



Southern Florida Minority Supplier Development Council
25th Annual Business Expo
March 11-12, 2010
Innovation: The Gateway to Opportunities

Workshops, Sessions & Special Events

THURSDAY, MARCH 11, 2010

**Florida Association Minority Business Enterprise Officials, FAMBEO
Workshops & General Membership Meeting**

SURVIVAL TECHNIQUES FOR S/MBEs

9:30 a.m.- 10:30 a.m.

Speaker: Pamela Morrison, President, Paragon Foundation

RETURN ON INVESTMENT FOR SUPPLIER DIVERSITY

10:45 a.m. - 11:45 a.m.

Speaker: Beatrice Louissaint, President, SFMSDC

Noon -1:20 pm Lunch on Your Own

SBA PROGRAMS AND SERVICES INCLUDING STIMULUS FUNDS, ARRA AND 8(a)

1:30 p.m. - 2: 30 p.m.

Speaker: Vince LoPresti, Area Manager, US-SBA South Florida District

BUSINESS OPPORTUNITIES IN THE GOLF INDUSTRY

2:45 p.m. - 3:45 p.m.

Speaker: Ernie Ellison, Director, Business Opportunities & Community Relations, PGA of America

CAPITAL ACCESS: THE SMALL BUSINESS DEVELOPMENT CHALLENGE

3:50 p.m. - 4:50 p.m.

Speaker: William Lake, William Lake & Associates

CVS CAREMARK BUSINESS BUILDING SESSION

12:00 p.m. - 5:00 p.m.

Join CVS Caremark as they continue to expand their opportunities to work with Diverse Suppliers. Suppliers will have the opportunity to hear presentations on how to do business with CVS Caremark in the Non-Merchandising areas, and Suppliers will also have the opportunity to have direct interaction with key CVS Caremark staff members.

FRIDAY, MARCH 12, 2010

HOW TO ACHIEVE COMPANY GROWTH THROUGH INNOVATION

9:00 a.m. – 10:00 a.m.

Learn how companies are introducing new ideas, devices and technology to grow their company's profits and make their businesses more competitive and cutting edge. Get insight on how to improve your company's performance by rethinking and reshaping your business model for the future.

Speakers: Raminder Singh, Senior Director, Citrix Systems
Maria Hernandez, Director of Growth Markets Strategy, IBM
Susan Perry, President & CEO Taylannas, Inc.

Moderator: Amjad Shamim, CEO, AAJ Technologies

PURCHASING TRENDS AND ISSUES

9:00 a.m. – 10:00 a.m.

Chief purchasing officers responsible for many billions of dollars in procurement will share their views on the current business environment and purchasing trends. The panel will identify opportunities and how to compete and win contracts.

Speakers: Ana C. Diaz, Director of Supply Chain & Global Corporate Procurement, Burger King Corporation
Eduardo Sanchez, Director of Supply Chain, Tyco International
Roman Martinez, CPPO, CPPB, Group Director - Purchasing, Miami Dade College

Moderator: Dionne Lawson-Vidal, Manager, Purchasing, American Airlines

BEST PRACTICES IN SUPPLIER DIVERSITY

9:00 a.m. – 10:30 a.m.

Benchmark your minority supplier development program against the best. How do government agencies and corporations improve their minority business development programs? Gain insight on strategies to enhance and grow a supplier diversity program from peers. Learn concrete techniques to measure and benchmark your company's success. Hear from leading experts on how public and private partnerships are working to improve supplier diversity.

Speaker: Franklin Lee, Esquire, Partner, Tydings & Rosenberg LLP

10:45-11:45 a.m.

Speakers: Shirley Gainey Labrada, Director of Supplier Diversity, Broward College
Fritz Valsaint, Supplier Diversity Coordinator, UPS
Gleatha W. Glispie, Director of Business Diversity, Walgreens

Moderator: Angela Williams, Manager, Supplier Diversity, AT&T

YOUNG ENTREPRENEURS WORKSHOP

9:00 a.m. – 11:45 a.m.

A student workshop designed to excite students about entrepreneurship. Attendees will learn business concepts, practice skills including negotiation and pricing, and will discuss the elements of a successful business plan. In addition, students will have an opportunity to interact with successful business owners and hear their stories of entrepreneurial success. The invitees are college and high school students from South Florida.

Speakers: Ann McNeill, President, Constructively Speaking and The Baby Billionaire's Mom
Darnell Henderson, CEO, Health Image Men
Mileyka Burgos, Owner, Picture Perfect Planning

DOING BUSINESS IN THE PHARMACEUTICAL AND HEALTHCARE INDUSTRIES

9:00 a.m. – 10:00 a.m.

The \$1.3 trillion healthcare industry accounts for about 13 percent of the nation's economic output. That number could exceed 20 percent by 2040. The pharmaceutical industry is projected to increase by 26% by 2014. What are the trends that are changing the pharmaceutical and healthcare industries procurement processes? Where are the opportunities with hospitals, GPOs and drug makers? This workshop will focus on how companies can successfully access these industries.

Speakers: Frank Fernandez, Corporate Director Materials Management, Baptist Health South Florida
Wali Salahuddin, Procurement Manager, Business Systems, Cordis Corporation
Rueben Hamilton, Manager of Supplier Diversity, Strategic Sourcing Pro, CVS Caremark
Deborah Williams, Sr. Director of Supplier Diversity, Premier

Moderator: Ron Acoff, Engineering Manager, South Florida District Plant, UPS

DOING BUSINESS AT THE SPEED OF "CLICK"

9:00 a.m. - 10:00 a.m.

Change is inevitable. As technology continues to drive change in all sectors of the global economy; the need to stay ahead of the curve becomes even more imperative for businesses. During this workshop, our experts will show you how to navigate the web to grow your business. Learn how to improve your company's brand, increase exposure and build customer relationships via the web. Develop strategies to grow virtually.

Speaker: Marvin DeJean, Director of Marketing, United Data Technologies

Moderator:

FINANCING YOUR BUSINESS GROWTH

10:15 a.m. - 11:45 a.m.

Money is key to business growth. Hear from entities that are lending. Learn how to identify what financing vehicles are right for your company. This session will provide information on alternative sources of funding and strategies to get the financing you need to build your company. From micro lending, lines of credit, factoring, SBA loans, equipment and financing to venture capital; determine what financing vehicle is right for your company.

Speakers: Joann Milord, Sr. Loan Consultant, ACCION USA Florida
William Thompson, Vice Chairman, Trans Ocean Investment Services
Cornell Crews, Program Director, Partners for Self Employment
Althea Harris, Assistant District Director, Small Business Administration Miami District Office
George Riggs, Managing Director Miami Office, The McLean Group
Vijay K. Sawh, Senior Vice President/Credit Solutions Specialist, Bank of America, NA

Moderator: Robert Emerson, Senior Vice President & Chief Lending Officer, BCF Loan Fund

THE BUSINESS OF ENTERTAINMENT

10:15 a.m. - 11:45 a.m.

The entertainment industry is a vital part of Florida's economy, generating billions of dollars in economic impact each year. This powerful panel will discuss opportunities, trends and challenges in today's multifaceted entertainment environment. This workshop is coordinated by the Sports, Film & Entertainment Committee (SFEC).

Speakers: Daniel de Fasson, President, Designers In Motion
Patrick de Bokay, CEO, World Cinema Center
Nancy Jones, Chief Communications Officer, Community Foundation of Broward
Valerie Norman Gammon, President & CEO, Amethyst Entertainment, Inc.

Moderator: Prince Markie Dee, DJ & Music Producer, 103.5 The Beat

HOW TO DO BUSINESS WITH FEDERAL, STATE AND LOCAL GOVERNMENT

10:15 a.m. - 11:45 a.m.

This workshop will cover identifying contracting opportunities and how to successfully do business with Federal, State and Local governments. The topics to be discussed include how to win contracts, joint ventures, subcontracting opportunities and certifications.

Speakers: Ira Hobbs, Principal, Hobbs & Hobbs
Mike Bell, Procurement Specialist and Certified Analyst, Small Business Development Center
Ruby Crenshaw-Johnson, CPPO, Purchasing Director, City of North Miami

Moderator: Lourdes Jordan, Manager, Supplier Diversity & Corporate Travel, FPL

GROWTH INDUSTRIES: ENERGY, PRODUCT DEVELOPMENT AND MANUFACTURING, PROFESSIONAL SERVICES, IT AND MARKETING

10:15 a.m. - 11:45 a.m.

Are you in a growth industry? This workshop is designed to give companies insight on how to expand their businesses in today's high growth sectors. A panel of experts and companies doing business in various industries will cover business trends and opportunities.

Speakers: Jay Narang, Vice President, GDKN
Joe Zubi, COO, Zubi Advertising
Eliezer Hernandez, Chief, Relationship Officer, Liberty Power
Robert Black, Group Manager, Global Fruit and Juice, PepsiCo

Moderator: Patricia Williams, Manager of Inclusion & Supplier Diversity, Burger King Corporation

CONSTRUCTION WORKSHOP

10:15 a.m. - 11:45 a.m.

This session will focus on opportunities and trends in the construction industry. Industry leaders will discuss how to ensure diversity in major construction projects in the region.

Speakers: Michael Bienvenu, P.E., Director of Transportation Operations, Florida Department of Transportation District IV
Frank Ferrano, Chief Construction Engineer, South Florida Water Management District
Timothy W. Sterling, VP of Miami Operations, Suffolk Construction
Gary Burdash, Senior Pre-Construction and Estimating Manager, Turner Construction
Alfred Lurigados, Director of Engineering, Miami-Dade Expressway Authority

Moderator: Rhonda Wimberly, Community Affairs Coordinator, Turner Construction

LUNCHEON KEYNOTE SPEAKER

12:00 p.m. - 1:15 p.m.



**Jose Mas, President & CEO
MasTec**

Jose Mas grew up in the family business, MasTec, and has worked from the field to the board room of the company. Mr. Mas started with MasTec in 1992 and from 1999 until 2001; he was head of MasTec's Communications Group, responsible for approximately \$350 million in annual revenue. Since August of 2001, Mr. Mas served as Vice Chairman of the Board of Directors and Executive Vice President – Business Development where he was primarily responsible for the Company's customer marketing and acquisition activity. During that time, he was responsible for the growth of many of MasTec's largest accounts including DirecTV, AT&T, Verizon and Florida Power and Light Company.

MasTec is a leading specialty contractor for communications companies, utilities and governments throughout the United States. MasTec designs, builds, installs, maintains and upgrades infrastructure for telephone, high-speed Internet, electric, water, sewer and natural gas lines. Also, MasTec provides installation and maintenance services for satellite and cable television. Currently, MasTec is DirecTV's largest home service provider. Other customers include AT&T, Verizon, Duke Power and FPL. MasTec employs more than 8,200 men and women in 200 locations. The company is the first Hispanic billion dollar publicly traded company and is a Corporate Plus Member of the National Minority Supplier Development Council.

Mr. Mas is a graduate of the University of Miami, where he obtained a Bachelor of Business Administration and a Master of Business Administration. He is a Director of the Mas Family Foundation, the Christopher Columbus High School Board, and active supporter of various children's and religious charities.

2010 BUSINESS EXPO HONORARY CHAIRMAN



**Marshall Criser III, President
AT&T, Florida**

Marshall Criser is the President of AT&T in Florida, responsible for leading the company's operations in the state. Prior to the merger of AT&T and BellSouth in December 2006, Mr. Criser held the same position with BellSouth. Mr. Criser has held various other positions with BellSouth including Vice President-Regulatory and External Affairs, Vice President-Regulatory and Strategic Planning for BellSouth International and was Director of State and Agency Relations for BellSouth Corporation in Washington, D.C. He began his career at Southern Bell Telephone and Telegraph Company where he held positions in regulatory, internal audits and comptrollers.

He is past Chair of the Florida Chamber of Commerce and a current member of the Board of Directors. He is also a member of the Executive Committee of Florida Council of 100, Enterprise Florida and Florida TaxWatch. He serves on the boards of the Florida Research Consortium and IT Florida. Mr. Criser serves as a member of the board of the University of Florida Foundation and was appointed to the Florida Transportation Commission. Locally, he serves on the board of the Miami Dade College Foundation and of the United Way of Miami-Dade County.

A Florida native, Marshall Criser holds a bachelors degree in Business Administration from the University of Florida. He has also completed the Advanced Management Programme at INSEAD in Fontainebleau, France.

***Schedule subject to change**