



**theblackchamber**  
OF SILICON VALLEY

# 3rd Annual Business Empowerment Conference

THURSDAY JUNE 16, 2005

*This Conference is a must for every serious business owner and is unlike any other offered in the bay area. Participants will learn the key ingredients to managing and growing their businesses. Learn the secrets to getting media exposure, obtaining funding, marketing and growing your client base, staying mentally focused to achieve goals, effectively developing and carrying out a business plan, effectively setting up and operating your business the right way legally to take advantage of tax laws, prevent lawsuits and much more. Entrance fee will include a complementary continental breakfast and entrance into the afternoons VIP lunch. We will engage you and exceed your expectations by providing you with quality programming and outstanding networking opportunities. Come hear some of the top people in their respective fields tell you how to grow and manage your business the right way.*

**When:** Thursday, June 16, 2005  
8:30 AM - 5:00 PM  
*Networking Reception and Mixer begins Friday,  
June 17, 2005 at 5:30 PM*

**Where:** The Hyatt Sainte Claire  
302 S. Market Street  
San Jose, CA 95113

**Fees:** \$90 members  
\$125 non-members

*Register Today! by calling Detra Pasby at 294-5328*

# 3rd Annual Business Empowerment Conference

THURSDAY JUNE 16, 2005

**8:00 AM - 8:30 AM**

## **Registration**

**8:30 AM - 9:45 AM**

## **Getting Media Exposure**

This panel will specifically address the ways to go about getting media attention for your business. You will learn the do's and don'ts about attracting media attention. Hear from high profile entrepreneurs, TV, newspaper and other media personnel.

### **Moderator:**

Janice Edwards, Dir. & Producer/host "Bay Area Vista" NBC 11

### **Panelists:**

Toni Beckam, President,/CEO PR, et Cetera, Inc.

Kathy Stallman, Panache Communications

Greg Liggins, former television anchor Fox ,KTVU

**9:45 AM - 11:00 AM**

## **Set Up And Operate Your Business The Right Way Legally**

Hear from attorneys and accountants who will inform you about the proper ways in which to set up your business. Should you be operating as a limited liability company, a C corporation, an S corporation, etc.? Learn about the documents that you should have in place to protect you and your business from lawsuits. Also, learn about all of the ways in which you can legally write off expenses for tax purposes.

### **Moderator:**

Amiel L. Wade, President, Wade & Silverstein (A Law Corporation)

### **Panelists:**

Leon K. Ainer, III, Partner, Ainer and Fraker LLP

Steven Price, Certified Public Accountant

Anne Leahy, Senior Licensing Counsel, Intel Corporation

**11:00 AM - 11:45 AM**

## **Effectively Applying for and Receiving a Business Loan**

Do you need a business loan? Learn the insider tips on how to find and successfully apply and receive a business loan.

### **Moderator:**

Robert Shoffner - Regional Business Banking Manager, Citibank

### **Panelists:**

Cynthia Jones, Asst. Vice President, Bank of America

Steve Ronstadt, Vice President, Bank of the West  
Joel Wyrick, President, Silicon Valley Black Chamber of Commerce

**11:45 AM - 12:45 PM**

**LUNCH**

**Keynote Speaker: TBA**

**12:45 PM - 1:45 PM**

**The Motivational Edge**

Hear from successful entrepreneurs and motivational speakers who will talk to you about what it takes for you to succeed. Learn how to stay motivated, how to focus on the positive and how to gain that psychological advantage on your way to success.

**Moderator:**

Will Case, President, Vision and Positive Steps

**Panelists:**

Joyce Anne Pierce, President, Yes I Can Succeed

Thorton Prayer, President, Whole Life Coaching

Rebecca Kieler, President, Kieler Career Coaching

**1:45 PM - 3:00 PM**

**The Art of Fundraising**

Hear from venture capitalists, angel investors and others who will instruct you exactly how to go about raising funds. You will learn the do's and don'ts of fundraising. Also, are you interested in getting a business loan? Learn the insider tips!

**Moderator:**

Nicola Foreman, Founder & President of Financing Partners, LLC

**Panelists:**

Michael E. Johnson, President, EM Johnson Interests, Inc.

Frank S. Greene, President, New Vista Capital

Colin Wiel, President, Keiretsu Forum

**1:45 PM - 3:00 PM**

**Effective Use of Technology**

Learn how to use the web and e-commerce to operate and improve your business. You will also learn how e-commerce can help you grow your client base

**Moderator:**

Kelly Armstrong, Partner, The Armstrong Group

**Panelists:**

Everett Bobby Gasper, CEO, Information Network Development Group

Dietrich Gage, Engineering Manager, Applied Materials, Inc.

**3:00 PM - 3:10 PM**

**BREAK**

**3:10 PM - 4:30 PM**

**The Art of Marketing**

Learn how to effectively implement and carry out a marketing plan, in-

cluding the ways in which to effectively network and increase your client base.

**Moderator:**

Larry Bozeman, VP, Intel Public Affairs

**Panelists:**

Michelle Messina, VP –Marketing Strategies, Situation Marketing, Inc.

Tony Stone, Director of Marketing, Cadence

Sandra Varner, President, Varner & Associates

Bill Kindricks, President, 100 Blackmen of Silicon Valley, Inc.

**4:30 PM - 5:30 PM**

**Effectively Implementing and Carrying Out a Business Plan**

Learn how to effectively implement and carry out a business plan. Learn the importance of having a business plan and how to make it work for you

**Moderator:**

Richard Jones, Intel Corporation

**Panelists:**

Joel Wyrick, President, Silicon Valley Black Chamber of Commerce

William Wheat, Director, Next Gen Business Academy

Steve Ronstadt, Vice President, Customer Service, Bank of the West

**4:30 PM - 5:30 PM**

**Effective Bidding For And Obtaining Diversity Contracts**

Learn the keys to becoming a minority certified subcontractor. Bid for and obtain government and corporate contracts and learn about the certification process and opportunities.

**Moderator:**

Charmaine Jackson, Supplier Diversity Officer, PG & E

**Panelists:**

Tita Gray, Supplier Diversity Consultant, Pacific Gas & Electric

[Monique Hayward](#), Manager for Corporate Diversity, Intel Corp.

[Iris Ching](#), Supplier Diversity Consultant

[Bob Thompson](#) - Supplier Diversity Consultant, [Lockheed Martin](#)