



## 2011 NATIONAL URBAN LEAGUE CONFERENCE

**J O B S REBUILD AMERICA** BOSTON CONVENTION CENTER // [www.nul.org](http://www.nul.org)

# SMALL BUSINESS MATTERS!

SATURDAY 7/30/11  
8AM-5:30PM

ONE DAY ENTREPRENEURSHIP SUMMIT : AGENDA



MEDIA PARTNER



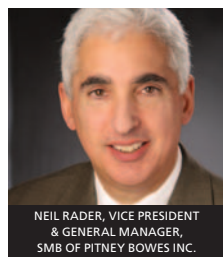
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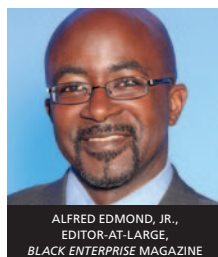
ONE DAY ENTREPRENEURSHIP SUMMIT : AGENDA



NEIL RADER, VICE PRESIDENT  
& GENERAL MANAGER,  
SMB OF PITNEY BOWES INC.



MAGGIE ANDERSON, CEO OF THE  
EMPOWERMENT EXPERIMENT®



ALFRED EDMOND, JR.,  
EDITOR-AT-LARGE,  
BLACK ENTERPRISE MAGAZINE



MAGNUS GREAVES, CO-FOUNDER  
& CEO OF 100 URBAN  
ENTREPRENEURS & THECASHFLOW



Join us for a day filled with dynamic speakers and interactive workshops. The Entrepreneurship Summit offers you the opportunity to network with industry leaders and successful entrepreneurs while accessing resources meant to spearhead your business growth and plans.

» IF YOU'VE BEEN IN BUSINESS FOR LESS THAN ONE YEAR, YOU'LL HAVE THE OPPORTUNITY TO PITCH YOUR BUSINESS PLAN TO OUR DISTINGUISHED PANEL FOR A CHANCE TO WIN \$10,000 IN FINANCING!

The Small Business Matters Breakfast\* will feature: **Neil Rader**, Vice President & General Manager, SMB (*Small and Medium Business*) of Pitney Bowes Inc.

The Luncheon\* will feature a keynote by: **Maggie Anderson**, CEO of the Empowerment Experiment®.

The Summit will also feature an "Effective Networking" Workshop\* presented by *Black Enterprise Magazine* and moderated by **Alfred Edmond, Jr.**, Editor-at-Large, *Black Enterprise Magazine*.

**Empowerment and opportunity begin with knowledge.  
Don't miss this opportunity to turn your entrepreneurial ambitions into profitable reality!**

VISIT [WWW.NUL.ORG/CONFERENCE](http://WWW.NUL.ORG/CONFERENCE) FOR MORE INFORMATION!

\* *Small Business Matters* registration includes workshops, all contests, meal functions and reception. National Urban League Conference registration grants you access to *Small Business Matters* workshops and business pitch contest. Tickets to the breakfast, luncheon, and reception may be purchased a-la-carte.



PRESENTED BY:



MEDIA SPONSOR: **BLACK ENTERPRISE**

IN PARTNERSHIP WITH: Interise, Greater New England Minority Supplier Development Council, City of Boston, Small and Local Enterprise Office, The Commonwealth of Massachusetts, The Commonwealth of Massachusetts, Executive Office for Administration and Finance, Office of Access and Opportunity and The Commonwealth of Massachusetts, Office of Small Business and Entrepreneurship.

IN CONJUNCTION WITH:



# SMALL BUSINESS MATTERS!

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8:00 AM – 9:00 AM

**BREAKFAST**

*Keynote Speaker:* **Neil Rader**, Vice President & General Manager, SMB (*Small and Medium Business*) of Pitney Bowes Inc.

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9:15 AM – 10:45 AM

**WORKSHOPS**

### » THE STATE OF ENTREPRENEURSHIP AND FINANCING PROGRAMS IN THE COMMONWEALTH OF MASSACHUSETTS

*Opening Remarks:* **Gregory Bialecki**, Secretary, Executive Office of Housing and Economic Development, Commonwealth of Massachusetts

*Panelists:* **Susan Windham Bannister**, Massachusetts Life Science Center; **Chuck Grigsby**, Massachusetts Capital Growth Fund; **Marty Jones**, CEO Mass Development; Wells Fargo representative

This session will describe growing trends and opportunities in the Massachusetts innovation economy and provide financial and technical assistance programs geared toward helping businesses access capital and new market opportunities.

### » USING TECHNOLOGY TO DEVELOP AND GROW YOUR BUSINESS

*Presented by Pitney Bowes Inc.*

Learn how on-line marketing tools can help to develop and grow your business, how developing sites can lead to new business opportunities and increased exposure, and why and how social media can give you a leg up in developing contacts needed to grow your business.

### » DEVELOPING AN ENTREPRENEURIAL MINDSET

*Presented by Babson College*

*Keynote Speaker:* **Elizabeth Thornton**, Chief Diversity Officer, Lecturer in Entrepreneurship, Babson College

Interested in starting and developing a business, but not sure what it takes? This session will provide you with the information needed to develop the tools to operate a business and move towards success. We will look at what an entrepreneur is, why people do this, and what you need to know to be successful.

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11:00 AM – 12:15 PM

**WORKSHOPS**

### » SMALL BUSINESS LISTEN & LEARN™ : How Businesses Survive Tough Times

*Presented by Interise*

*Moderator:* **Jean Horstman**, CEO, Interise

This session will feature a discussion between area entrepreneurs and business services providers on how the economy has affected business operations for small business owners and what resources and assistance are available to help jumpstart businesses to move toward increased market penetration.

## » HOW TO SELL TO CORPORATE AMERICA

*Moderator:* **Milton Benjamin**, President and CEO, Initiative for a New Economy

This session will provide information on what type of profile is needed to do business with Fortune 500 firms. We will discuss how to access prime and subcontracting opportunities and who you need to know to access opportunities from these firms.

## » EFFECTIVE NETWORKING (B TO B AND B TO C)

*Sponsored by* *Black Enterprise Magazine*

*Moderator:* **Alfred A. Edmond, Jr.**, Editor-at-Large, *Black Enterprise Magazine*,

*Invited Panelists:* **Melinda F. Emerson**, President, MFE Consulting, LLC; Host, SmallBizChat, **Pam Perry**, PR Coach & Social Media Strategist, Ministry Marketing Solutions, Inc., **Haji E. Flemings** (*confirmed*), Founder & CEO, Brand Camp University, **Marshawn Evans**, Principal, ME Unlimited LLC

This session will introduce you to best practices in developing a coordinated strategy to communicate and keep you linked in. Our in-the-know panel of marketing gurus will help you take the guess work out of your networking strategy and hone in on how to create real opportunities to take your business to the next level.

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**12:30 PM – 1:45 PM**

**LUNCH**

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### FILM PRESENTATION: FEATURING STORIES ABOUT BOSTON'S SUCCESSFUL SMALL BUSINESS OWNERS

*Keynote Speaker:* **Maggie Anderson**, Chief Executive Officer, The Empowerment Experiment® (*As featured in Black Enterprise, on CNN, MSNBC, Tom Joyner Morning Show, FOX Business Report, CBS News, Time, NPR, in The Los Angeles Times and more*)

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**2:00 PM – 3:30 PM**

**MATCHMAKING SESSION**

Purchasing representatives from Fortune 500 will provide their available contracting opportunities to conference registrants in advance of this session. Armed with this information business owners will decide which companies they would like to meet with and have five minutes to pitch their ideas!

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**2:00 PM – 4:00 PM**

**NEW ENTREPRENEUR PITCH COMPETITION FINALS**

*Presented in cooperation with* *100 Urban Entrepreneurs*

*Judge:* **Magnus Greaves**, Co-Founder & CEO of 100 Urban Entrepreneurs and TheCASHFLOW

All Small Business Matters Entrepreneurship Summit participants that have been in business for under a year or are thinking of starting a business will have the opportunity to enter the Pitch Competition. Finalists will be chosen before the conference and will pitch their ideas to a panel LIVE for a chance to win \$10,000 towards their new small business venture and admission to 100 Urban Entrepreneur's eight-week business-mentoring program!

**Register Today for a Chance to Win!**

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**4:00 PM – 5:30 PM**

**NETWORKING RECEPTION**

**REGISTRATION INFORMATION & PRICING: VISIT [WWW.NUL.ORG/CONFERENCE](http://WWW.NUL.ORG/CONFERENCE) FOR MORE INFORMATION!**

**SPECIAL DISCOUNT!**  
Get \$100 off  
use code: 2011SBM10  
when registering!

	Regular	After July 15
Small Business Matters Registration .....	\$400	\$450
<i>(includes Breakfast, Luncheon and Reception)</i>		



120 Wall Street  
New York, NY 10005

**SMALL BUSINESS  
MATTERS  
ENTREPRENEURSHIP  
SUMMIT JULY 30, 2011**

BOSTON CONVENTION CENTER

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**>>> WIN \$10,000 FOR  
YOUR BUSINESS!**