

<p>EVENT: 20/20 Vision: Women & Entrepreneurship</p> <p>EVENT DATE/TIME: Wednesday, AUGUST 22, 2012</p> <p>RSVP: http://www.formstack.com/forms/?1235544-DGoqknvF3I</p>	<p>CONTACT Beevents@blackenterprise.com</p> <p>VENUE LOCATION: Hilton Charlotte Center City 222 East Third Street Charlotte, NC 28202</p>
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EVENT (FORMAT): The forum will explore how women entrepreneurs can prepare themselves and their ventures to form profitable strategic partnerships with large corporations, access capital and leverage technology to propel their enterprises to the next level.

WEDNESDAY, AUGUST 22, 2012

8:00 AM	<p>REGISTRATION/ CONTINENTAL BREAKFAST</p>
9:00 AM	<p>WELCOME REMARKS & INTRODUCTION OF WALMART REP.</p> <ul style="list-style-type: none"> • Earl “Butch” Graves, Jr., President & CEO, BLACK ENTERPRISE
9:10 AM	<p>INTRODUCTION OF CASE STUDY</p> <ul style="list-style-type: none"> • Derek T. Dingle., S.V.P. & Editor in Chief President & CEO, BLACK ENTERPRISE
9:15 AM – 9:45 AM	<p>Case Study 1: Using Social Media to Advance your Business</p> <ul style="list-style-type: none"> • Developing social media as a zero-cost marketing strategy • Leveraging social media to generate leads and maximize brand awareness • Building community and customer loyalty via LinkedIn, Twitter and Facebook <p>SPEAKER:</p> <ul style="list-style-type: none"> • Dawn Fitch, Founder and President, Pooka Pure & Simple
9:45 AM – 11:00 AM	<p>SESSION 1: Long Term Strategic Planning: Beyond the First Year</p> <p>Long-term objectives that seem necessary now may no longer be necessary in a year or two. Also, as your business grows and experiences challenges along the way, new strategies are warranted. Having a strategic plan provides guidance during each stage of your business development and serves as a reminder of the objectives needed to build a successful and profitable enterprise. This panel of entrepreneurs will share how to determine a strategic plan to help you maintain focus on the future. Learn how to...</p> <ul style="list-style-type: none"> • Manage growth and business development • Turn a challenge or crisis into an opportunity • Prioritize and quantify your long-term goals <p>SPEAKERS:</p> <ul style="list-style-type: none"> • Valerie Daniels-Carter, President & CEO, V&J Holding Cos. Inc. • Lisa Price, Founder & President, Carol’s Daughter

MODERATOR:

- Sonia Alleyne, Multimedia Editorial Director, **BLACK ENTERPRISE**

11:00 AM – 11:02 AM

INTRODUCTION OF CASE STUDY

- Sonia Alleyne, Multimedia Editorial Director, **BLACK ENTERPRISE**

11:02 AM – 11:32 AM

**CASE STUDY 2: Taking Your Business to the Next Level:
Are you willing to do what it takes?**

SPEAKER:

Audra Bohannon, VP, Diversity & Inclusion, Global Novations

11:32 PM – 11:34 PM

INTRODUCTION OF SESSION 2

- Caroline Clarke, Host, Black Enterprise Business Report, Executive Editor, **BLACK ENTERPRISE**

11:35 PM– 12:50 PM

SESSION 2: Where's The Money? Finding Financing for Your Business

Looking to raise capital to grow your enterprise and finding the tap dry? Well, investment dollars to fund your dream are out there from microloans to crowdfunding to private equity. Our top-level panel of experts will tell you where to look—and how to get them. Questions of the day for this informative session:

- What stage of capital do you need?
- Where to tap alternative financing like accelerator programs and crowdfunding?
- Who is the right investor for your type of business?
- How do you tailor your pitch for your target investor?

MODERATOR:

- Caroline Clarke, Host, Black Enterprise Business Report, Executive Editor, **BLACK ENTERPRISE**

SPEAKERS:

- Dr. Twyla Garrett, Founder Investment Management Entertainment Inc. and Garrett Entertainment Co.
- Kesha Cash, Director of Investments, Jalia Ventures

12:50 PM

WRAP-UP/ CLOSING REMARKS

1:00 PM

LUNCH is SERVED
