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THE TIME
IS NOW



North East Ohio
African American
Entrepreneurship
Conference

The TIME is now

2021 BIENNIAL REGIONAL BLACK BUSINESS CONFERENCE

SEPT 16, 2021
8:00AM - 3:00PM



Northeast Ohio's 3rd Biannual Regional Black Business Conference

Welcome to the Biannual Regional Black Business Conference, ***Obligation if not Opportunity, The TIME is Now.*** This Conference seeks to better integrate daily actions, in a holistic approach to remove barriers that impact Black businesses and communities.

Presented by The Presidents' Council, this event promotes discussion and brings together all those who share in The Presidents' Council's mission of closing gaps that negatively impact minority communities. Those who have a shared passion of the issues and needs of Black business owners understand it is vital that the businesses we serve not only have a seat at the table, but a valued voice in the conversation in developing sustainable solutions that support Black businesses and advance Black entrepreneurship.

We understand that thriving black-owned businesses are fundamentally essential to the economic empowerment and sustainability of not just our community, but the economy as a whole.



7:30 am				
8:00 am				
8:30 am	8:15am - 8:45am Registration			
9:00 am	8:45 Welcome			
	9:00 am - 10:00 am Mayoral Panel			
9:30 am	Conversation with the final 2 City of Cleveland Mayoral Candidates			
	Presented by: Ideastream			
10:00 am				
	Session I : Concurrent Panels 10:10am - 10:55am			
10:30 am	Panel I 10K Small Business (Lower Level)	Panel II PNC (Lower Level)	Panel III Inphlu (Lower Level)	Panel IV Huntington National Bank (Main Stage)
11:00 am				
	Session II : Concurrent Panels 11:05am - 11:50am			
11:30 am	Panel I 10K Small Business (Lower Level)	Panel II PNC (Lower Level)	Panel III Inphlu (Lower Level)	Panel IV Huntington National Bank (Main Stage)
12:00 pm				
	Afternoon Session			



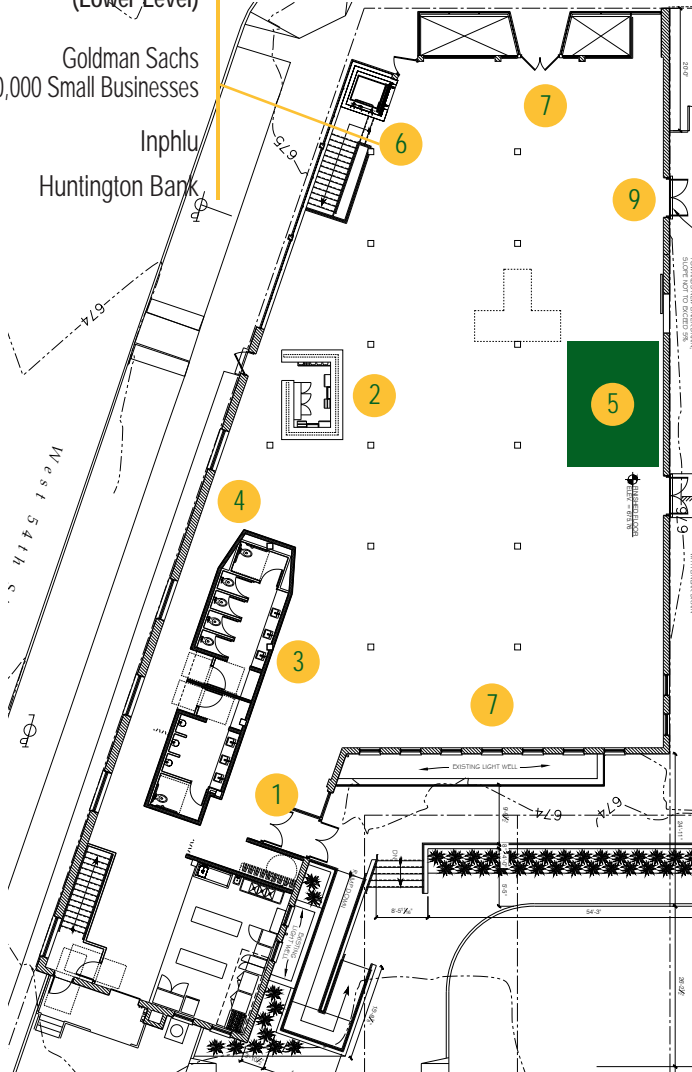
North East Ohio
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Map

Breakout Sessions
(Lower Level)

Goldman Sachs
10,000 Small Businesses

Influencer
Huntington Bank



Map Key

1. Entrance
2. Registration
3. Take a picture
4. Restrooms
5. Main Stage
6. Breakout Sessions (Lower Level)
7. Vendors
9. Networking 2-3pm



Rick Jackson, host of Ideastream Public Media's The Sound of Ideas, will moderate a conversation with the two candidates emerging from the primary election and running for mayor of the city of Cleveland. They'll cover topics of keen interest to members of the Presidents' Council including Removing barriers to success, ensuring ongoing engagement by championing organizations such as The Presidents' Council, increasing diversity in government leadership roles and increasing access to critical business resources like financial capital and development opportunities.



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The Morning Breakout Session

Session I 10:10am - 10:55am

Session II 11:05am - 11:50am



CREATING A PANDEMIC BUSINESS PLAN

Patrice Blakemore

Executive Director

Goldman Sachs 10,000 Small Businesses

Patrice Blakemore is the Executive Director for the Goldman Sachs 10,000 Small Businesses at Cuyahoga Community College (Tri-C). Nationally, the Goldman Sachs Foundation has invested \$750 million into this economic development program.

Business owners who are accepted into this program essentially receive a mini-MBA, in which the case study is their business. The 3-month curriculum provides entrepreneurs with practical business education, information on how to access capital, and business support services. More than 750 owners have graduated from the program at Tri-C.

Patrice received her undergraduate degree from Spelman College in 3 ½ years and her law degree in 2 ½ years from the University of Dayton School of Law. After graduating from law school, Patrice worked for the Montgomery County Prosecutor's office before moving to Cleveland, Ohio.

In 2009, Patrice pivoted, using her experience as an attorney to create a consulting practice that provided executive coaching for women in male-dominated professions. Her clients increased their confidence and productivity through goal setting and execution.

Patrice joined Cuyahoga Community College in 2013 as a business advisor for 10,000 Small Businesses, where she has assisted more than 500 business owners. In 2018, she was promoted to Executive Director of the program.



**Today is an
opportunity to help
business succeed.**



Strong businesses provide the jobs that help our neighbors achieve their goals. That's why PNC is proud to support the Presidents Council and to share in their vision for a prosperous community.



Make today the day.®

LEVERAGING BANKING TECHNOLOGY FOR A POST PANDEMIC WORLD AND DIGITAL DISRUPTION TO OPTIMIZE YOUR COMPETITIVE EDGE

Session I 10:10am - 10:55am
Session II 11:05am - 11:50am



Gary Albright

MERCHANT SERVICE ACCOUNT EXECUTIVE , PNC

Gary has over 14 years in merchant service sales experience, primarily in the small to medium size business segment.



Aaron Arnoczky

BUSINESS BANKING RELATIONSHIP MANAGER , PNC

Aaron enjoys engaging with his community and has recently volunteered with: Cleveland Clinic Stokes Scholar Summer Internship program, Volunteer Income tax Assistance (VITA); Turner School of Construction Management Program; and The Cleveland Food Banks Mobile Pantry.



Liz Coolick

TREASURY MANAGEMENT OFFICER , PNC

Liz specializes in analyzing and recommending solutions pertaining to a clients cash flow cycle. She has been with PNC for 14 years. She is a women in business advocate and volunteers with PNC's grow up great initiatives.



Daniel Roberson

VP, COMMUNITY DEVELOPMENT CONSULTANT , PNC

As the NOH Community Consultant, his focus is economic & workforce development, financial literacy, community services and a drive for revitalization for low-to-moderate-income (LMI) communities. Dan has been an employee of PNC Bank for over 11 years working initially in the retail branch segment to help promote personal financial literacy, stability and community sustainability.



NEVER WRITE A SOCIAL MEDIA POST AGAIN!



Joshua Reid
Founder
Inphlu

In our lifetimes we meet many who have a vision but, very few who can make their visions come true. Joshua Reid makes it happen. This "Visionary Entrepreneur" believes "you should never stop dreaming because if you do, then you are not living."

Josh began his High School academic studies by winning a scholarship to the prestigious private high school, Bishop Maginn in Albany, New York, and attended college on an Academic Scholarship receiving his B.S. in Electrical Engineering from Rensselaer Polytechnic Institute (RPI). He then continued his education at Indiana University – Purdue University Indianapolis for his M.S. in Electrical Engineering.

Josh who is creative and inventive has used these talents along with his strong technical background into starting a new company named Inphlu. Inphlu, an Ohio-based minority business enterprise and tech start-up, has developed a 100% automated social media marketing platform, powered by Artificial Intelligence, that monitors global sources to find, curate, and publish relevant third-party content specific to your industry. Inphlu helps companies and employees feed their social channels automatically with curated content to help boost credibility, build brand awareness, establish thought leadership, and drive lead generation.

Under Josh's entrepreneurial leadership, Inphlu has grown through the Pandemic and expanded its capabilities. Due to Inphlu's success and bright future, Inphlu has successfully closed their pre-seed round with investments from Jumpstart Inc., The Presidents' Council, TriKohr Capital, and many other prominent VC's, Angels, and Enterprise Companies.

Josh can be reached at jreid@inphlu.com

Session I 10:10am - 10:55am
Session II 11:05am - 11:50am



ACCESS TO CAPITAL: EVALUATING SOURCES OF FUNDING FOR YOUR BUSINESS



Romona J. Davis

Vice President/Senior SBA Business Development Officer

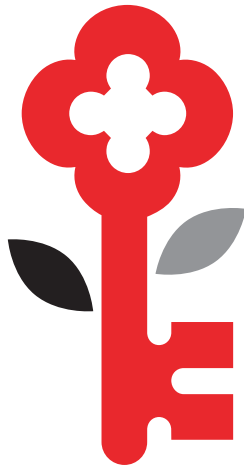
Romona J. Davis is a Vice President/Senior SBA Business Development Officer for Huntington National Bank. She has over thirty years of experience in financial services with the last 20 years focused on the SBA program where she helps entrepreneurs access capital. Romona has financed thousands of businesses contributing to nationwide job creation and/or retention.

Romona holds a B.S. Degree in Human & Family Resources from Northern Illinois University along with a M.B.A. in Marketing from Clark/Atlanta University.

Romona is actively involved in her community, serving on numerous boards such as Western Reserve Public Media, Cascade Capital Corporation, Ohio Business Broker Association, Greater Akron Chamber, Downtown Akron Partnership and Jumpstart. She also serves on the Go Red for Women AHA committee in Akron along with Huntington Akron Foundation committee that distributes grants to community nonprofit organizations. During the 2020 pandemic, Romona raced to do her part in getting capital into the hands of business owners who were negatively impacted by the shutdown. Romona assisted with the PPP program as well as served on the Summit County Grant committee, awarding over \$1.5MM to hundreds of local businesses, including countless minority and women owned companies. Additionally, Romona assisted the Western Reserve Fund with awarding small business loans to African American contractors.

Throughout her career, Romona has received numerous awards and recognitions related to her profession and/or community service. Most recently, she was recognized by The Soul of Philanthropy Cleveland as an Emerging Philanthropist. In addition, she received the 2020 Cleveland Women of Note Award and was nominated for the Diversity and Inclusion award for Huntington National Bank. Likewise,, Romona was named the Small Business Advocate of the Year by the US Small Business Administration, Cleveland District Office, in 2004. Despite these awards, Romona was extremely proud to receive the 50 CHANCE Alumni award from Northern Illinois University and the Women of Excellence Award from the Greater Akron Chamber Women's Network organization.

The strength of our community is its greatest asset.



When people work together, anything is possible. It's why we support organizations that bring people within our community closer. They reinforce the bonds we share and help us celebrate the traditions we hold dear. It's just one part of our investment in our neighbors and the community.

KeyBank thanks The Presidents' Council for making a difference.



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12:00 pm	Lunch Keynote Maggie Anderson - Main Stage
1:00 pm	Audience Q&A
2:00 pm	Forward Vision, Recognitions & Awards Senator Sykes Live Focus Group (Main Stage)
3:00 pm	Networking
4:00 pm	3:30 Departure
5:00 pm	
6:00 pm	
7:00 pm	
8:00 pm	



MAGGIE ANDERSON

Author of **Our Black Year**
& Founder of **The Empowerment Experiment**

In 2009, global media covered Maggie Anderson, Congressman John Lewis' former aide, President Barack Obama's former law student, and a successful corporate executive, as she lived out her public pledge to "buy Black" only for an entire year. Her family was threatened, and her mother was dying of pancreatic cancer. She took this stand raising two babies and with no Black-owned grocery store. Maggie's historic year AKA "The Empowerment Experiment" ("EE") resulted in an unprecedented amount of mainstream media, university, and corporate attention specifically on Black-owned businesses, Read Less

systemic racism in the American economy, and economic inequality; tens of millions in revenue for and deposits into Black businesses and banks; a landmark Kellogg study proving 1 million jobs could be created if Black firms received a small increase in support; and her critically acclaimed book, *Our Black Year*. Since EE, Maggie has given thousands of speeches and interviews hosted by the most respected corporations, universities, trade/ professional/ faith/ civic and rights institutions, and media. Millions have shed tears while taking notes as she teaches the victorious yet violent history of Black businesses and Black economic unity; preaches about economic justice and empowerment; and shares EE, and how it has since changed and 'saved' her life, effectively curing her muscular dystrophy.

Publishers Weekly called *Our Black Year*, "Dynamite!" and "an effective probe into how African Americans spend so much money that overwhelmingly leaves their communities." Library Journal raved, "Anderson's book successfully illuminates the racial divide that continues to persist in the U.S. economy...appeals to those looking for inspiration to effect positive change in their communities." Book Page added, "Blistering. Honest...Offering a clear-eyed perspective on how African Americans got to where they are and what they can do to support black business owners." Marc Morial (CEO, National Urban League) called it "An important book...a path for others to follow". Alfred Edmond (Editor in Chief, Black Enterprise) stated, "the Andersons' economic odyssey is nothing short of heroic." "Thank God for this level of commitment to our Black community," said Cathy Hughes, owner of Radio One/ TV One.

Lunch Keynote 12:00pm - 12:55pm

For her sustained activism and her hard-hitting speeches, she was chosen by BET and Centric TV as one of “The Most Fascinating Women of 2016”, and the YWCA as “The Women of the Year” for her work countering racism in the economy. Maggie continues to receive numerous honors, proclamations and awards from the most elite and iconic civic and One Gateway Center, Suite 751 | Newton, MA 02458 | Phone: 617.614.1600 | Fax: 617.965.6610 | apbspeakers.com professional organizations, universities, corporations, municipalities and rights groups such as the National Bar Association, the National Association of Real Estate Brokers, Harvard University, New York Life, and many more. Her most recent campaign – created in response to the new wave of activism after the murder of George Floyd – is the Black Owned Hair Care Challenge (“BOHCC”), an empowerment and education campaign to restore the Black hair care industry’s indisputable capacity to create much needed jobs, wealth, entrepreneurship, and economic unity in the Black community. The BOHCC exposes and counters the unjust lack of Black ownership of Black hair care companies and beauty supply stores, and the resultant asymmetry between the founders and supporters of the Black hair care industry and the current beneficiaries. The BOHCC asks consumers to publicly commit to support the Black owned hair care businesses and beauty supply stores.

When Maggie speaks and lectures about Our Black Year, she offers a story and hardearned wisdom that no one else can. She draws from the unsung story and success of Black owned businesses and neighborhoods in America; Dr. Martin Luther King and the Civil Rights Movement, and how Black entrepreneurship, economic solidarity, and business success helped both; presents the lessons learned from her ancestors’ and her family’s buy Black stands, and delivers an inspirational and intelligent message about the possibility and promise of homespun economic empowerment in America, the business case and job-creating, racism-countering, community-empowering opportunity of supplier diversity and proactively, publicly, collectively supporting locally-owned businesses; and teaches the specific cultural, societal and economic importance of successful Black owned banks and businesses, and the fundamental inclusion of and investment in Black owned businesses by the government, Corporate, and university/nonprofit sectors for countering structural racism and improving the American economy.

Maggie, a native of Liberty City in Miami, Florida and the first American-born child of Cuban immigrants, has a BA in Political Science from Emory University; and a Juris Doctor (JD) and Masters of Business Administration (MBA) from the University of Chicago. She lives in Oak Park, Illinois with her husband of 21 years, John C. Anderson (AB, Economics, Harvard University, 1993; MBA, Finance, Kellogg Graduate School of Management, 1999) and their two daughters, Cori and Cara, thirteen and fifteen. One Gateway Center, Suite 751 | Newton, MA 02458 | Phone: 617.614.1600 | Fax: 617.965.6610 | apbspeakers.com



Huntington's Lift Local BusinessSM

At Huntington, we believe in the small business community, diverse owners, and doing everything in our power to provide solutions for the unique challenges faced by entrepreneurs.

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AN ENGINE FOR BLACK BUSINESS GROWTH



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BLACK BUSINESS GROWTH TOGETHER**

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2021 PCBC EXCELLENCE IN ENTREPRENEURSHIP AWARD HONOREE



LaRese Purnell
Co-Founder and Managing Partner
CLE Consulting Firm

LaRese Purnell has 18 years of experience in business management, tax, finance. He is the current one of the Founders and Managing Partner of CLE Consulting Firm an Accounting, Tax and Payroll company located in downtown Cleveland. He is a strong innovative financial and strategic leader with both instincts and intellect, a formidable combination in the business world. He has served in executive positions leading business and financial departments within multi-million dollar for profit and non-profit corporations.

LaRese received MBA in Finance from the University of Toledo. He is currently pursuing his Master's in Accountancy in Corporate Taxation from John Carroll University, with an expected completion date of August 2022. He is currently apart of Leadership Cleveland's class of 2022. LaRese is committed to the community and its residents, so he serves on the following Board of Directors as the 2nd VP for the YMCA of Greater Cleveland, The Cleveland Clinic South Pointe Hospital, Secretary of Cleveland Public Library Foundation, the Treasurer of the NAACP Cleveland Branch, USS Cleveland Legacy Foundation, and the Treasurer for Step Forward Today formerly (CEOGC).

He's the author of Financial Foundations, Building Financial Freedom One Tool at a Time, where he uses everyday language to address the most fundamental questions people have about money. He has traveled to over 35-40 cities nationally to teach financial literacy at various conventions, seminars, colleges and universities and various other events. He also created an organization called, The Real Black Friday, where its purpose has been to bring awareness to, create educational and collaborative opportunities for hundreds of small black owned businesses. He has been featured in various local and national publications and has appeared on multiple radio and television programs discussing various Financial matters. He has received various awards including the Smart 50 Business award, Crain's Business 40 under 40, Cleveland Magazine's Most Interesting People and various other recognitions. Outside of work, LaRese stays busy spending time with his beautiful wife Rashaunda, his son (Gaven) and daughter (Gabbi), playing sports and traveling.



2021 JOHN H BUSTAMANTE EMERGING ENTREPRENEUR AWARD HONOREE

Waverly Willis

Owner

Urban Kutz Barbershops

Founder and Executive Director

The Urban Barber Association (TUBA)

Waverly Willis is an authentic modern day renaissance man. He wears many hats at the same time and pulls it off flawlessly. This entrepreneur, and pillar in the community in Cleveland, Ohio is the owner of Urban Kutz Barbershop which continues to be ranked as the best barbershop in Cleveland. Waverly is also the founder and executive director of The Urban Barber Association (TUBA) which is a network of barbershops and salons that use their businesses as a vehicle to collectively do different programs to enlighten and empower the community. TUBA's programs span from career training and placement for people with a felony background to child literacy all the way to its barbershop blood pressure program which garnered national exposure. As the chairman of the Ohio Barber and Beauty Alliance, Waverly is dedicated to preserving and defending the distinguished history and rights of barber and beauty professionals. He is a proud graduate of Cleveland State University and a champion for all things Cleveland. Waverly's barber career boasts over 20 years of experience and he shares it with the future generations of barbers by being a barber instructor at barber colleges in greater Cleveland.

This man is truly one of Cleveland's unsung heroes that has overcome many short comings in life such as severe drug and alcohol addiction, chronic homelessness, morbid obesity, and cancer but he constantly continues to raise the bar for himself and others in many capacities. In a successful attempt to continue his journey of being a trend setter, Waverly began accepting cryptocurrency as a form of payment for his barbering services at Urban Kutz Barbershop. This game changing decision got Waverly international attention as he is the first barber to accept cryptocurrency in the world, adding yet another hat for him to wear as he is now known in The Blockchain community as Waverly Willis-The Bitcoin Barber.

1:00 pm



S.B. 105 Minority Business Focus Group

Senator Sykes Live Focus Group (Main Stage) 1:10-1:45pm

S.B. 105 Minority Business Focus Group - The purpose of the focus group is to identify both barriers and opportunities that are unique to minority businesses. As a long-time advocate for small businesses, Senator Sykes recognized that there was a need for reform in the Minority Business Enterprise (MBE) certification and application process. S.B. 105 was introduced by Senator Vernon Sykes (D-Akron) and Senator Kurt Schuring (R-Canton) and referred to the Senate Small Business and Economic Opportunity Committee. The bill garnered substantial support from a diverse group of advocates, including the Secretary of State, other chambers of commerce throughout the state, and most importantly, small business leaders. We received no opposition in committee, and S.B. 105 was unanimously passed by the Senate. Currently, S.B. 105 is in House Committee of Economic and Workforce Development.

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