

# DEFINING NEW NORMS

NMSDC ANNUAL  
Conference  
& Exchange

2024  
MED  
Week

ATLANTA OCTOBER 20-23, 2024

## Agenda at a Glance

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

*Last updated: August 30, 2024*

### Saturday, October 19

<b>12:00 - 5 p.m.</b> Hyatt Regency Embassy C/D	<b>Registration</b>
<b>8:00 a.m. - 4:00 p.m.</b> To Be Determined	<b>NMSDC Golf Classic</b> <i>More information is coming soon</i>
<b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Room A412	<b>Sponsor Lounge</b> <i>Sponsors Only</i>
<b>12:00 - 5:00 p.m.</b> Hyatt Regency Embassy C/D	<b>Registration</b>
<b>6:00 - 9:00 p.m.</b> The Gathering Spot	<b>Capital Managers Program Networking Event</b>  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.  <i>Invitation only.</i>

### Sunday, October 20

<b>8:30 - 10:00 a.m.</b> Hyatt Regency To Be Determined	<b>NMSDC Programs Alumni Connections Breakfast:</b> <ul style="list-style-type: none"> <li>• Kellogg AMEP Alumni Breakout</li> <li>• Tuck Alumni Breakout</li> <li>• Acres Alumni Breakout</li> <li>• COECP Alumni Breakout</li> <li>• EYE Program Alumni Breakout</li> <li>• NMSDC CyberPro Training Network Alumni Breakout</li> </ul>
<b>9:00 a.m. - 5 p.m.</b>	<b>Registration</b>

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Georgia World Congress Center International Lounge	
<b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Level 4	<b>NMSDC Information Desk</b>
<b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Room A412	<b>Sponsor Lounge</b> <i>Sponsors Only</i>
<b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Cafe Seating Area (Level 4)	<b>Community Service</b>
<b>9:00 a.m. - 8:00 p.m.</b> Hyatt Regency Embassy C/D	<b>Registration</b>
<b>11:00 a.m. - 3:00 p.m.</b> Hyatt Regency Marietta	<b>Automotive Industry Group Meeting</b> <i>By Invitation Only</i>
<b>12:00 - 4:00 p.m.</b> Hyatt Regency To Be Determined	<b>Global Link Committee Meeting</b> <i>By Invitation Only</i>
<b>12:00 - 4:00 p.m.</b> Hyatt Regency Piedmont	<b>The Working Group Meeting</b> <i>By Invitation Only</i>
<b>12:30 - 3:00 p.m.</b> Hyatt Regency Embassy CD	<b>Utility Industry Group Meeting</b> <i>By Invitation Only</i>
<b>1:00 - 3:00 p.m.</b> Hyatt Regency Embassy B	<b>Professional Services Industry Group Meeting</b> <i>By Invitation Only</i>
<b>1:00 - 3:00 p.m.</b> Hyatt Regency Roswell	<b>Advertising, Entertainment, Media and Sports Industry Group Meeting</b> <i>By Invitation Only</i>
<b>1:00 - 3:00 p.m.</b> Hyatt Regency Embassy AB	<b>Food &amp; Beverage Industry Group Meeting</b> <i>By Invitation Only</i>
<b>1:00 - 4:00 p.m.</b> Hyatt Regency Regency VII	<b>Opportunity Accelerator 2024 (OA24)</b> <b><i>Celebrating 10 Years of the Opportunity Accelerator</i></b> 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.
<b>1:00 - 4:00 p.m.</b>	<b>Certification Information and MBE Profile Update Kiosks</b>

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Hyatt Regency Regency VII Foyer	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.
<b>2:00 - 4:00 p.m.</b> Hyatt Regency Spring	<b>Retail Industry Group Meeting</b> <i>By Invitation Only</i>
<b>2:00 - 4:00 p.m.</b> Hyatt Regency International Ballroom	<b>Healthcare Industry Group Meeting</b> <i>By Invitation Only</i>
<b>3:00 - 4:30 p.m.</b> Hyatt Regency University	<b>Petrochemical and Energy Industry Group Meeting</b> <i>By Invitation Only</i>
<b>3:00 - 4:30 p.m.</b> Hyatt Regency Vinings	<b>Construction Industry Group Board Meeting</b> <i>By Invitation Only</i>
<b>4:30 - 6:00 p.m.</b> Hyatt Regency Embassy CD	<b>Construction Industry Group MBE Networking Reception</b> <i>By Invitation Only</i>
<b>7:00 - 10:00 p.m.</b> <a href="#">Ponce City Market</a> Rooftop	<b>"History in the Making" Welcome Reception</b> 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 plan "to move Atlanta forward while maintaining and emphasizing the city's unique history and culture."

## Monday, October 21

<b>6:45 a.m. - 5 p.m.</b> Georgia World Congress Center International Lounge	<b>Registration</b>
<b>6:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Sydney J Marcus Auditorium Foyer	<b>NMSDC Marketplace</b>
<b>7:15 - 8:30 a.m.</b> Georgia World Congress Center Hall 101-103	<b>Networking Breakfast</b>
<b>8:30 - 10:00 a.m.</b> Georgia World Congress Center Hall A3	<b>Mainstage Sessions</b>



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<p><b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Level 4</p>	<p><b>NMSDC Information Desk</b></p>
<p><b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Room A412</p>	<p><b>Sponsor Lounge</b> <i>Sponsors Only</i></p>
<p><b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Cafe Seating Area (Level 4)</p>	<p><b>Community Service</b></p>
<p><b>10:30 a.m.- 12:00 p.m.</b> Georgia World Congress Center</p>	<p><b>CEO Roundtable</b> <i>By Invitation Only</i></p>
<p><b>10:30- 11:15 a.m.</b> Georgia World Congress Center</p>	<p><b>Impact Labs</b></p>
	<p><b>Financing Minority Business Expansion: Untapped Resources to Grow Internationally</b></p>
	<p><b>Empowering Entrepreneurs: Fresh Perspectives on Financing Diverse and Small Businesses</b></p>
	<p><b>Branding Your Brilliance: 7 Laws to Entrepreneurial Success</b></p>
	<p><b>Empowering MBEs: Navigating Business Opportunities with OEMs in the Automotive Industry</b></p>
	<p><b>Championing Supplier Diversity: Strategies for Building an Award-Winning Program</b></p>
	<p><b>High Growth Strategies for America's Diverse-Owned Manufacturers: Pioneering Research, Recommendations, and a Major New Manufacturing Initiative</b></p>
	<p><b>How to Build a Powerful Business Network</b></p>
	<p><b>Building Networks That Drive Growth and Change</b></p>
<p><b>10:30 a.m. - 12:15 p.m.</b> Georgia World Congress Center</p>	<p><b>Matchmakers</b></p>
<p><b>11:30 a.m. - 12:15 p.m.</b> Georgia World Congress Center</p>	<p><b>Impact Labs</b></p>
	<p><b>Export Resources, Trade Finance &amp; Access to Capital for Diverse Exporters</b></p>

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	<b>Empowering Suppliers with Innovative Finance Tools</b>
	<b>Risky Business: The Impact of OSHA's Warehousing and Logistics Emphasis Program on MBEs</b>
	<b>Doing Business with Defense Contractors in Support of DoD Mission Requirements</b>
	<b>Scaling Through Expanded Markets: Nearshoring Opportunities in Mexico and Latin America</b>
	<b>Networking: Unlocking Growth Through Strategic Connections</b>
	<b>Reclaiming Your Company's Identity: Harnessing the Power of Partnerships and Networks to Overcome Negative Press</b>
	<b>Capital and Growth: Venture Capital and Strategic Funding for Scaling Minority Business Enterprises</b>
<b>12:30 - 1:15 p.m.</b> Georgia World Congress Center Hall 101-103	<b>Networking Lunch</b>
<b>1:15 - 1:45 p.m.</b> Georgia World Congress Center Hall A3	<b>Mainstage Sessions</b>
<b>1:45 - 6:00 p.m.</b> Georgia World Congress Center Hall A1-A2	<b>The Exchange</b> 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.
<b>2:30 - 4:50 p.m.</b> Georgia World Congress Center Sydney J Marcus Auditorium	<b>Power Talks at the NMSDC Theater</b>
<b>2:30 p.m. - 2:50 p.m.</b>	<b>Building Bridges: Leveraging Corporate-Nonprofit Collaborations and Innovative Capital for MBE Expansion</b>
<b>3:00 p.m. - 3:20 p.m.</b>	<b>AI in Action: Practical Insights and Key Steps for Maximizing AI Impact in Your Organization</b>
<b>3:30 p.m. - 3:50 p.m.</b>	<b>Alternative Distribution: Shaping the Future of Business for Partners and Customers</b>
<b>4:30 p.m. - 4:50 p.m.</b>	<b>Unlocking Potential: Strategic Policies as Game Changers for MBE Success</b>

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<p><b>7:00 - 10:00 p.m.</b> <a href="#">Georgia Aquarium</a></p>	<p><b>Reception</b> The Georgia Aquarium is a scientific institution that entertains and educates, and you'll receive <a href="#">exclusive access to exhibits</a> and programs of the highest standards, offering an engaging and exciting evening of networking.</p>
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## Tuesday, October 22

<p><b>6:45 a.m. - 5 p.m.</b> Georgia World Congress Center International Lounge</p>	<p><b>Registration</b></p>
<p><b>6:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Sydney J Marcus Auditorium Foyer</p>	<p><b>NMSDC Marketplace</b></p>
<p><b>7:15 - 8:30 a.m.</b> Georgia World Congress Center Hall 101-103</p>	<p><b>Networking Breakfast</b></p>
<p><b>8:30 - 10:00 a.m.</b> Georgia World Congress Center Hall A3</p>	<p><b>Mainstage Sessions</b></p>
<p><b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Level 4</p>	<p><b>NMSDC Information Desk</b></p>
<p><b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Room A412</p>	<p><b>Sponsor Lounge</b> <i>Sponsors Only</i></p>
<p><b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Cafe Seating Area (Level 4)</p>	<p><b>Community Service</b></p>
<p><b>10:00 a.m. - 12:00 p.m.</b> Georgia World Congress Center Hall A1-A2</p>	<p><b>The Exchange</b></p>
<p><b>10:30 a.m. - 12:20 p.m.</b> Georgia World Congress Center Sydney J Marcus Auditorium</p>	<p><b>Power Talks at the NMSDC Theater</b></p>



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10:30 a.m. - 10:50 a.m.	<b>Expanding Capital Pathways: Sizing the Opportunity Right for Your Business</b>
11:00 a.m. - 11:20 a.m.	<b>Cybersecurity Revolution: Unlocking Growth Through Innovation and Strategic Partnerships</b>
11:30 a.m. - 11:50 a.m.	<b>Advocating for Change: How Strategic Policy Interventions and Advocacy Dismantle Barriers for MBEs</b>
12:00 - 12:20 p.m.	<b>Unlocking Growth: How the Minority Business Development Agency Supports Minority Business Enterprises</b>
12:00 - 1:30 p.m. Georgia World Congress Center Hall 101-103	<b>Networking Lunch</b>
1:15 - 1:45 p.m. Georgia World Congress Center Hall A3	<b>Mainstage Sessions</b>
2:15 - 5:00 p.m. Georgia World Congress Center Hall A1-A2	<b>The Exchange</b>
2:30 - 4:30 p.m. Hyatt Regency To Be Determined	<b>CPO Summit and C-Suite Roundtables</b> <i>By Invitation Only</i>
2:30 - 4:50 p.m. Georgia World Congress Center Sydney J Marcus Auditorium	<b>Power Talks at the NMSDC Theater</b>
2:30 - 2:50 p.m.	<b>Activating the Supplier Diversity Ecosystem: Fifth Third Bank's Leadership, Value-Driving Events, Conference Elevation, and National Partnerships</b>
3:00 - 3:20 p.m.	<b>Empowering Diverse-Owned Small Businesses Through Sustainability</b>
3:30 - 3:50 p.m.	<b>Introduction to Microgrids and your EV fleet</b>
4:00 - 4:20 p.m.	<b>Launching a Successful Start-up</b>
4:20 - 4:50 p.m.	<b>Empower the Future Workforce</b>
4:30 - 6:30 p.m. Hyatt Regency To Be Determined	<b>Meet the Founders Mixer</b> <i>By Invitation Only</i>
6:00 - 10:00 p.m.	<b>Free Night - Explore Atlanta!</b>



## Wednesday, October 23

<b>6:45 a.m. - 12:00 p.m.</b> Georgia World Congress Center International Lounge	<b>Registration</b>
<b>6:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Sydney J Marcus Auditorium Foyer	<b>NMSDC Marketplace</b>
<b>7:15 - 8:30 a.m.</b> Georgia World Congress Center Hall 101-103	<b>Networking Breakfast</b>
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<b>9:00 a.m. - 6:00 p.m.</b> Georgia World Congress Center Cafe Seating Area (Level 4)	<b>Community Service</b>
<b>10:30 - 11:15 a.m.</b> Georgia World Congress Center	<b>Impact Labs</b>
	<b>Access to Capital - Underwriter Perspective</b>
	<b>The Rise of Asian-American Entrepreneurs</b>
	<b>Tap Into the Trillions Being Spent on Clean Energy</b>
	<b>The Future of Supplier Diversity: Trends and Best Practices</b>
	<b>Leveraging Strategic Relationships to Drive Supplier Success and Business Impact</b>
	<b>Partnerships that Catapult your Business Forward</b>



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	<b>The Art of Networking: Building Bonds for Business Growth</b>
	<b>Global Growth: Defining New Norms for International Business Expansion</b>
<b>10:30 a.m. - 12:15 p.m.</b> Georgia World Congress Center	<b>Matchmakers</b>
<b>11:30 a.m. - 12:15 p.m.</b> Georgia World Congress Center	<b>Impact Labs</b>
	<b>Pathway to Billions: Securing Federal and State Contracts</b>
	<b>Xelsior Empowerment Group—Building New Ecosystems Through MBE Collaboration</b>
	<b>The Power of Many: Multiplying the Impact of Supplier Diversity by Leveraging Internal and External Communities</b>
	<b>Defining New Norms: Perspective and Scalability of a \$1B+ Minority Business Enterprise (MBE) - Alaska Native Corporation (ANC)</b>
<b>12:30 - 1:15 p.m.</b> Georgia World Congress Center Hall 101-103	<b>Networking Lunch</b>
<b>1:15 - 1:45 p.m.</b> Georgia World Congress Center Hall A3	<b>Mainstage Sessions</b>
<b>2:00 - 3:30 p.m.</b> Georgia World Congress Center	<b>NMSDC National Corporate Members Meeting</b> <i>By Invitation Only</i>
<b>2:00 - 4:00 p.m.</b> Georgia World Congress Center Sydney J Marcus Auditorium	<b>Emerging Young Entrepreneurs Pitch Competition</b> Powered by Master P's Master Class
<b>2:00 - 4:00 p.m.</b> Georgia World Congress Center	<b>Matchmakers</b>
<b>6:00 p.m. - Midnight</b> Georgia World Congress Center	<b>Awards Ceremony &amp; Farewell Reception</b> 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.