

2010 NGLCC Business & Leadership Conference: Thursday

Thursday, November 18, 2010

8:00 AM – 5:00 PM

Registration

Upper Lobby

9:00 AM – 10:30 AM

NGLCC National Business & Leadership Conference Opening Breakfast – “A World of Opportunity”

SPONSORED BY ING

Presidential Ballroom

Featuring:

Congresswoman Tammy Baldwin, U.S. House of Representatives

Karen Mills, U.S. Small Business Administration

Tom Roth, Community Marketing, Inc.

Congressman Jared Polis, U.S. House of Representatives

10:45 AM – 12:00 PM

Business Sessions:

Going Global - How to Find Customers, Finance International Growth and Contract with Multinational Corporations

SPONSORED BY TRENDYMINDS, INC & PARK HYATT MENDOZA

California Room

This session is for LGBT-owned businesses of all sizes who wish to learn how to find and finance foreign buyers to increase their sales. Attendees will learn how to locate international buyers, access valuable trade information, obtain working capital loans, protect against risk of nonpayment, and offer buyer financing with the government's assistance through the U.S. Export-Import Bank. During the session, a synopsis of the first annual NGLCC Business and Cultural Exchange to Buenos Aires, Argentina will be shared with the audience. Learn how you may participate in future exchange trips as well.

Moderator: Trevor Yager, TrendyMinds, Inc

Irwin Drucker, IBM Corporation

Guy Lamb, Wells Fargo

Representative, Export-Import Bank of the United States

Going Green

SPONSORED BY HARRAH'S ENTERTAINMENT

Massachusetts Room

Are you a small business looking to start or expand green practices at your company? Is your corporation looking to source products and services from LGBTBEs that are green in their business practices? This session is designed to address both audiences by sharing trends

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and best practices driving green initiatives in the business community. Hear from small businesses and large corporations with strong green initiatives.

Moderator: Trung Tieu, PepsiCo

James Küster, Küster Design

Gwen Migita, Harrah's Entertainment

Larry Poltavtsev, Target Labs, Inc.

LGBT Supplier Diversity Certification 101 - What LGBT Business Owners and Entrepreneurs Need to Know

SPONSORED BY AMERICAN AIRLINES

Pan American Room

Is your business missing out on the millions of dollars being spent with certified LGBT suppliers? This session will give LGBT business owners and entrepreneurs the background and understanding of how to become a certified LGBT vendor to some of America's top corporations and other LGBT Business Enterprises (LGBTBE™). Come hear perspectives from top corporate decision makers and certified LGBT business leaders to discover how you can grow your customer base by becoming a certified LGBT supplier.

Moderator: Phil Giorgianni, NGLCC

Diana Domenech Mott, JPMorgan Chase

Sam Lehman, Columbia IS Consulting

Maximizing Your LGBTBE Certification

SPONSORED BY MARRIOTT HOTELS & THE MIXX

South America Rooms AB

This panel will discuss best practices and success stories on how to market your certification and effectively brand your company as an LGBT Business Enterprise (LGBTBE) when seeking business with corporate America. The workshop will cover how to ensure you are a registered vendor with NGLCC Corporate Partners and promote your business with key contacts and corporate supplier diversity representatives. Panelists will also discuss additional opportunities available exclusively to LGBTBEs including business development resources, scholarships, mentorships, access to award programs and more. Join certified LGBTBEs and NGLCC Corporate Partners as they share valuable tips, insights, and tools for maximizing your LGBTBE certification.

Moderator: Joanna Dees, NGLCC

Robyn Streisand, The Mixx

Frantz Tiffeau, Jr., Office Depot

NGLCC CCBO Session - Branding Your Chamber

Statler Rooms AB

12:00 PM – 1:45 PM

NGLCC Women's Business Initiative Luncheon – "Leading the Way: Perspectives from Outstanding Women Leaders"

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PRESENTING SPONSOR: ERNST & YOUNG

COLLABORATING SPONSORS: HYATT HOTELS & RESORTS, THE CAMPAIGN FOR DISABILITY EMPLOYMENT AND THE UNITED STATES POSTAL SERVICE

Presidential Ballroom

NGLCC Women's Business Initiative (WBI) members and other interested attendees will hear from top women in business and politics about what they have done to shatter the lavender glass ceiling. Panelists will share compelling insights about what it takes to succeed in today's competitive world and how they have become leaders in their respective industries.

Moderator: Chris Crespo, Ernst & Young, NGLCC Board of Directors

Featuring:

Assistant Secretary Martinez, U.S. Department of Labor

Martina Navratilova, Navratilova Inc.

Catherine Pino, D&P Creative Strategies

Stacy Smithers, Wells Fargo Bank Florida

2:00 PM – 3:15 PM

Business Sessions:

Federal Procurement and Your Business

SPONSORED BY OMNISTUDIO

Pan American Room

Did you know that the U.S. government purchases \$500 billion in products and services every year? With the backdrop of Washington, D.C., participants will learn the ins and outs of establishing client relationships with the U.S. government. Learn how LGBTBEs are navigating federal procurement systems and consider how you may be eligible to do business with the government. Experienced business owners and federal representatives will share insight, dispel myths, and answer questions about federal opportunities.

Moderator: Joanna Dees, NGLCC

Eileen Kessler, OmniStudio

Lourdes Martin-Rosa, American Express OPEN VIP

From Contacts to Contracts - Doing Business with Corporate America

SPONSORED BY SOUTHWEST AIRLINES

South American Rooms AB

LGBT-owned businesses trying to "crack the code" in working with major corporations will find this series of panel discussions, featuring a cross-section of industries, a must-attend. Panels of supplier diversity professionals from NGLCC corporate partners will provide useful insight into the unique needs of their specific industries and companies. America's top corporations collectively purchase millions of dollars in goods and services from certified LGBTBEs each year. During this series of sessions, panelists will provide an in-depth look into the expectations and sourcing needs of major corporations while offering applicable advice and tips for securing new

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business.

Moderator: Victoria Fulkerson, NGLCC

John Ballotti, Mattel

Kristen Hickey, Aetna, Inc.

Richard Moore, Southwest Airlines

José Nido, Wyndham Worldwide

International Trade - The U.S. Commercial Service and You

SPONSORED BY CONTINENTAL AIRLINES

California Room

Whether you're looking to make your first export sale or expand to additional international markets, the U.S. Commercial Service, a division of the U.S. Department of Commerce International Trade Administration, offers the trade counseling, market intelligence, business matchmaking, and commercial diplomacy you need to connect with lucrative business opportunities. This session will explore these tools available to you to reach particular business objectives and help you complete your export transaction.

Managing the Marketing Mix: LGBT Marketing Trends and How to Reach the LGBT Consumer Today

SPONSORED BY AT&T and MILLERCOORS

Massachusetts Room

Whether you are a major corporation or a small business with five or fewer employees, if reaching the LGBT market is a part of your business model, then you will want to attend this session. You will hear from leading LGBT advertising and public relations experts regarding effective campaign strategies. This session allows you to investigate which combination of tools and techniques are best for your business, considering the latest marketing trends and statistics available.

Moderator: Corey Lash, Hilton Anatole Dallas

Mark Elderkin, Gay Ad Network

David Jefferys, Altus Agency

Bob Witeck, Witeck Combs Communications, Inc.

NGLCC CCBO Session – Membership Development

Statler Rooms AB

3:15 PM – 3:30 PM

Afternoon Break

SPONSORED BY CAPITAL ONE

Upper Lobby

3:30 PM – 4:45 PM

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Business Sessions:

Beyond the Corporate Contract: Growing Your Business Through B2B and Tier 2 Opportunities
SPONSORED BY KAYE SCHOLER, LLP and L7Z

Massachusetts Room

Working with other LGBT Business Enterprises can result in competitive advantages and strong partnerships and alliances. Learn how you might expand your diverse customer base by capitalizing on Business-to-Business (or B2B) and Tier 2 opportunities, as well as community organizations. Hear success stories and have your questions answered by certified LGBT Business Enterprises that are actively working with diverse businesses and their own communities.

Moderator: Phil Giorgianni, NGLCC

Terry Hildebrandt, Terry Hildebrandt and Associates, LLC

Jay Miller, Imagehaus

David Ricciardi, Proximo Consulting Services, Inc.

Engaging Corporate Employee Resource Groups with NGLCC Programs and Initiatives

SPONSORED BY ERNST & YOUNG

Pan American Room

This session specifically for corporate representatives will inform attendees of the host of opportunities for members of corporate employee resource groups and affinity networks to get involved nationally and locally in the LGBT business community through the NGLCC. Learn how corporate employee resource groups and their members play a vital role in the LGBT Supplier Diversity Initiative and find out how you can make an impact in expanding opportunities for LGBT businesses and entrepreneurs.

Moderator: Victoria Fulkerson, NGLCC

Carol Attak, Accenture

Dustin Ruffatto, Ernst & Young

Jeff Taback, IBM Corporation

From Contacts to Contracts II - Doing Business with Corporate America

SPONSORED BY HEWLETT-PACKARD COMPANY

South American Rooms AB

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Moderator: Joanna Dees, NGLCC

Brent Friedman, Merck

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Nancy Minchillo, Hewlett-Packard Company
Randall Tucker, Starwood Hotels and Resorts

Healthcare Reform and Your Business: What You Need to Know

SPONSORED BY AETNA, INC.

California Room

This session will explore the 2010 healthcare reforms signed into law by President Obama and what it means to you as a small business owner. As you reevaluate your healthcare policies, consider access and affordability, preexisting conditions and tax incentives for offering coverage. Session attendees will hear from legislative and business experts that will be able to break down the opportunities and benefits available to small business owners and their employees through the Affordable Care Act while cutting through the rhetoric and debunking myths surrounding the new law.

Rhette Buttle, Small Business Majority

Mohit M. Ghose, Aetna, Inc.

NGLCC CCBO Session – Membership Development

Statler Rooms AB

5:00 PM – 6:00 PM

NGLCC Women’s Business Initiative Networking Reception

SPONSORED BY ERNST & YOUNG, ING & THE GAY AND LESBIAN VICTORY FUND

New York Room

LGBT and allied women conference attendees are invited to enjoy the fifth annual Women’s Business Initiative (WBI) Networking Reception. This year attendees will spend time discussing current events and the political climate with out lesbian officials in the Obama Administration. Attendance is open to all women conference attendees.

6:00 PM – 8:00 PM

NGLCC National Business & Leadership Conference Presenting Sponsor Reception

SPONSORED BY ING

Congressional & Senate Rooms

8:00 PM – 11:00 PM

Dine Out DC

Enjoy dinner at one of the many OUT or ALLIED restaurants in Washington, D.C., while networking with colleagues and friends - old and new. Conference attendees will receive special discounts at select participating restaurants.