY STILL RELEVANT IN 2016?



VALERIA CUMMINGS  
SWOPE



DENISE THOMAS



THOMAS B. COREY



PAMELA BRAILSFORD

Moderator: Valeria Cummings Swope, Panelists: Denise Thomas, Director of Corporate Supplier Diversity, The Kroger Co.; Thomas B. Corey, Director of Economic Inclusion, City of Cincinnati; Pamela Brailsford, Senior Director of Supplier Diversity & Sustainability, Cintas

Come hear from some regional and national experts as they discuss how to foster the promotion, growth and development of minority-owned and women-owned companies. See how they work within communities to maximize the contributions of diverse businesses. More importantly hear why diversity and inclusion strategies help cities and companies better serve their communities and customer bases.