



EMPOWERING ENTREPRENEURS TO LEARN, BUILD & SCALE



CO-CHAIR
Cameron Robb,
Sr. Econ. Dev. Consultant, APS



CO-CHAIR
Art Hamilton,
Founder, Art Hamilton Group



CO-CHAIR
Jackie Johnson,
Diversity Dir., City of Scottsdale

PRESENTERS INCLUDE



Mayor David Ortega
City of Scottsdale



Dr. Velma Trayham
President & CEO, ThinkZilla
Consulting Group



Rob Millar
Scottsdale Economic
Development Director



Pam Giannonatti
Kroger Corporate Affairs
Manager, Fry's Food Stores



Jacqueline Starks
Mgr. Diversity, Equity, Inclusion,
Maricopa Community Colleges



Danny Seiden
President & CEO, AZ Chamber
of Commerce & Industry



Mark Stanton
President & CEO, Scottsdale
Chamber of Commerce



Cloves Campbell
Co-Publisher,
Arizona Informant



Eric Standifer
President & CEO,
Blaylock Van LLC



Keasha Beach
Executive Director,
BASE Arizona

SEPTEMBER 14, 2022, 8:30 AM - 5:00 PM



Scottsdale Center for the Performing Arts

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#UDBS2022



SUPPORT FROM



MAIN STAGE: VIRGINIA G PIPER THEATER

8:30 AM - 10:30 AM

REGISTRATION

8:30 AM - 9:00 AM

WELCOME MINGLE AND ARRIVAL

9:00 AM - 9:05 AM



EMCEE

Andrea Tyler Evans, Publisher, Frontdoors Media

9:05 AM - 9:10 AM



OPENING REMARKS

Pam Giannonatti, Corporate Affairs Manager
Fry's Food Stores & The Kroger Co.

9:10 AM - 9:15 AM



NATIONAL ANTHEM

Tina Estes, Trivium Music

9:15 AM - 9:20 AM



MAYOR'S REMARKS

Mayor David D. Ortega, City of Scottsdale

9:20 AM - 9:50 AM



PANEL: Overcoming Barriers to Entry & Promoting Statewide Economic Growth

MODERATOR: Cameron Robb, Senior Economic Development Consultant, APS

Robin Reed, President & CEO, Black Chamber of Commerce

Ricardo Carlo, President, Associated Minority Contractors of Arizona

Rob Millar, Economic Development Director, City of Scottsdale

Daniel Seiden, President and CEO, Arizona Chamber of Commerce and Industry
Experts in economic development in Arizona tell us what Arizona is doing to attract new and diverse businesses to our state, and what barriers are being overcome to create economic growth in key industries statewide.

9:50 AM – 10:05 AM



KEYNOTE: Moving from Transactional to Transformational

Jackie Johnson, Diversity Director, City of Scottsdale

Jackie Johnson will provide a keynote discussion on how to move your business environment from a transactional mindset to a transformation where diversity and inclusion can be ingrained in the workforce culture.

10:05 – 10:10 AM

WRAPUP AND THANK YOU

An overview of the day and recognition for the sponsors and partners that made this event possible.

10:10 – 10:20 AM

B R E A K

10:20 – 11:10 AM



BREAKOUT SESSION #1

CORPORATE TRACK – VIRGINIA G. PIPHER THEATER

PANEL: Advancing Black Entrepreneurship

MODERATOR: Dr. Velma Trayham, President & CEO, ThinkZilla Consulting Group

Cloves Campbell, Co-Publisher, Arizona Informant

Jervis Hough, Chief Operations Officer/Public Finance, Blaylock Van, LLC

Kristen Stephenson, Senior Vice President, Research and Analytics at Greater Phoenix Economic Council

Some of the most respected business in Arizona's business community will discuss how we can promote the growth of Black-owned businesses across the state in a broad spectrum of industries.



10:20 – 11:10 AM



BREAKOUT SESSION #1

ENTREPRENEUR TRACK – STAGE 2

PART 1: Venture Capital and the Future of Entrepreneurship:

Accelerating the Growth of Businesses with Venture Development

Mark Moeremans, Senior Vice President Entrepreneurship & Venture Development, Arizona Commerce Authority

Ashley Kelly, Vice President Sr. Business Consultant, JP Morgan Chase Bank

These two experts in venture capital will help entrepreneurs navigate the challenges of VC funding and how it can be used to fuel growth in small businesses.



11:10 – 11:15 AM

B R E A K

11:15 AM – 12 PM



BREAKOUT SESSION #2

CORPORATE TRACK – VIRGINIA G. PIPER THEATER

PANEL: Developing and Supporting a Diverse Workforce Panel

MODERATOR: Ashlee Atkins, President, Greater Phoenix Urban League Young Professionals

Mark Stanton, President & CEO, Scottsdale Chamber of Commerce

Aric Bopp, Executive Director – Economic Development, Arizona State University

Eric Standifer, President & CEO, Blaylock Van LLC

Doug Bruhnke, CEO/founder, Global Chamber

Developing and supporting a diverse workforce is more important than ever before as companies seek to promote DEI initiatives and encourage employees from all walks of life to join their organizations. Diversity initiatives are good for business and this panel discussion will talk about leading efforts to implement DEI in Arizona companies.

11:15 AM – 12 PM



BREAKOUT SESSION #2

ENTREPRENEUR TRACK – STAGE 2

PART 2: Venture Capital and the Future of Entrepreneurship:

Accelerating the Growth of Businesses with Venture Development

Mark Moeremans, Senior Vice President Entrepreneurship & Venture Development, Arizona Commerce Authority

Ashley Kelly, Vice President Sr. Business Consultant, JP Morgan Chase Bank

These two experts in venture capital will help entrepreneurs navigate the challenges of VC funding and how it can be used to fuel growth in small businesses.

12 – 12:45 PM

LUNCH

ENJOY A VARIETY OF FOOD TRUCKS JUST ACROSS THE STREET

12:50 – 12:55 PM



AFTERNOON KEYNOTE SESSION

VIRGINIA G. PIPER THEATER

Emcee: Cameron Robb, Senior Economic Development Consultant, APS

12:55 – 1:30 PM



PANEL: Increasing Visibility in Underrepresented Demographics

VIRGINIA G. PIPER THEATER

MODERATOR: Jacquie Starks, Manager Diversity, Equity, Inclusion, Maricopa Community Colleges

Veronica Aguilar, Vice President, Teach for America

Keasha Beach, Executive Director BASE Arizona

This panel discussion will focus on how Arizona businesses and corporations can increase visibility in underrepresented demographics, whether that means race, socioeconomic status or age.

1:30 – 1:50 PM



KEYNOTE: Diversity in Progress: Strides Made to Date and Work Moving Forward

Dr. Velma Trayham, President & CEO, ThinkZilla Consulting Group

Dr. Trayham will show the audience some of the key metrics that corporations can measure to ensure that DEI initiatives are effective, as well as discuss how much of an impact DEI is having in the business environment across the country.

1:50 – 1:55 PM

WRAPUP AND OVERVIEW OF AFTERNOON SESSIONS

1:55 – 2:00 PM

B R E A K

2:00 – 2:40 PM



BREAKOUT SESSION #3

CORPORATE TRACK – VIRGINIA G. PIPER THEATER

PANEL: Deep Dive Spotighting Diversity Champions

MODERATOR: Amber Kellogg, Chief Strategy Officer, ThinkZilla Consulting Group

Alan “AP” Powell, AP & Associates

Nadia Rivera, Chief Impact Officer & Executive Director, Arizona Coyotes Foundation & Community Impact

Eric Standifer, Chief Executive Officer, Blaylock Van, LLC

This panel will include an in-depth discussion of what leaders in the implementation of diversity in the workforce are doing to make DEI initiatives a reality, and how business leaders across the community can champion diversity and inclusion causes.

2:00 – 2:40 PM



BREAKOUT SESSION #3

ENTREPRENEUR TRACK – STAGE 2

Doing Business with the City of Scottsdale & the Bonfire Vendor Portal

Jose Tapia, Purchasing & Warehouse Manager, City of Scottsdale

The City of Scottsdale encourages small businesses to apply for opportunities to work with the city in several key areas. One of the city's experts will help entrepreneurs navigate the process so they can be considered for new opportunities.

2:40 – 2:45 PM

B R E A K

2:45 – 3:30 PM



BREAKOUT SESSION #4

CORPORATE TRACK – VIRGINIA G. PIPER THEATER

PANEL: Women in Leadership – Fireside Chat

MODERATOR: Kaley O'Kelley, ABC 15

Dr. Velma Trayham, President & CEO of ThinkZilla Consulting Group

Christine Ellis, City Council Member, City of Chandler, Arizona

Monica Villalobos, CEO, Arizona Hispanic Chamber of Commerce

Catherine Arvizu, Vice President, Commercial Lender, Commerce Bank of Arizona

In today's marketplace, women minorities face unique challenges in making an impact. Hear amazing stories and learn about the motivation and personal qualities that drove these successful entrepreneurs to transform their concepts into reality.

2:45 – 3:30 PM



BREAKOUT SESSION #4

ENTREPRENEUR TRACK – STAGE 2

Entrepreneurship 101

Nyasha Stone Sheppard, Senior Program Manager/Community Manager, The Studios @ Mesa City Center, ASU

Developing an entrepreneurial ecosystem starts by centering on the entrepreneur and their journey. Leaders need to understand how entrepreneurs in their community find the resources and people they need to help them along the way. In this interactive workshop, we will focus on the power and impact supporting entrepreneurs has on the community. Participants will learn what it means to create innovative solutions to support entrepreneurs at different stages of the process.

2:45 – 4:00 PM



STUDENT START-UP LAB CENTER SPACE

Presented by Maricopa Community Colleges and Country Financial

Jeff Swenson, Acting Center Director, AZ Small Business Development Center

Cesar Guzman, Financial Representative, COUNTRY Financial

This is an opportunity for students who are interested in becoming entrepreneurs to share their goals and dreams, as well as learn key information about how they can progress in their education and learn how to effectively run both business and personal finances.

3:30 – 3:45 PM

B R E A K

3:45 – 5:15 PM

BUSINESS EXCHANGE MAIN LOBBY

Join business leaders from across the Arizona business community for a networking session designed to create new connections that will make our economy more diverse, inclusive and innovative. This will be the closing celebration for the United Diversity Business Summit and an opportunity to share best practices and new information with new friends and colleagues.

5:15 – 5:30 PM

WRAP-UP AND EVENT CLOSURE



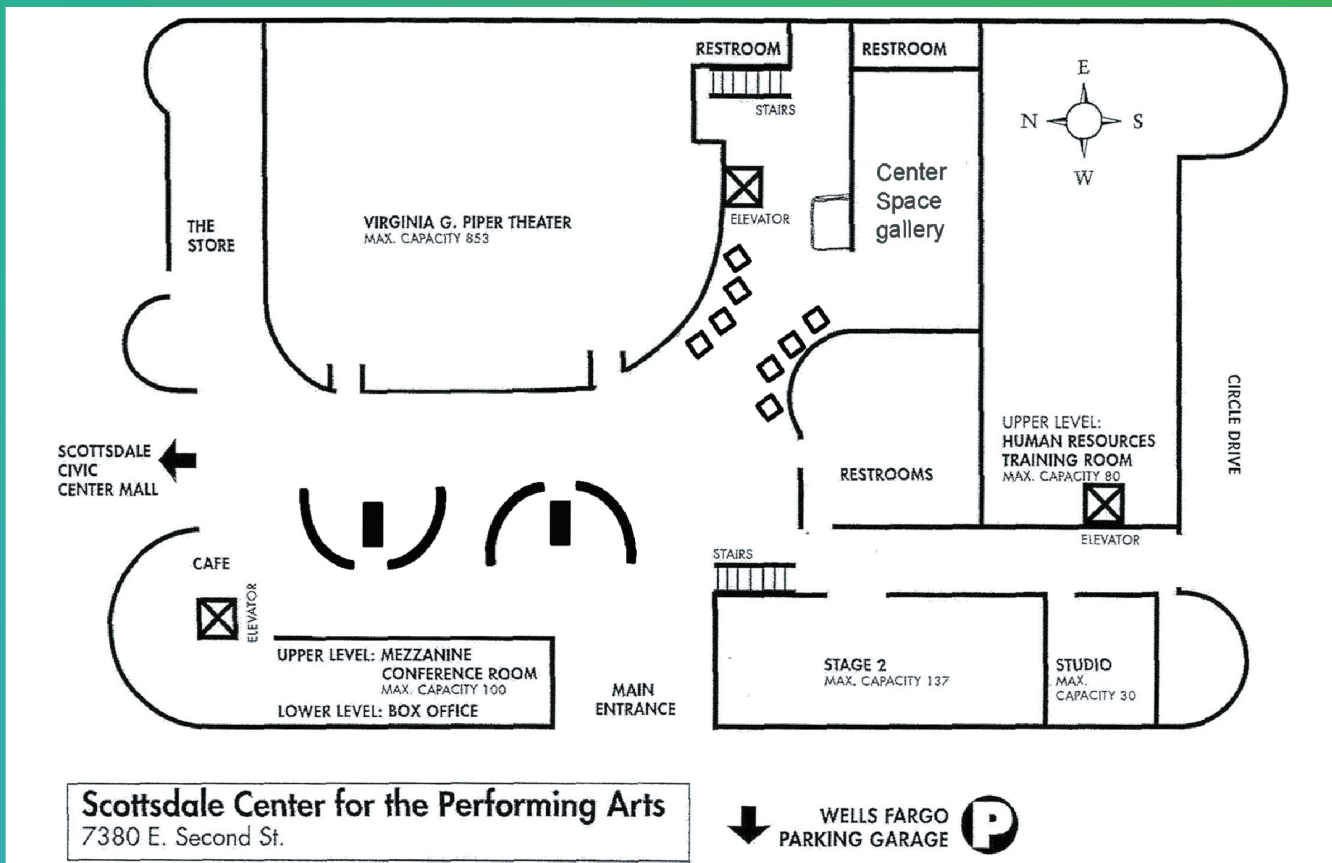
Welcome to the United Diversity Business Summit!

Scottsdale is the crossroads where talent meets capital investment. The City of Scottsdale is proud to support an inclusive environment where businesses and families can thrive.

After you learn, share and carry forward the 2022 summit program, please enjoy all that Scottsdale has to offer in Old Town, entertainment venues, and hike the pristine mountain of the McDowell Sonoran Preserve.

Sincerely,

David D. Ortega
Mayor of Scottsdale



SCOTTSDALE CENTER FOR THE PERFORMING ARTS

Venue Notes

- **COFFEE:** A coffee cart with pastries will be stationed near the main entrance of the venue during the morning sessions and registration.
- **LUNCH:** Food trucks will be stationed across Second Street in the parking lot during lunchtime. You may purchase your lunch there and bring it back into the venue.
- **VENUES:** The Virginia G. Piper Theater will host all keynote sessions as well as the Corporate track. The Entrepreneur track will be hosted in Stage 2. The Center Space Gallery will be set up “lounge style” for use throughout the day until 2:45 p.m., when it will host the Student Start-Up Lab.

Caring for neighbors and supporting the community for more than 60 years.



We're on a mission to end hunger in the communities we call home and eliminate waste across our company by 2025.

In 2021, we donated 12 million meals to Arizona's hungry families and diverted 97 million pounds of waste from landfills through our recycling, livestock feeding and food rescue programs.



Location. Location. Innovation.

The ASU Office of Economic Development (OED) supports Arizona's business attraction, retention and expansion strategies to help improve our communities and accelerate our economy.

ASU's Innovation Zones provide an opportunity to work in close proximity with ASU staff, students and faculty, as well as with other high-profile industry leaders. Just like urban neighborhoods, each Innovation Zone has its own distinct personality, characteristics and amenities. We designed our Zones this way to ensure we can offer tenants a wide range of customizable options appropriate to size, industry and need.

- Co-locate with the most innovative university in the nation.
- Adaptable, customizable and expandable space options.
- Access to ASU facilities, staff, students, and faculty.
- Opportunities to collaborate with other tenants.
- Access to an educated, work-ready workforce.
- Close proximity to transportation hubs.

We are eager to collaborate with you.



ADDITIONAL SUPPORT PROVIDED BY



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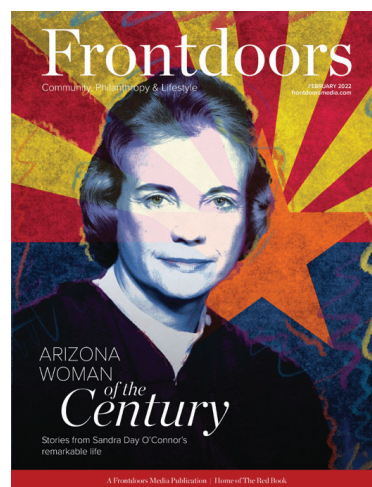
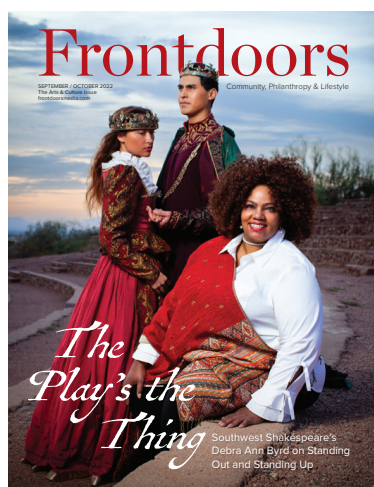
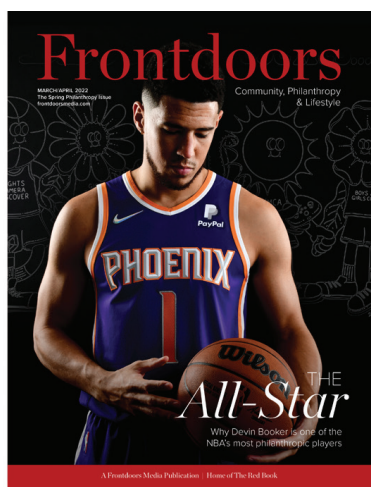


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UNLOCK THE SUCCESS OF YOUR BUSINESS.

SRP is dedicated to supporting business partners that reflect our diverse community. We promote organizations with diverse leadership groups by giving them the tools they need to be even more successful.

SRP is proud to support the United Diversity Business Summit.

Contact us at supplierdiversity@srpnet.com or visit srp.net/supplierdiversity.

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