

MORNING AGENDA

TIME	ACTION	ROOM
10:00 AM	Welcome Jenefeness Franke - Emcee	
	Opening Remarks Lewis Rudd	211B
10:15 AM	State of Black Business with The Honorable Bruce Harrell - Mayor of the City of Seattle Ollie Garrett - CEO & President, Tabor100 Moderated by Trae'Anna Holiday - TV Host, Converge Media	
10:50 AM	Break and Transition	
	Brand, Sales, and Marketing - Why Me?	214
	Examine Explore and Transform: How to be an Authentic, Vulnerable and Purposeful Leader.	211B
11:00 AM	GovCon 101: The Importance of Market Research	238
	Mastering Discipline: The Key to Small Business Financial Success	250
11:40 AM	Break and Transition	
	Vision to Victory: Elevating Professionalism and Brand Identity	214
	Hitting the Bull's Eye: The Strategic Marketing Mindset as the Key to Sales and Profitability	211B
11:50 AM	Crucial Conversations for Business Operations	250
	Sales & Business Growth Affects on Financial Management	238
12:30 PM	Transition and Lunch	

AFTERNOON AGENDA

TIME	ACTION	ROOM
1:00 PM	Power Panel moderated by Dana Frank Korbett Mosesley - WA State Department of Commerce Evan Poncelet - Washington Black Angel Network Eric Pettigrew - Pettigrew Consulting Services	211B
1:50 PM	Break and Transition	
	Tech Toolbox for Business Operations	250
	Revolutionize Your Business: Embracing Disruptive Leadership for Unprecedented Growth	214
2:00 PM	Applying Lean Operations Management for Risk Mitigation and Operational Efficiency	238
	The Power of Effective Stewardship	211B
2:40 PM	Break and Transition	
2:50 PM	Doing Business with the State - brought to you by WA State Department of Enterprise Services (DES)	211B
3:10 PM	Networking and Open Space	
3:50 PM	Closing Remarks; Lewis Rudd	211B



Campus Map:



To view the campus map and locate parking areas, click [here](#).
