

DEFINING NEW NORMS

NMSDC ANNUAL
Conference
& Exchange



ATLANTA OCTOBER 20-23, 2024

Agenda at a Glance

The agenda at a glance is tentative and subject to change.

Last updated: October 8, 2024

Saturday, October 19

<p>12:00 - 5 p.m. Hyatt Regency Embassy C/D</p>	<p>Registration</p>
<p>8:00 a.m. - 4:00 p.m. Trophy Club of Apalachee</p>	<p>NMSDC Golf Classic NMSDC will be holding its inaugural Golf Classic in Dacula, Georgia. The Trophy Club's challenging layout, coupled with the staff's warm and courteous service, guarantees a first-rate golfing experience with each visit. RSVP Required</p>
<p>12:00 - 5:00 p.m. Georgia World Congress Center Room A412</p>	<p>Sponsor Lounge <i>Sponsors Only</i></p>
<p>12:00 - 5:00 p.m. Hyatt Regency Embassy C/D</p>	<p>Registration</p>
<p>6:00 - 9:00 p.m. The Gathering Spot</p>	<p>Capital Managers Program Networking Event</p> <p>This event is more than a networking opportunity, it's a strategic platform designed to catalyze growth for MBEs by facilitating meaningful connections, access to capital, and strategic partnerships. Whether your goal is to secure funding, identify key business partnerships, or expand your network with influential stakeholders, this event is a must-attend.</p> <p><i>Invitation only.</i></p>

Sunday, October 20

<p>8:30 - 10:00 a.m. Hyatt Regency Regency VII</p>	<p>NMSDC Programs Alumni Connections Breakfast:</p> <ul style="list-style-type: none"> • Kellogg AMEP Alumni Breakout • Tuck Alumni Breakout • Acres Alumni Breakout • COECP Alumni Breakout • EYE Program Alumni Breakout
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	<ul style="list-style-type: none"> NMSDC CyberPro Training Network Alumni Breakout
9:00 a.m. - 12:30 p.m. Georgia World Congress Center Room A412	Sponsor Lounge <i>Sponsors Only</i>
9:00 a.m. - 5 p.m. Georgia World Congress Center International Lounge	Registration
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Level 4	NMSDC Information Desk
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Cafe Seating Area (Level 4)	Community Service
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Registration Hall A	Connect Zone Schedule time with other attendees to connect and meet up at the Connect Lounge.
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Room A411	Zen Room Relax Recharge Regroup
9:00 a.m. - 8:00 p.m. Hyatt Regency Farlie	Registration
11:00 a.m. - 3:00 p.m. Hyatt Regency Spring	Automotive Industry Group Meeting <i>By Invitation Only</i>
12:00 - 4:00 p.m. Hyatt Regency Edgewood	Global Link Committee Meeting <i>By Invitation Only</i>
12:00 - 4:00 p.m. Hyatt Regency Techwood	The Working Group Meeting <i>By Invitation Only</i>
12:00 - 5:00 p.m. Hyatt Regency Centennial Ballroom Foyer	Certification Information and MBE Profile Update Kiosks NMSDC staff will be available to MBEs before and after OA24 to address your certification questions, help you update your MBE profile, and answer any questions related to our programs and events.
12:30 - 3:00 p.m. Hyatt Regency Embassy CD	Utility Industry Group Meeting <i>By Invitation Only</i>

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<p>1:00 - 3:00 p.m. Hyatt Regency Marietta</p>	<p>Professional Services Industry Group Meeting <i>By Invitation Only</i></p>
<p>1:00 - 3:00 p.m. Hyatt Regency Roswell</p>	<p>Advertising, Entertainment, Media and Sports Industry Group Meeting <i>By Invitation Only</i></p>
<p>1:00 - 3:00 p.m. Hyatt Regency Embassy AB</p>	<p>Food & Beverage Industry Group Meeting <i>By Invitation Only</i></p>
<p>1:00 - 4:00 p.m. Hyatt Regency Regency VII</p>	<p>Opportunity Accelerator 2024 (OA24) Celebrating 10 Years of the Opportunity Accelerator Presented annually by the National MBE Input Committee (NMBEIC), the Opportunity Accelerator is a unique event crafted by MBEs for MBEs. This FREE event welcomes all minority businesses, NMSDC corporate members, and regional affiliate staff. Register Today!</p>
<p>9:00 a.m. - 12:30 p.m. Georgia World Congress Center Room A412</p>	<p>Sponsor Lounge <i>Sponsors Only</i></p>
<p>2:00 - 3:30 p.m. Hyatt Regency Vinings</p>	<p>Construction Industry Group Board Meeting <i>By Invitation Only</i></p>
<p>2:00 - 4:00 p.m. Hyatt Regency Piedmont</p>	<p>Retail Industry Group Meeting <i>By Invitation Only</i></p>
<p>2:00 - 4:00 p.m. Hyatt Regency International Lounge</p>	<p>Healthcare Industry Group Meeting <i>By Invitation Only</i></p>
<p>3:00 - 4:30 p.m. Hyatt Regency University</p>	<p>Petrochemical and Energy Industry Group Meeting <i>By Invitation Only</i></p>
<p>3:30 - 5:00 p.m. Hyatt Regency Green Brier</p>	<p>Construction Industry Group MBE Networking Reception <i>By Invitation Only</i></p>
<p>4:30 - 5:30 p.m. Hyatt Regency Baker</p>	<p>EYE Program Meet & Greet <i>By Invitation Only</i></p>
<p>4:30 - 6:30 p.m. Hyatt Regency Ballroom VI</p>	<p>Clink & Connect <i>By Invitation Only</i></p>
<p>7:00 - 10:00 p.m. Ponce City Market Rooftop</p>	<p>"History in the Making" Welcome Reception Located at the nexus of Atlanta's most established neighborhoods, Ponce City Market is the latest incarnation of a long legacy of community-centered built environments along this iconic stretch of Ponce de Leon Avenue. The National Trust for Historic Preservation recognizes Ponce City Market as "History in the Making," and part of a</p>



	plan “to move Atlanta forward while maintaining and emphasizing the city’s unique history and culture.”
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Monday, October 21

6:30 a.m. - 3:30 p.m. Georgia World Congress Center Room A412	Sponsor Lounge <i>Sponsors Only</i>
6:45 a.m. - 5:00 p.m. Georgia World Congress Center International Lounge	Registration
7:00 a.m. - 6:00 p.m. Georgia World Congress Center Sydney J Marcus Auditorium Foyer	NMSDC Marketplace
7:15 - 8:30 a.m. Georgia World Congress Center Hall 101-103	Networking Breakfast
8:30 - 10:00 a.m. Georgia World Congress Center Hall A3	Mainstage Sessions Defining New Norms in Unprecedented Times Welcome to Atlanta Power of Impact and Leadership. Unlocking Opportunities For Minority Businesses View from the Top – Leadership in the New Normal
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Info Desk, Level 4	NMSDC Information Desk
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Cafe Seating Area (Level 4)	Community Service
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Registration Hall A	Connect Zone Schedule time with other attendees to connect and meet up at the Connect Lounge.
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Room A411	Zen Room Relax Recharge Regroup

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<p>10:30 a.m.- 12:00 p.m. Georgia World Congress Center Executive Boardroom</p>	<p>CEO Roundtable <i>By Invitation Only</i></p>
<p>10:30- 11:15 a.m. Georgia World Congress Center</p>	<p>Impact Labs</p>
Room A402-A403	Financing Minority Business Expansion: Untapped Resources to Grow Internationally
Room A404-A405	Future-Proofing Supplier Diversity: Anticipating Trends and Challenges Description
Room A406-A407	Branding Your Brilliance: 7 Laws to Entrepreneurial Success
Room A315	Empowering MBEs: Navigating Business Opportunities with OEMs in the Automotive Industry
Room A316	Championing Supplier Diversity: Strategies for Building an Award-Winning Program
Room A314	High Growth Strategies for America's Diverse-Owned Manufacturers: Pioneering Research, Recommendations, and a Major New Manufacturing Initiative
Room A313	How to Build a Powerful Business Network
Room A312	Building Networks That Drive Growth and Change
<p>10:30 a.m. - 12:15 p.m. Georgia World Congress Center Room A302 & A305</p>	<p>Matchmakers Download the Matchmaker Table Assignments</p>
<p>11:30 a.m. - 12:15 p.m. Georgia World Congress Center</p>	<p>Impact Labs</p>
Room A402-A403	Export Resources, Trade Finance & Access to Capital for Diverse Exporters
Room A404-A405	Empowering Suppliers with Innovative Finance Tools
Room A406-A407	Risky Business: The Impact of OSHA's Warehousing and Logistics Emphasis Program on MBEs
Room A315	Doing Business with Defense Contractors in Support of DoD Mission Requirements
Room A316	Scaling Through Expanded Markets: Nearshoring Opportunities in Mexico and Latin America
Room A314	Networking: Unlocking Growth Through Strategic Connections

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Room A313	Reclaiming Your Company's Identity: Harnessing the Power of Partnerships and Networks to Overcome Negative Press
Room A312	Capital and Growth: Venture Capital and Strategic Funding for Scaling Minority Business Enterprises
12:30 - 1:15 p.m. Georgia World Congress Center Hall 101-103	Networking Lunch & Corporate Plus Induction Corporate Plus Induction will take place at 1:00 p.m.
1:15 - 1:45 p.m. Georgia World Congress Center Hall A3	Mainstage Sessions Empowering the Future Workforce: The Role of Colleges and Universities in Shaping Tomorrow's Leaders
1:45 - 6:00 p.m. Georgia World Congress Center Hall A1-A2	The Exchange The ribbon-cutting ceremony will take place immediately after the mainstage session in Hall A3. Then, attendees will be escorted to Hall A1-A2 to enter The Exchange.
2:30 - 5:00 p.m. Georgia World Congress Center Sydney J Marcus Auditorium	Power Talks at the NMSDC Theater
2:30 - 2:50 p.m.	Building Bridges: Leveraging Corporate-Nonprofit Collaborations and Innovative Capital for MBE Expansion
3:00 - 3:20 p.m.	AI in Action: Practical Insights and Key Steps for Maximizing AI Impact in Your Organization
3:30 - 3:50 p.m.	Alternative Distribution: Shaping the Future of Business for Partners and Customers
4:00 - 4:20 p.m.	Activating the Supplier Diversity Ecosystem: Fifth Third Bank's Leadership, Value-Driving Events, Conference Elevation, and National Partnerships
4:30 - 4:50 p.m.	Unlocking Potential: Strategic Policies as Game Changers for MBE Success
5:00 - 6:00 p.m. Georgia World Congress Center Room A412	Sponsor Happy Hour <i>Sponsors Only</i>
7:00 - 10:00 p.m. Georgia Aquarium	Peach Tree Social Networking Reception The Georgia Aquarium is a scientific institution that entertains and educates, and you'll receive exclusive access to exhibits and programs of the highest standards, offering an engaging and exciting evening of networking.

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Tuesday, October 22

<p>6:45 a.m. - 5 p.m. Georgia World Congress Center International Lounge</p>	<p>Registration</p>
<p>7:00 a.m. - 12:00 p.m. Georgia World Congress Center Room A412</p>	<p>Sponsor Lounge <i>Sponsors Only</i></p>
<p>7:00 a.m. - 6:00 p.m. Georgia World Congress Center Sydney J Marcus Auditorium Foyer</p>	<p>NMSDC Marketplace</p>
<p>7:15 - 8:30 a.m. Georgia World Congress Center Hall 101-103</p>	<p>Networking Breakfast</p>
<p>8:30 - 10:15 a.m. Georgia World Congress Center Hall A3</p>	<p>Mainstage Sessions Welcome Remarks Charting the Path: Leadership Strategies for New Norms in Equity and Innovation MBDA: Investing in Our Communities Resilience and Resolve: Defending and advancing DEIA and Diverse-Owned Businesses</p>
<p>9:00 a.m. - 6:00 p.m. Georgia World Congress Center Info Desk, Level 4</p>	<p>NMSDC Information Desk</p>
<p>9:00 a.m. - 6:00 p.m. Georgia World Congress Center Cafe Seating Area (Level 4)</p>	<p>Community Service</p>
<p>9:00 a.m. - 6:00 p.m. Georgia World Congress Center Registration Hall A</p>	<p>Connect Zone Schedule time with other attendees to connect and meet up at the Connect Lounge.</p>
<p>9:00 a.m. - 6:00 p.m. Georgia World Congress Center Room A411</p>	<p>Zen Room Relax Recharge Regroup</p>
<p>10:00 a.m. - 12:00 p.m. Georgia World Congress Center Hall A1-A2</p>	<p>The Exchange</p>

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<p>10:30 a.m. - 12:20 p.m. Georgia World Congress Center Sydney J Marcus Auditorium</p>	<p>Power Talks at the NMSDC Theater</p>
<p>10:30 a.m. - 10:50 a.m.</p>	<p>Expanding Capital Pathways: Sizing the Opportunity Right for Your Business</p>
<p>11:00 a.m. - 11:20 a.m.</p>	<p>Cybersecurity Revolution: Unlocking Growth Through Innovation and Strategic Partnerships</p>
<p>11:30 a.m. - 11:50 a.m.</p>	<p>Advocating for Change: How Strategic Policy Interventions and Advocacy Dismantle Barriers for MBEs</p>
<p>12:00 - 12:20 p.m.</p>	<p>Unlocking Growth: How the Minority Business Development Agency Supports Minority Business Enterprises</p>
<p>12:00 - 1:30 p.m. Georgia World Congress Center Hall 101-103</p>	<p>Networking Lunch & Corporate Plus Induction Corporate Plus Induction will take place at 1:00 p.m.</p>
<p>12:00 - 1:30 p.m. Georgia World Congress Center Room A315</p>	<p>TechScale Industry Group Meeting <i>By Invitation Only</i></p>
<p>1:00 - 5:00 p.m. Georgia World Congress Center Room A412</p>	<p>Sponsor Lounge <i>Sponsors Only</i></p>
<p>1:15 - 1:45 p.m. Georgia World Congress Center Hall A3</p>	<p>Mainstage Sessions Fireside Chat with Malik Yoba: A Journey from Artist to Serial Entrepreneur</p>
<p>2:15 - 5:00 p.m. Georgia World Congress Center Hall A1-A2</p>	<p>The Exchange</p>
<p>2:30 - 4:30 p.m. Georgia World Congress Center Room A314</p>	<p>CPO Summit <i>By Invitation Only</i></p>
<p>2:30 - 4:30 p.m. Georgia World Congress Center Room A313</p>	<p>CIO Roundtable <i>By Invitation Only</i></p>
<p>2:30 - 4:50 p.m. Georgia World Congress Center Sydney J Marcus Auditorium</p>	<p>Power Talks at the NMSDC Theater</p>



2:30 - 2:50 p.m.	Turning Obstacles into Opportunities: How Mentorship Transforms the Path to Growth
3:00 - 3:20 p.m.	Empowering Diverse-Owned Small Businesses Through Sustainability
3:30 - 3:50 p.m.	Introduction to Microgrids and your EV fleet
4:00 - 4:20 p.m.	Launching a Successful Start-up
4:30 - 4:50 p.m.	Empower the Future Workforce
4:30 - 6:30 p.m. Georgia World Congress Center Room A312	Meet the Founders Mixer <i>By Invitation Only</i>
6:00 - 10:00 p.m.	Free Night - Explore Atlanta!

Wednesday, October 23

6:45 a.m. - 12:00 p.m. Georgia World Congress Center International Lounge	Registration
7:00 a.m. - 12:00 p.m. Georgia World Congress Center Room A412	Sponsor Lounge <i>Sponsors Only</i>
7:00 a.m. - 6:00 p.m. Georgia World Congress Center Sydney J Marcus Auditorium Foyer	NMSDC Marketplace
7:15 - 8:30 a.m. Georgia World Congress Center Hall 101-103	Networking Continental Breakfast
8:30 - 10:00 a.m. Georgia World Congress Center Hall A3	Mainstage Sessions Defining New Norms: Powering the Future with a Diverse Clean Energy Supply Chain Sponsored by The American Council on Renewable Energy (ACORE) Procurement Leadership in New Era: CPOs Leading the Charge in Supplier Diversity Embracing AI for a Dynamic Future
9:00 a.m. - 6:00 p.m. Georgia World Congress Center Info Desk, Level 4	NMSDC Information Desk

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<p>9:00 a.m. - 6:00 p.m. Georgia World Congress Center Cafe Seating Area (Level 4)</p>	<p>Community Service</p>
<p>9:00 a.m. - 6:00 p.m. Georgia World Congress Center Registration Hall A</p>	<p>Connect Zone Schedule time with other attendees to connect and meet up at the Connect Lounge.</p>
<p>9:00 a.m. - 6:00 p.m. Georgia World Congress Center Room A411</p>	<p>Zen Room Relax Recharge Regroup</p>
<p>10:30 - 11:15 a.m. Georgia World Congress Center</p>	<p>Impact Labs</p>
Room A402-A403	Access to Capital - Underwriter Perspective
Room A404-A405	Creating Equitable Supply Chains
Room A406-A407	Tap Into the Trillions Being Spent on Clean Energy
Room A315	The Future of Supplier Diversity: Trends and Best Practices
Room A316	Leveraging Strategic Relationships to Drive Supplier Success and Business Impact
Room A314	Partnerships that Catapult your Business Forward
Room A313	The Art of Networking: Building Bonds for Business Growth
Room A312	Global Growth: Defining New Norms for International Business Expansion
<p>10:30 a.m. - 12:15 p.m. Georgia World Congress Center</p>	<p>Matchmakers Download the Matchmaker Table Assignments</p>
<p>11:30 a.m. - 12:15 p.m. Georgia World Congress Center</p>	<p>Impact Labs</p>
Room A402-A403	Pathway to Billions: Securing Federal and State Contracts
Room A406-A407	Xelsior Empowerment Group—Building New Ecosystems Through MBE Collaboration
Room A315	Engaging Diverse Suppliers on The Decarbonization Journey
Room A314	Defining New Norms: Perspective and Scalability of a \$1B+ Minority Business Enterprise (MBE) - Alaska Native Corporation (ANC)

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<p>12:30 - 1:15 p.m. Georgia World Congress Center Hall 101-103</p>	<p>Networking Lunch</p>
<p>1:00 - 5:00 p.m. Georgia World Congress Center Room A412</p>	<p>Sponsor Lounge <i>Sponsors Only</i></p>
<p>1:15 - 1:45 p.m. Georgia World Congress Center Hall A3</p>	<p>Mainstage Sessions Redefining Leadership for a New Era: Embracing Diversity and Driving Change</p>
<p>2:00 - 4:00 p.m. Georgia World Congress Center Sydney J Marcus Auditorium</p>	<p>Emerging Young Entrepreneurs Pitch Competition. Powered by Master P's Master Class</p>
<p>2:00 - 4:00 p.m. Georgia World Congress Center</p>	<p>Matchmakers Download the Matchmaker Table Assignments</p>
<p>2:15 - 3:45 p.m. Georgia World Congress Center Room A313 - A314</p>	<p>The State of NMSDC</p>
<p>6:00 p.m. - Midnight Georgia World Congress Center</p>	<p>Awards Ceremony & Farewell Reception The pre-reception will start at 6:00 p.m. with drinks and light hors d'oeuvres. The Awards Ceremony will begin promptly at 7:00 p.m., followed by the Farewell Reception at 10:00 p.m.</p>