2016 ENTREPRENEURSHIP/INFORMATION TECHNOLOGY CONFERENCE
THE BEST LAID PLANS – HOW THEY FARE IN REVOLUTIONARY ERAS

AGENDA

8:30 a.m.  REGISTRATION AND CONTINENTAL BREAKFAST

9:15 WELCOME: Ma. Cristina Caballero, President/CEO, Dialogue on Diversity
Honorable Eleanor Holmes Norton, [invited] Greeting

9:30 THE TRANSFORMATIONS WROUGHT BY INFORMATION TECHNOLOGY
Has IT Brought a Veritable Revolution?  Super-Efficient Clouds  Lock and Key for your Data:
The Internet of Things — Will it dull our Senses and our Wits?  New Dimensions, New Horizons
Social Media – their Uses and Perils
Government Requests for Data — for backdoors, Encryption keys

A FEW SPECIAL HURDLES FOR WOMEN ENTREPRENEURS? (IS THERE NO JUSTICE?)
Technology: Re-Configuring Old Wisdom — Business Planning: the Moving Target — the wit to
Turn on a Dime — Business Schools, Incubators, Business Centers  The STEM course

11:00 FINANCIAL MANAGEMENT AND ACCESS TO CAPITAL
The Sources of Investment Funds:  Banks?  Your Own or Friends’ Resources?
The Varieties of Venture Capital?  Micro-Finance?

11:45 FASHIONING THE FORMS OF BUSINESS ORGANIZATION: The “Bespoke” Entity
Choice of Entity: Partnerships; LLCs with their finely articulated Operating Agreements
The BUSINESS PLAN SEMINAR:  Documents to Open Doors

12:30 p.m.  MIDDAY / LUNCH SESSION  Special Topics

1:30 COMMERCIAL USE OF THE INTERNET AND OTHER COMMUNICATIONS MEDIA.
Data collection by internet content producers — the Privacy Conundrums.  The limits of
Consumer Consent;  Building an Edifice of Boundary-setting Rules  Defining Deception
and other Abuse  How to Sanction Abuses?

2:30 THE MARKETING TASK FOR THE MINORITY FIRM — SAVVY, SKILLS, AND PLANNING
GOVERNMENT AIDS.  PRIVATE SECTOR RULES OF THE ROAD
The Science and Art of Small and Minority Enterprise Marketing
Federal and Local Government Sales  Private Sector Firms

3:30 THE GLOBAL DIMENSIONS OF YOUR MARKET
U.S. Small Business Administration, International Trade  — Focus on Latin America, Asia

3:30 THE SBA AND WOMEN-OWNED BUSINESSES
The Division of Women’s Business Ownership
Women’s Business Centers
Government Contracting Preferences – “8(a)”. Women’s Preferences, HUB Zones

4:30 ADJOURNMENT  5:00 – 7:00 RECEPTION FOLLOWING