



SCHEDULE

Wednesday, October 13th

11:00 AM

CHAMBER PRESIDENT MEETING [Zoom]

The Chamber Leader Development programming is designed to empower chamber leaders through training and cultivate new chamber leadership across the country.

2:00 PM

NETWORKING RECEPTION [ByBlack Lounge]

3:30 PM

VIRTUAL DOORS OPEN TO THE BYBLACK STUDIO [Mainstage]

Login to Accevent and set up your conference profile. Visit our exhibitors, get help from our help desk team, and network with other conference attendees.

Featuring: DJ Stormy

4:00 PM

STATE OF BLACK BUSINESS: BUILD BLACK BETTER [Mainstage]

Sponsored by: AT&T

USBC and NABOB forge a new partnership as the national voice for Black owned business and media owners. USBC CEO Ron Busby Sr. and NABOB President James Winston will discuss the State of Black Business, closing the wealth gap and why it is critical to support black owned enterprises.



Moderated by: Ed Gordon | Featuring: Ron Busby, USBC and James Winston, NABOB

+ A SPECIAL VIRTUAL PERFORMANCE FEATURING

Sponsored by: Urban One

Leela James



5:00 PM

COMEDY SHOW FEATURING

Red Grant

Sponsored by: Molson Coors



6:30 PM

VIRTUAL EVENT ENDS FOR THE DAY

 = In person Experiences

 = Plenary Sessions located on Accelevent Mainstage + In person Studio

 = Accelevent Breakout Sessions

Thursday, October 14th

8:00 AM

DOORS OPEN TO THE BYBLACK STUDIO [Mainstage]

Registration & Login and set up your conference profile. Visit our exhibitors, get help from our help desk team, and network with other conference attendees.

Featuring: DJ Stormy

8:30 AM



MORNING MOTIVATION WITH GEORGE FRASER, FRASERNET [Mainstage]

+ LIVE FROM BY BLACK STUDIOS WITH ZAKIYA LARRY

Featuring: Thomas Ransom, Truist & Tenisha Jackson, Amazon

9:30 AM

PLENARY #1 | PROGRAMMING FOR CONNECTIVITY DURING THE COVID-ERA [Mainstage]

Sponsored By: AURN & iHeart

Although the Presidential election has been over for almost a year, our nation continues to experience civil unrest and racial division fomented by the loser of that election. In addition, in spite of proven vaccines available to everyone, we have a COVID-19 national health crisis that disproportionately affects the Black community. Black owned and targeted media stands as the gatekeeper and voice of Black communities while delivering culturally authentic experiences and unapologetic platforms. The role of the program director, and both local and national on-air personalities have quickly evolved to meet the needs of our audiences. This session will explore how program directors and talent across the nation are adapting to the evolution of media and programming for connectivity during the COVID-era.

10:30 AM

PLENARY #2 | UNPACKING THE INFRASTRUCTURE INVESTMENT & JOBS ACT [Mainstage]

On July 28, the President and the bipartisan group announced agreement on the details of a once-in-a-generation investment in our infrastructure, which was immediately taken up in the Senate for consideration. The legislation includes around \$550 billion in new federal investment in America's roads and bridges, water infrastructure, resilience, Internet, and more. The bipartisan Infrastructure Investment and Jobs Act will grow the economy, enhance our competitiveness, create good jobs, and make our economy more sustainable, resilient, and just.

Featuring: Ron Busby, USBC & Bibi Hidalgo, SBA

+ LIVE FROM BY BLACK STUDIOS WITH ZAKIYA LARRY

featuring: Gigi Dixon, Executive VP & Head of External Engagement, Wells Fargo & Johnny Bailey, Google

BREAKOUT SESSIONS

BREAKOUT #1a | Navigating the Franchising Ecosystem: Evaluating New Opportunities & Marketing Tactics

This session will help attendees evaluate opportunities and risks around the business and economic impacts of franchising, policy updates and what they mean for your business, franchise development tactics, marketing in this digital age and much more.

Featuring: Carolyn Thurston, Wisdom Senior Care, CEO (Moderator); Tim Williams, CFO, Williams Chicken, & Ellen Brown, Quality Inn Hotel, Franchisee

BREAKOUT #1b | African American Audio Update, Media Trends And A New Era For Measuring Listening, Sponsored By Nielsen

Radio continues to be the leading medium for reaching Black audiences on a weekly basis and Nielsen Audio executives will provide robust data and analysis in a presentation that will include information on the latest trends in audio consumption, consumer attitudes on COVID-19 and details on the upcoming introduction of groundbreaking new audio measurement technology.

Featuring: Arica McKinnon, Vice President, Nielsen Media Analytics; Laura Kutscher, SVP/Sales Director, Southeast, Nielsen & Bill Rose, SVP, Audio Client Solutions, Nielsen

11:30 AM

LUNCH SERVICE [ByBlack Lounge]

PLENARY #3 | A NABOB CONVERSATION WITH GENERAL MOTORS C-SUITE [Mainstage]

Sponsored by: General Motors

Chesley Maddox-Dorsey, Chief Executive Officer of A Wonder Media/ AURN will moderate the 2021 NABOB Keynote Address featuring General Motors Chief Executive Officer Mary Barra and General Motors Global Chief Marketing Officer Deborah Wahl. General Motors leadership will discuss the company's commitment to increase advertising spending with Black-owned media and the steps the company is taking to make General Motors the most inclusive company in the world.

Featuring: Kevin Jenkins, Power of Urban Radio, Master of Ceremonies; James Winston, President, National Association of Black Owned Broadcasters; Sherman Kizart, Managing Director and Founder of KMP; Chesley Maddox- Dorsey, CEO, A Wonder Media/ AURN; Mary Barra, Chief Executive Officer, General Motors & Deborah Wahl, Global Chief Marketing Officer, General Motors

12:30 PM

LIVE FROM BY BLACK STUDIOS WITH ZAKIYA LARRY [Mainstage]

Featuring: Lenwood Long,AAA CDFI CEOs; Eric Kelly, Overland-Tandberg & Anibelka Castillo, American Express

1:00 PM

PLENARY #4 | DIVERSE VOICES: THE POWER OF AUDIO STORYTELLING [Mainstage]

Sponsored by, Dentsu

In this session, hear from dentsu, General Motors, P&G, and Kroger as they discuss a new model for authentically co-creating unique and engaging content to inspire systemic change in the marketplace through storytelling, while also shifting media dollars to create a more equitable supply chain.

Featuring: Doug Rozen CEO, Dentsu Americas; Mark Prince Jr., SVP, Dentsu Americas; Charlotte La Nier, North America Media, Group Director, Kendra Clune, Associate Media Director, Kroger

BREAKOUT SESSION

BREAKOUT #2a | Facebook Elevate

This session provides eye-opening information about establishing your presence through social media and engaging your community with free Facebook tools. Also learn about Facebook's Elevate program which supports entities of color, such as small business owners, creators, community leaders, nonprofits, and jobseekers on their journey toward economic success. This group is managed by Facebook employees, and offers members various resources, education, and support to help expand their skills in digital marketing.

Featuring: Tristen Sutton, Facebook

BREAKOUT #2b | AMEX Shop Small Program

2:00 PM

PLENARY #5 | GLOBAL MEDIA AGENCY PANEL,

Sponsored by Katz Media, AARP, NIELSEN, U.S. ARMY ROTC, AND TOYOTA

Tune in to hear executive and senior media activation and media buying leaders discuss how they strategically and tactically place billions of media dollars for their clients. They will also share how minority owned and minority targeted media fits in their clients campaigns. Additionally, these global media agency leaders will discuss the important pivot that has taken place in their respective agencies, and with their clients, concerning the importance of expanding minority owned media investment. These industry leaders will also detail how they are working with minority owned media to accomplish their clients and the media agency's goals.

Featuring: Annette Malave, SVP, Insights Radio Advertising Bureau; Danielle Atanda, Managing Director, OMD; Diana Anderson SVP, Group Director Network Audio and Local Digital Activation, dentsu Media; Karina Dobarro, Head of Multicultural at Horizon Media; Kathy Doyle EVP, Local Investment & Lisa Torres, President, Cultural Quotient, Publicis Media

3:00 PM

Matchmaking Session #1 & #2 [Zoom]

PLENARY #6 | LEVERAGING NEW FORMS OF CAPITAL INVESTMENTS [Mainstage]

The use of equity capital is not always seen as an option for Black businesses. Hear from experts as they discuss the new forms of capital created to serve Black firms, the importance of succession planning, and the expanded need for capital to become a player in the new infrastructure package, digital apps, block chain uses, etc.

Featuring Eric Kelly, Overland Tandberg; Philip Reeves, APIS & Heritage; Shawn Rochester, Minority Equality Opportunity Acquisitions (MEOA) & Alejandra Castillo, Economic Development Agency

BREAKOUT SESSIONS

BREAKOUT #3a | Advancing Black Entrepreneurs

Sponsored by Chase

U.S. Black Chambers and Advancing Black Entrepreneurs by Chase for Business has developed a series of information-packed sessions that help expand your financial knowledge. Chase for Business and Advancing Black Pathways have come together for Advancing Black Entrepreneurs – a collection of practical resources tailored to help Black business owners grow and scale their business through by Chase for Business and US Black Chambers, Inc. providing a collection of practical resources tailored to help Black business owners grow and scale their businesses through educational courses delivered by our coalition of prominent Black advocacy groups designed to help businesses recover and move forward, on-demand tools that business owners can leverage virtually whenever and wherever, and business spotlights and articles that showcase real life Black business owners.

Featuring: Shea Taylor - Chase for Business; Lisa Stevens, Chase for Business & Alisa Joseph, USBC

BREAKOUT #3b | Power of Urban Radio: Programmatic the Way to Win with P&G

Sponsored by P&G

Build your capability by learning the playbook to programmatic with P&G. Programmatic buying is the foundation of P&G's media strategy. If you want to grow your business with P&G, attend this workshop to learn how to do it with programmatic.

3:30 PM

PLENARY #7 | WOMEN IN BUSINESS [Mainstage]

Sponsored by: Wells Fargo

This candid conversation illuminates the increasing numbers of Black women firms, underscores their thought leadership and highlights new ideas for the future in expansion and new ventures.

Featuring: Susan Vanderbelt, Nashville Black Chamber; Natalie Cofield, U.S. Small Business Administration; Alima Hawthorne, Business Acquisition Manager, Wells Fargo & Necole Parker

4:00 PM

PLENARY #8 | TAP INTO THE BILLION DOLLAR CANNABIS INDUSTRY [Mainstage]

Hear from experienced operators and advocacy professionals about the unique opportunities to ensure increased revenue, access to products, and self-reliance when running a cannabis business operation.

Featuring: Tahir Johnson, US Cannabis Council; Elroy Sailor, Harvest Inc.; Linda Greene, Anacostia Organics & Felix Murry, GasHouse

BREAKOUT SESSIONS

BREAKOUT #4a | Grow with Google: How to Make Google Work for Your Business

Helping small businesses grow is critical to economic growth and revitalization in our communities and Google is here to help. Grow With Google Coaches have developed content designed to meet the challenges and changing needs of businesses. Not only will this session help you navigate through the pandemic, it will also help you identify ways to drive more future revenue. Learn how to grow your business with free tools, digital skills training, and hands-on-coaching.

Featuring: Sterling McKinley

BREAKOUT #4b | National Marketers Panel

Sponsored by ODE AUDIO, AARP, TOYOTA, U.S. ARMY ROTC NIELSEN

For over 20 years, NABOB has committed its efforts to developing strong and strategic alliances and partnerships with the world's leading marketers and media agency communities. This session brings together NABOB partners from the national marketing and agency community to share how they have worked cooperatively and collaboratively with the NABOB community to achieve their goals.

Featuring: Howard Robertson, CEO/ Spotset Networks & NABOB Network; MAJ Erika Zimmerman, Senior Product Manager, Army Marketing Enterprise; Anthony Novak, Multicultural Marketing- Toyota USA; Imani Greene, CEO, The Greene Group/Fors Marsh Group & Shani Hosten, Vice President, African American /Black Audience Strategy & LGBTQ Audience Strategy, Diversity, Equity & Inclusion

5:00 PM

LIVE FROM BY BLACK STUDIOS WITH ZAKIYA LARRY [Mainstage]

Featuring: George Acheampong Jr.; Co Founder, Managing Partner, CapitalWize; Frenchie M. Bush Harris, Founder, The Black Fashion Movement; David Shands, Author, Coach & Motivational Speaker; Kaila Thompson, Creative Marketing Specialist

PLENARY #9 | RUNNING THE GAME : C-SUITES IN PROFESSIONAL SPORTS [Mainstage]

The state of sports entertainment was affected like all industries through the challenges of COVID-19, social unrest and calls for justice in the advent of the death of George Floyd. Listen in on how these sports organizations responded in formulating a path to build stronger communities and initiatives to support Black businesses.

Moderated by: Ed Gordon



Featuring: Danita Johnson, President of Business Operations, D.C. United; Jason Wright, President, Washington Football Team & Gregory Michel, Vice President & Head Of Procurement, National Basketball Association (NBA)

BREAKOUT SESSIONS

BREAKOUT #5a | Doing Business with the Federal Government

Federal contracting is a great way to grow revenue but has been somewhat elusive to Black firms. Hear from specialists that provide guidance on the process, best ways to start and opportunities to successfully win in the contracting space.

Featuring: Farad Ali, USBC President's Circle, CEO Asociar; Calvin Mitchell, Department of Education; Shelby Scales, Department of Transportation & Arielle Douglas, Environmental Protection Agency

BREAKOUT #5b | Power of Urban Radio Virtual Reception

Sponsored by ODE AUDIO, AARP, TOYOTA, U.S. ARMY ROTC NIELSEN

Featuring: Tony Coles, President, Black Information Network; Don Jackson, Chairman & CEO, Central City Productions, Inc.; & Major General Davis Commanding General, U.S Army Cadet Command and Fort Knox

6:00 PM

SPECIAL GUEST PERFORMANCE FEATURING [Mainstage]

Anthony Hamilton



6:30 PM

Black Brands Tasting Event [Felt]

7:00 PM

VIRTUAL EVENT ENDS FOR THE DAY

Friday, October 15th

8:00 AM

DOORS OPEN TO THE BYBLACK STUDIO [Mainstage]

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Featuring: DJ Stormy

8:30 AM



MORNING MOTIVATION WITH MAGGIE ANDERSON [Mainstage]

+ LIVE FROM BY BLACK STUDIOS WITH ZAKIYA LARRY

Featuring: Ronald Busby, Jr, By Black Platform; , Tosh Ernest, Chase; Ronnie Cameron, Product Manager, Social Impact Equity, Facebook

9:30 AM

PLENARY #10 | THE BLACKPRINT ADVOCACY AGENDA [Mainstage]

The 2021 BLACKprint publication details the U.S. Black Chambers (USBC) policy agenda supporting the Black business community. While Black America is currently grappling with an unprecedented economic and health crisis brought on by the coronavirus pandemic - we remain resilient. As our community continues to grow and recover, more Black Americans seek the opportunity of entrepreneurship. To encourage this activity, we must have strong policies from local leaders, state Governors, congressional leaders in DC and in the White House.

Featuring: Ron Busby, President, USBC; Robert Childs EVP - Office of Enterprise Inclusion Diversity, AMEX & Business Engagement & Chanelle Hardy, Google

BREAKOUT SESSIONS

BREAKOUT #6a | Washington Update, Sponsored by Circle City Broadcasting

Featuring: James Winston, President, National Association of Black Owned Broadcasters; Diane G. Holland, Legal Advisor for Media and Consumer Protection, Office of Commissioner Geoffrey Starks, FCC; David Honig, President Emeritus, Minority Media, Telecom and Internet Council; Holly Sauer, Acting Legal Advisor, Media, Office of Acting Chairwoman Jessica Rosenworcel, FCC & Rick Kaplan, Executive Vice President and General Counsel, National Association of Broadcasters

BREAKOUT #6b | How To Do Business with Walmart

Moderated by James Winston, President of The National Association of Black Owned Broadcasters (NABOB), the Washington Update panel will discuss matters pending before the FCC, Congress, and other federal departments or agencies, that may affect broadcasters. Among the issues that will be discussed are: the various Tax Certificate bills; the FCC's Quadrennial Review of its radio and television multiple ownership rules, the FCC Incubator Program; the FCC's new regulations with respect to investigating foreign programming; the newly re-authorized and re-named FCC Communications Equity and Diversity Council.

Featuring: Tony Waller, VP Walmart and Henry & Haith Johnson , Owners of Le Host

10:00 AM

Matchmaking Session #3 & #4 [Zoom]

10:30 AM

PLENARY #11 | THE NEXT GENERATION OF BLACK OWNED BROADCASTERS [Mainstage]

Sponsored by: American Urban Radio Networks (AURN), AARP, Urban One

The evolution of black owned broadcasting remains critical as one of NABOB's key organizational objectives. The torch is passing within founding minority and family owned broadcasting companies across the country. New leaders are emerging and reimagining their path to success. The Next Generation of Black Owned Broadcasters will feature members from NABOB's Futures Committee, and will highlight the legacy of their organizations, their visions for the future, and explore solutions to recurring issues within the industry. KPRS Morning Grind Co-host, Shay Moore, will serve as moderator.

Featuring: Shay Moore, Air Personality, KPRS, Kansas City; Greg Davis Jr., Vice President/Atlanta Market Manager, Davis Broadcasting Inc.; Geniece Granville, Vice President/Columbus, GA Market Manager, Davis Broadcasting Inc.; Alexis Snipe- Campbell, General Manager, Glory Communications, Inc.; Velvet Perry, Vice President and General Manager of Perry Broadcasting of Augusta

BREAKOUT SESSIONS

BREAKOUT #7a | Digital Divide powered by Verizon

Black communities are outsized users of wireless connectivity, which continues to be vastly expanded to provide wired-like speeds during the transition to fifth-generation (5G) networks. At the same time, issues like the lack of broadband adoption and digital literacy still loom within communities of color. In this session, Verizon will highlight their new programs, initiatives and investments to help underserved communities bridge the digital divide.

Featuring: Michele Cober, Director of External Affairs & Strategic Alliances, Verizon; Preston James - Co-Founder/CEO, DivInc; Steven Shaw, Community Engagement Director, Verizon; Pedro Silva, Co-Founder, Milkify; Johnathon Bush, Founder, Not Just Cookies

BREAKOUT #7b | GeoBroadcast Solutions

Featuring: Chris Devine, CEO of GeoBroadcast Solutions; Rick Ducey, Managing Director of BIA; Steve Roberts, CEO of Roberts Broadcasting & NABOB Board Member; Sherman Kizart, Managing Director of Kizart Media Partners

11:30 AM

LUNCH SERVICE [ByBlack Lounge] | USBC Chamber Presidents Luncheon [Mirage 1]

PANEL #12 | "ACTIONS MORE THAN WORDS: NABOB'S ACTIONABLE STEPS TO CREATE OPPORTUNITIES FOR MORE BLACK MEDIA – ONE YEAR LATER." [Mainstage]

2020's powerhouse lineup of veteran media broadcasters and a representative from one of the nation's leading civil rights organizations, the National Urban League, will return to the By Black Conference virtual stage to continue the "Actions More Than Words" discussion surrounding the actionable steps society can take to strengthen the voices of the Black community over the nation's airwaves. American Urban Radio Networks (AURN) White House Correspondent Ebony McMorris will moderate this essential conversation. This panel was inspired by the NABOB statement published after the death of George Floyd entitled "Words are Not Enough."

Featuring: Ebony McMorris, White House Correspondent, AURN; DuJuan McCoy, CEO, Circle City Broadcasting, Circle City Broadcasting I, LLC, WISH-TV, WNDY-TV, Indianapolis; Clint Odom, Vice President of Strategic Alliances and External Affairs, T-Mobile, Washington, DC; Karen Slade, Vice President/General Manager, KJLH(FM), Taxi Productions, Los Angeles; Steve Roberts, President, Roberts Broadcasting, WRBJ(FM), Jackson, Mississippi & Melody Spann Cooper, CEO, Midway Broadcasting, WVON(AM)/WRLL(AM), Chicago

11:30 AM

BREAKOUT SESSIONS

BREAKOUT #8a | Women In Tech / Broadband Conversation with AT&T

BREAKOUT #8b | GeoBroadcast Solutions

Featuring: Chris Devine, CEO of GeoBroadcast Solutions; Rick Ducey, Managing Director of BIA; Steve Roberts, CEO of Roberts Broadcasting & NABOB Board Member; Sherman Kizart, Managing Director of Kizart Media Partners



By Black. | conference HOST Zakiya Larry

Zakiya is highly sought after media coach, on-air talent, executive producer and award-winning public relations executive, is also the CEO of Quest Media Training, a strategic communications firm that provides interview preparedness, strategic messaging, crisis communications and public relations. Zakiya also served as the long-time director of media relations for T.D. Jakes Ministries.

Zakiya is currently an expert contributor for various media outlets, and her industry insight has been featured in O, The Oprah Magazine, Black Enterprise, Fox News Radio national junket tour, and more.

12:30 PM

NABOB & POWER OF URBAN RADIO Awards [Mainstage]
Sponsored by AARP, TOYOTA, U.S. ARMY, ROTC, NIELSEN

Hosted by: Frank Ski, Air Personality, WHUR, Washington and WALR, Atlanta & Nina Brown, Air Personality, WHUR, Washington and WALR, Atlanta

Featuring: Alfred Liggins, CEO, Urban One; Karen Slade, Vice President / General Manager KJLH & James Winston, President, National Association of Black Owned Broadcasters (NABOB)

Honoring:



Doug Ray
Global Chief Product Officer, Dentsu International



Alva Adams Mason
Group Manager, Multicultural Business Alliance and Dealer Relations, Toyota Motors USA



Congressman G.K. Butterfield
U.S. House of Representatives

2:00 PM

PANEL #13 | NABOB FOUNDATION: CREATING THE NEXT GENERATION OF MEDIA SALES OPERATIONS LEADERS [Mainstage]
Sponsored by Effectv, iHeart, Nielsen, and Spectrum Reach

The Media Sales Institute (MSI), the nation's leading talent development program (for sales & operations professionals) of diverse backgrounds; has been addressing the challenge of diversity and inclusion within media for over 20 years. In partnership with NABOB and NABEF Foundations, the MSI has certified over 1000 media sales/operations graduates that are in media/marketing today. This session, "Creating The Next Generation of Media Sales & Operations Leaders" will be a peek into the future. Hear how the already successful MSI program, will be expanded into the country's first "Media Sales & Operations" (MSD) two year collegiate concentration at the Atlanta University Center (AUC).

Featuring: Jeffrey Myers, Principal PSP 1, LLC & Dana Myers, Director of Operations, PSP 1, LLC

3:00 PM

PLENARY #14 | BLACK BUSINESS ADVOCACY AND INNOVATION WITH FACEBOOK [Mainstage]

Featuring: Alvin Bowles, VP of Business Ecosystem Partnerships + Ron Busby, President & CEO, US Black Chambers, Inc.

PLENARY #15 | BOLD ACTION IN SUPPORT OF NEW PROCUREMENT AND ENTREPRENEURSHIP OPPORTUNITIES [Mainstage]

Featuring: Clint Odom, Vice President of Strategic Alliances & External Affairs, T-Mobile



BREAKOUT SESSIONS

BREAKOUT #9b | Accion Opportunity Fund and Access to Capital for Black Owned Businesses - Sponsored by AMEX

Tune in to this fireside chat discussing greater access to capital for minorities. AOF CEO, Luz Urrutia will interview William Ford, President & CEO of K Systems Solutions. AOF's Small Business Progress Loan can give small businesses the momentum they need in a post-COVID-19 pandemic economy. Financial inclusion is essential as lack of funding remains an ongoing problem for Black entrepreneurs. Hear from the AOF CEO and a recent AOF loan recipients as they discuss the importance of access to capital and the value of the Small Business Progress Loan for growing businesses. Check out <https://progress.aofund.org/> or schedule a call with a consultant at 1-866-458-3555 to learn more and take your business to new heights. Featuring: Luz Urrutia, CEO, Accion Opportunity Fund; Williams Ford, President & CEO, K Systems Solutions

4:00 PM

PLENARY #16 | THE INSIGHTS & BENEFITS OF ADVERTISING TO BLACK CONSUMERS ON TELEVISION, SPONSORED BY THE TELEVISION ADVERTISING BUREAU [Mainstage]

The Television Advertising Bureau (TVB) will share the latest research on today's consumers and discuss the rationale behind consumers' media engagement and what is influencing their purchase decisions. This session will take a detailed look at today's Black consumer and identify the important spending power they represent. What media are Black consumers spending time with and what is influencing the products and services they buy?

Featuring: Brian Wexler, Senior Vice President, TVB

BREAKOUT SESSIONS

BREAKOUT #10a | Comcast Rise

Small businesses have been dealing with the ongoing impact of the pandemic, social unrest, and environmental events. Small businesses owned by people of color have been some of the hardest hit. Comcast RISE was created to invest in the success of these critical businesses by providing valuable and practical support.

BREAKOUT #10b | PhRMA's Equity Initiative Drives Supplier Diversity

Equity is critical to the health and well-being of Black and Brown communities, and it remains essential to a robust ecosystem of innovation. America's biopharmaceutical companies are pushing for necessary systemic and long-term change to better meet the needs of Black and Brown America. PhRMA's efforts include diversifying our business practices to better invest in communities of color. Join panelists for a discussion on PhRMA members' commitments to supplier diversity and learn how businesses can explore being a supplier for a biopharmaceutical company.

Featuring: Courtney Christian, Senior Director of Policy and Research at PhRMA; Jamie Samuels, Director of Supplier Diversity Development at Eli Lilly & Raul Suarez-Rodriguez, Director, Global Economic Inclusion and Supplier Diversity at Merck

6:00 PM

DINNER SERVICE BEGINS [GrandBallroom/Studio]

6:30 PM

USBC AWARD PRESENTATION [Mainstage]

Hosted by: Ed Gordon & Zakiya Larry
Featuring: Charles O'Neal, Chair, USBC & Ron Busby, President, USBC

Honoring:



URBAN CHAMBER OF COMMERCE
2021 Chamber of the Year

TEN35

TEN35
2021 Small Business of the Year



SLUTTY VEGAN ATL
2021 Woman Business Owner of the Year



AMERICAN EXPRESS
2021 Corporation of the Year



SENATOR BEN CARDIN
2021 Advocate of the Year



CONGRESSMAN AL GREEN
2021 Advocate of the Year

+ UNPLUGGED WITH



Raheem DeVaughn

THE AFTER - PARTY

Featuring: *B Army*

8:30 PM

VIRTUAL EVENT ENDS

Produced in partnership with the U.S. Black Chambers, Inc.;
The National Association of Black Owned Broadcasters, and
The Power Of Urban Radio.

