

**NATIONAL
URBAN
LEAGUE** *Virtual*
**CONFERENCE
2021**



SCHEDULE AT-A-GLANCE

September 28–October 1

JOIN THE URBAN LEAGUE MOVEMENT
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is on your side

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Welcome!

DEAR PARTICIPANT:

It is with great excitement that I welcome you to the National Urban League's 2021 Virtual Conference.

Challenges and obstacles may change, but the urgent work of the National Urban League goes on. On behalf of Marc H. Morial, our President and CEO, and the National Urban League Board of Trustees, I want to express our thanks to our valued corporate partners for making this year's conference a reality, starting with lead partners, **Target, Nationwide, Toyota, Wells Fargo, Experian, and Comcast.**

There is no way to overstate the seriousness of the battles we fight on all fronts to defend and advance social equity and economic justice for every American. And we remain resolute in our commitment to providing African Americans specifically with the tools and information to create our own opportunities.

To that end, we are proud to bring this year's conference to you, with great purpose and without compromise.

Over the next four days, you will interface with the nation's most influential business leaders, policymakers, community activists, and social justice advocates. At the same time, you will have full access to a stacked lineup of exclusive, issue-driven workshops, panel discussions, and self-help tutorials.

Here's a preview:

Day 1 Empowerment Day is dedicated to building a broad coalition into a powerful force for policy and social action.

Day 2 Career & Professional Development Day features a series of workshops crafted for your growth and career advancement.

Day 3 Small Business Matters Entrepreneurship Day is where we will guide new and veteran entrepreneurs toward long-term success.

Day 4 TechConnect & Demo Day is an annual gathering of tech innovators and content creators. We will discuss how you can find funding for your venture and expand your digital reach and influence.

It is a packed schedule, and the list of speakers and participants is long, diverse, and impressive. I encourage you to take full advantage of all the opportunities to connect and engage! And remember, all posted conference content will remain available on-demand until Sunday, October 31, 2021.

ONCE AGAIN, THANK YOU FOR JOINING US.

TOGETHER WE CAN MOVE THE NATION CLOSER TO EQUITY AND JUSTICE.

Sincerely,

Rhonda Spears Bell



Rhonda Spears Bell
Executive Producer
Senior Vice President & Chief Marketing Officer
National Urban League

Fact Sheet

BEFORE YOU GET STARTED, PLEASE COMPLETE THE FOLLOWING STEPS:

- #1 Review the instructional video under the resources tab
- #2 Set up your personal schedule in the auditorium
- #3 Visit the leaderboard and review the activities and prize list
- #4 Before you get started, check your internet speed at speedtest.xfinity.com

VISIT THE INFORMATION BOOTH IF YOU NEED HELP

OR HAVE QUESTIONS ABOUT THE FOLLOWING:

- » Career Fair
- » NUL Experience & Expo
- » Booth Locations
- » Leaderboard & Redeeming Prizes
- » Schedule
- » Speakers
- » Tech Support

VIRTUAL SWAG BAGS

At this conference, each attendee will have a digital SWAG bag. Please add videos, documents, and resources from all participating booths in the NUL Experience & Expo and Career Fair.

NATIONAL URBAN LEAGUE E-STORE

Please visit the National Urban League e-Store to view and shop all the latest Urban League merchandise.

DIGITAL PHOTO BOOTH

Don't forget to stop by the National Urban League Networking Lounge and take a selfie inside our digital photobooth! Please share on social using the hashtag #NULCONF2021.



URBAN LEAGUE

NOW

EXPERIENCE & EXPO

Presented by  experian.

Visit Our Expo Activations on Floor 1 & Lobby

SPIN TO WIN!

We've got daily partner giveaways for lucky chance takers. Why not you? Spin the wheel every day for the opportunity to walk away a winner!

HEALTH & WELLNESS

Daily workouts from gospel to hip-hop dance and senior soul sessions.

BRILLIANT & BLACK-OWNED MARKETPLACE

New and established Black-owned brands dominate this vibrant marketplace. The National Urban League spotlights the ever-expanding community of successful Black businesses, showcasing a broad and diverse range of products and services. Shop Black during the conference.

H.E.R. SPACE

Celebrate your inner and outer beauty with virtual makeovers, expert styling tips, coaching from today's top lifestyle bloggers and influencers.

KINGS CORNER

Specialized content for the men attending the conference.

TECH SPACE

Hear from top tech companies and startups.

COMMUNITY GIVEBACK CORNER:

"CANDLES FOR A CAUSE"

The National Urban League's dedication to volunteerism is the driving force behind our movement. The Community Giveback Corner is the place where conference attendees can volunteer a portion of their time to create a candle for distribution to a premier provider of housing services for people experiencing homelessness, The Friendship Place.

BUSINESS EXPERTS CORNER

Need tax advice for your start-up venture? Knowledgeable advice on business development or low-cost marketing? The Business Experts Corner has the right expert to address your need. Meet and connect with today's most in-demand business experts in this exclusive information space.

ELEVATE YOUR BRAND

If you want your name or product to stand out in today's environment then it's time to step up! You know it. We know it. This informative and bullet-paced presentation has one purpose—to help elevate your brand.

SCREENING ROOM

We are deep inside a renaissance of Black creativity in film and the visual arts. The Screening Room is your space to experience innovative and entertaining film shorts from emerging filmmakers. And catch the latest trailers for the best upcoming feature releases!

YOUTH CORNER

Teens and pre-teens need their space...and here it is! The Youth Corner is a high-energy virtual destination for the best in fitness, news, and educational content. And the Corner is your official portal to the National Urban League Youth Leadership Summit!

NATIONAL URBAN LEAGUE BOOTH & E-STORE

The hot stop for all your exclusive National Urban League merch. Proudly display the National Urban League emblem at home, the office, the gym—wherever you want to be seen. Located in the Lobby.

PREVIEW DAY » MONDAY, SEPTEMBER 27

OPENS AT 5:00 PM ET Make the most of your virtual conference experience with this exclusive preview event. Take the opportunity to acclimate to the National Urban League virtual environment, familiarize with the conference agenda, and prepare your schedule. Preview Day is a chance to plan, prioritize, and maximize your participation. Success favors the prepared!

DAY 1: EMPOWERMENT DAY » TUESDAY, SEPTEMBER 28



The National Urban League comes together with the urgent purpose of executing the most ambitious agenda in its history. The twin pandemics of COVID and structural inequity, police brutality and the fight to see justice for its victims, the most virulent attacks on voting rights since Reconstruction—these and other challenges have awakened a new spirit of advocacy from the grassroots to the corporate suite. We dedicate Opening Day to galvanizing our movement and our allies into a powerful force for empowerment.

10:00 AM–11:30 AM

OPENING PLENARY DESTINATION EQUITY: CHARTING THE PATH FORWARD AUDITORIUM



Welcome Remarks

Marc H. Morial, President & CEO, National Urban League

Remarks

Kamala Harris, Vice President of the United States

Tribute to Vernon Jordan & Whitney M. Young, Jr.

Marc H. Morial, President & CEO, National Urban League

Awards

Keith Ellison, Minnesota Attorney General

Sponsor Remarks

Laysha Ward, Executive Vice President,
Chief External Engagement Officer, Target

Moderator

April Ryan, White House Correspondent for theGrio,
Political Analyst and Author

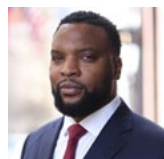
Panelists

Michelle Merriweather, President & CEO
Urban League of Metropolitan Seattle

Lee Merritt, Civil Rights Lawyer & Activist

Keith Ellison, Minnesota Attorney General

African Americans continue to be tested by a raging pandemic, voter suppression, and the threat of police violence, but we are meeting these challenges head-on in our march toward equity. An energized grassroots movement engaged the democratic process and delivered fresh leadership and a promising new direction for the country. Now the real work begins. Join the broad-ranging discussion on how we will capture the moment, heal the divisions that have stood in the way of progress, and cut a fresh path toward equity and social justice.



11:30 AM–6:30 PM

URBAN LEAGUE NOW **EXPERIENCE & EXPO** EXPO HALL

Visit our corporate partners' booths, the Health & Wellness Space, Tech Space, H.E.R. Space, KINGS Corner, Community Giveback Corner, Screening Room, Youth Corner, and Brilliant & Black-Owned Marketplace.



Welcome Remarks

Chris Rose, Vice President & Channel Leader, Experian



11:30 AM–1:00 PM



**COMMUNITY GIVEBACK PROJECT:
"CANDLES FOR A CAUSE"**

EXPO STAGE

Presenter

Paige Graham, Founder & Creative Director,
Paige's Candle Co.

Join in on a fun activity that reaps rewards for both attendees and community members in need. Candles for a Cause is an interactive, hands-on tutorial on the craft and art of candle-making—a time-honored skill for infusing every environment with calming scents and restorative vibes. Come in and create!

The first 10 attendees to sign up will receive free candle-making kits, and your creations will be donated to a community shelter.

MUST REGISTER TO ATTEND

11:30 AM–12:35 PM

FORUM AN UNCHARTED FUTURE—WHERE DO WE GO FROM HERE?

AUDITORIUM



Sponsor Remarks

Alba Castillo Baylin, Vice President of Stakeholder and Community Management,
Coca-Cola North America Operating Unit
Jeff Gennette, Chairman & CEO, Macy's, Inc.

Moderator

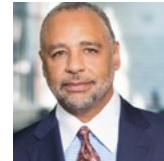
Ed Gordon, Award-Winning Journalist & President,
Ed Gordon Media

Panelists

Nkenge Harmon Johnson, President & CEO,
Urban League of Portland

Dr. Riana Elyse Anderson, Assistant Professor,
University of Michigan School of Public Health

Our recent history demonstrates the ability to achieve greatness in the face of adversity; but the future holds no guarantees. The next steps will prove critical to the larger movement to advance social justice—ensuring a fair and inclusive economic recovery, protecting voter access against new assaults, and reversing the raging COVID-19 epidemic by getting vaccines to front line workers and poor communities. Where do we go from here? Our panelists have some answers. We go hard and we go smart!



12:40 PM–1:50 PM

FORUM BLACK MEN: FACT VS. FICTION

AUDITORIUM



Sponsor Remarks

Nii Quartelai, Senior Advisor & National LGBTQ Liaison
Office of Diversity, Equity, and Inclusion, AARP

Moderator

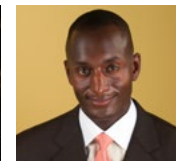
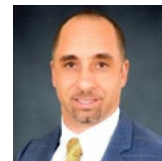
Jeff Johnson, CEO, Men Thrive

Panelists

Quincy Dunlap, President, Austin Area Urban League
Devale Ellis, Actor & Author

Dr. Randal Pinkett, Co-Founder, Chairman & CEO,
BCT Partners

Black men and boys are constantly fighting against stereotypes and biased assumptions. The preconceptions of others affect how we are treated in the classroom, in the workplace, even by law enforcement in our communities and homes, where structural bias produced deadly consequences in 2020. Today, Black men of all ages and in every arena, are demolishing the fictions that were used to curb our advancement. Hear from an exciting panel of leaders and change-makers who are defying racist expectations and transforming American society from their respective fields. Enough of the fiction, these Black men bring the facts!



1:10 PM–1:40 PM

**HEALTH BEGINS WITH SELF:
WOMEN'S HEALTH FIRESIDE CHAT**

EXPO STAGE

Speaker

Annterria Bruce, WHNP-BC, Founder & CEO, Vagesty

It's long overdue, but there is much greater attention paid today to Black women's health. We have a broader understanding of the unique burdens and barriers that impact the lives of Black women. Vagesty, a growing women's health retail company created by a nurse practitioner, is committed to inspiring women to use natural, chemical-free, and environmentally friendly feminine care products. Join this informative girlfriend's conversation about the latest products for Black women created by a Black woman.

2:00 PM–2:30 PM

GOSPEL DANCE WORKOUT

EXPO STAGE

Need a midday boost? Jump in the gospel sweat session!!

2:00 PM–2:55 PM

FORUM THE AMERICA WE STRIVE FOR—REALIZING THE PROMISE OF EQUITABLE JUSTICE

AUDITORIUM



Sponsor Remarks

Kendra Brown, Vice President, Public Policy, Mastercard
Regine Moore, Director of Constituent Relations, Walmart
Monique Carswell, Director of Center for Racial Equity, Walmart

Moderator

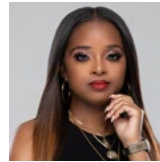
Byron Pitts, Anchor & Chief National Correspondent, ABC News

Panelists

Benjamin Crump, Esq., Founder & Principal, Ben Crump Law
Tamika Mallory, Co-Founder & Civil Rights Activist, Until Freedom

"Whenever this country has made any real advance toward equality, it's been the result of government, industry, and our communities working together—one mind, one objective." —National Urban League President & CEO, Marc H. Morial

From the ashes of conflict and division, visionary leaders have sought to build consensus and a shared sense of purpose around what America could be. That's the American story. Today's advocates for social justice and equity are helping to write the next chapter by marshalling allies from corporate America, federal, and local government, non-profit partners, and grassroots leaders. The goal is to forge effective strategies to combat injustice, economic and public health inequality, and the rising tide of extremist toxic nationalism that threatens the fragile victories won in 2020. Join this essential discussion of how we can achieve immediate and lasting progress through strategic collaboration.



2:45 PM–3:30 PM

H.E.R. SPACE: TURNING BURNOUT INTO WELLNESS IN THE WORKPLACE

EXPO STAGE



Opening Remarks

Kelli Richards, Founder & CEO, JOY Collective

Moderator

Shanti Das, Speaker, Author, and Philanthropist

Panelists

Sheri Riley, Empowerment Speaker, High-Performance Life Coach, Author
Ingrid Best, Executive Vice President, Head of Global Marketing, Spirits, Combs Enterprises
Whitney-Gayle Benta, Global Head of Artist & Talent Relations, Spotify

Deadlines that keep coming. Workloads only seem to grow heavier and more demanding. Nights and weekends are consumed by stress. We've all been there. Success and high standards come at a high price. If you're on the road to burnout, this session is your detour to wellness. Join this panel for a pointed conversation about how to ease stress and prioritize your physical and mental health without compromising productivity. Learn the best strategies for achieving true work-life balance and letting go of stress. Say "No" to burnout and "Yes" to wellness!

3:00 PM–4:00 PM

YP FORUM RIGHTEOUS VS. RADICAL, REVOLUTION VS. REFORM—THERE'S LEVELS TO THIS (AKA MARTIN VS. MALCOLM VS. WHITNEY)

AUDITORIUM

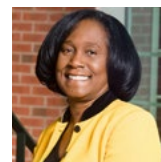
Moderator

Ray Shackelford, National President, National Urban League Young Professionals

Panelists

Marilyn Ford, Law Professor, Quinnipiac University
Zakiyyah Ali, Howard University SOE Doctoral Student (3rd-year) & Founder/Principal, Rebuilding Timbuktu, Inc.
Tylik McMillan, Washington D.C. Bureau Policy Advisor and National Director of Youth and College, National Action Network

Ending structural racism and achieving social equity—how do we best achieve these goals? Is the battle in the streets in the form of mass protest and civil disobedience? Is change best delivered from inside the system by more vigorous representation in government and other institutional leadership roles? The strategy debate has occupied the movement from the beginning, but the truth is, there's levels to this struggle. And in 2021, issues like police accountability, voter suppression, and income inequality are being addressed by community-based grassroots groups, youth activation on social media, and African Americans taking the reins of power at the highest levels. This plenary brings together leaders fighting for justice on multiple fronts to discuss collaboration and strategies to achieve shared goals.



3:50 PM–4:20 PM

GALDERMA
EST. 1981

**UP YOUR SKIN GAME:
THE PERFECT ROUTINE FOR
HEALTHY-LOOKING SKIN**

EXPO STAGE LIVE

Speaker

Dr. Christine Emesiani, Associate Medical Affairs Advisor,
Galderma

Clear and healthy-looking skin at any age always starts with a good skincare routine. Learn more about why a smart and consistent routine is important and what can happen when there's no strategy to your skin game. This session will also reveal the essential steps of an effective skincare routine, including helpful additions to ensure that effervescent glow!

4:30 PM–5:30 PM



**GOING FROM NEGATIVE TO
POSITIVE: A CRASH COURSE ON
PERSONAL & BUSINESS CREDIT**

EXPO STAGE LIVE

Opening Remarks

Marc H. Morial, President & CEO, National Urban League
Craig Boundy, CEO, Experian North America

Speaker

Kerrie Roberts, Content Creator, Experian

Growing up, most of us did not have access to education on how credit works and how it can impact our financial lives. Join us as we dive into the world of credit and uncover everything you need to know about personal and business credit.



5:30 PM–6:30 PM



**BRILLIANT & BLACK-OWNED:
FIRESIDE CHAT WITH RYAN
WILSON, THE GATHERING SPOT**

EXPO STAGE

Moderator

D'Juan Hopewell, Co-Founder, InsureBlack

Panelist

Ryan Wilson, Co-Founder & CEO, TGS Holdings

Ryan Wilson is widely acknowledged as one of the most influential African Americans of his generation. At age 24, Wilson and business partner, TK Petersen, raised the necessary private capital to launch The Gathering Spot in Atlanta. A private membership club for creatives, professionals, and entrepreneurs, The Gathering Spot quickly established itself as a hub for culturally impactful events. A second Gathering Spot followed in Washington D.C., and Wilson is leading an expansion into Los Angeles, with other markets still to come. The Spot's impressive business and cultural impact is only a single chapter in Wilson's unfolding story. Join the wunderkind entrepreneur, social influencer, and innovator for a wide-ranging fireside chat. We'll cover the inspirations and strategies behind Wilson's rise and explore his insights on the power of African Americans to transform culture and civic life in America.

8:00 PM–10:00 PM

URBAN LEAGUE LIVE PRESENTS REP YOUR CITY A HIP HOP & R&B VIRTUAL DANCE PARTY
LOUNGE



Sponsor Remarks

Quincy Stephens, Senior Director of Diversity/Inclusion
& Talent, Volkswagen Group of America

Vicki Miles, Diversity & Inclusion Sr Consultant,
Volkswagen Group of America

Sherry A McFadden, Director of Customer Care Center,
StateFarm

DJs

Kid Capri, East Coast & Midwest

Mannie Fresh, South

DJ Carisma, West Coast

THIS IS HOW WE DO IT! A non-stop dance jam that covers Cali-West Coast Hip Hop to the Dirty South, all the way east into Biggie's Bed-Stuy. Join in and represent your city as our Master DJ spins sounds from across the United States of Hip Hop and R&B. Expect the hottest jamz of today and back in the day to hit hard and furious for this high-energy happening. Be there when the Urban League goes All-the-Way Live. Rep your city!



DAY 2: CAREER & PROFESSIONAL DEVELOPMENT DAY » WEDNESDAY, SEPTEMBER 29



Get ready for a special event for job seekers and career-minded professionals looking to take that next step up the corporate ladder. The National Urban League devotes Day 2 of its annual conference to a forward-looking slate of workshops tailored to enhanced job success and economic independence. Get a jump on tomorrow's career trends and the corporate diversity and inclusion agenda. Here's your opportunity to find your place in the nation's post-pandemic workforce.

10:00 AM–11:30 AM

PLENARY DIVERSITY, INCLUSION, AND THE RECOVERY

AUDITORIUM



Welcome Remarks

Wanda Jackson, Senior Vice President, Human Resources, National Urban League

Awards

U.S. Representative Karen Bass (CA-37)

Rashida Jones, President, MSNBC

Kimberly Godwin, President, ABC News

Sponsor Remarks

Angela Bretz, SVP, Chief Diversity & Talent Acquisition Officer, Nationwide

Moderator

Caroline A. Wanga, CEO, ESSENCE

Panelists

Marlon Moore, Ph.D., President,

Marlon Moore Consulting, LLC

Celeste Warren, Vice President, Global Diversity & Inclusion Center of Excellence, Merck

Oris Stuart, Chief People & Inclusion Officer, NBA

As the economy recovers and hiring expands, how do we ensure a strong commitment to D, E, and I? A panel of senior diversity officers discuss efforts and approaches to ensure a more diverse, inclusive, and equitable future.



11:30 AM–6:00 PM

URBAN LEAGUE NOW EXPERIENCE & EXPO

EXPO HALL



Opening Video

Visit our corporate partners' booths, the Health & Wellness Space, Tech Space, H.E.R. Space, KINGS Corner, Community Giveback Corner, Screening Room, Youth Corner, and Brilliant & Black-Owned Marketplace.

11:30 AM–12:00 PM

YOGA SESSION

EXPO STAGE

Find your zen and tune out all the stressors of the day with a yoga session. Tune in and zone out.

11:30 AM–12:30 PM

FORUM TIME TO STOP, PIVOT, AND WIN: HOW TO KNOW CHANGE IS THE RIGHT CHOICE

AUDITORIUM



Moderator

Charreah Jackson, Coach and Media Entrepreneur

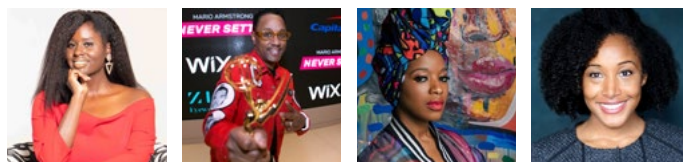
Panelists

Mario Armstrong, World Class Motivator, Host, Never Settle Show

Melissa Mitchell, Designer Artist, Entrepreneur, and Corporate Creator

Lakeisha Poole, Partner, Black Virtual Career Fair

Obstacles are made to be overcome, but sometimes they're a sign to change course. Join this discussion on how to pivot to your optimal advantage.



12:00 PM–4:00 PM

VIRTUAL CAREER FAIR

CAREER FAIR

Here's your opportunity to find your place in the nation's post pandemic workforce. Take advantage of resume critiques and career coaching to help elevate your job profile. Also, pop into a LED talk to get professional advice from experts at Edward Jones, Marriott, and Fifth Third Bank.

12:00 PM–4:00 PM

RESUMÉ CRITIQUE

CAREER FAIR STAGE



Attendees can sign up for a 1:1 resume review session to improve resume's format, design, relevance, and content. Resumé Critiques will be scheduled in 15-minute intervals.

12:00 PM–4:00 PM

CAREER COACHING

CAREER FAIR STAGE



Attendees can sign up for a live 1:1 career coaching session to learn skills such as career planning, resume building, and negotiation. Career Coaching will be scheduled in 30-minute intervals.

12:00 PM–12:15 PM

LED TALK:
PURPOSE POWER PROGRESS

CAREER FAIR STAGE



Speaker
Jesse Abercrombie, Principal and Financial Advisor,
Edward Jones

Enjoy a 15-minute powerful session independently led by an executive leader speaking on diversity and inclusion, professional development, and career topics facing professionals.

12:30 PM–12:45 PM

LED TALK:
THE RISK WORTH TAKING

CAREER FAIR STAGE



Sponsor Remarks
Stefanie Steward Young, Senior Vice President Chief
Corporate Social Responsibility Officer, Fifth Third Bank

Enjoy a 15-minute powerful session independently led by executive leaders speaking on diversity and inclusion, professional development, and career topics facing professionals.

12:30 PM–1:30 PM

THE 21ST CENTURY BLUEPRINT
FOR BUILDING BLACK WEALTH
EXPO STAGE

Moderator
D'Juan Hopewell, Co-Founder, InsureBlack
Panelist
Ngozi Nnaji, Owner, Insurance Consulting, LLC
John Rogers, Chairman, Co-CEO & Chief Investment
Officer, Ariel Investments
Dr. Michael H. Casson, Dean of the College of Business,
Delaware State University

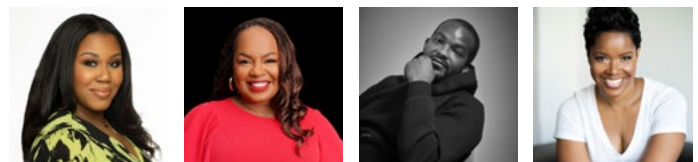
Nearly 30 percent of Black college-educated households would be unable to pay all their bills after a \$400 emergency expense, before the onset of the pandemic. COVID-19 has only exacerbated the problem and immediate action is needed. Black America must not only dig out of a deep hole but begin to create wealth. We'll discuss a new "Blackprint" to do so.

12:40 PM–1:40 PM

FORUM OWNING YOUR DIGITAL FOOTPRINT: THE FUTURE OF PERSONAL BRANDING
AUDITORIUM

Moderator
Stephanie Walters, Director of Engagement,
Television Host & Producer
Panelists
Paula Edgar, Esq., CEO, PGE Consulting Group LLC,
Diversity & Professional Development Trainer
Detavio Samuels, CEO, Revolt TV
Stephanie Humphrey, Technology & Lifestyle Contributor,
Speaker, Author ABC News

If the world of work was leaning digital before the pandemic, social distancing closed the deal. And there's no going back. Our panelists discuss the importance of creating a digital presence to career advancement and success. Learn how to build a digital portfolio and master the skills to put your best digital footprint forward.



1:30 PM–1:45 PM



LED TALK: MAKE YOUR MOVE
CAREER FAIR STAGE

Sponsor Remarks
Porsche L. Pettiford, Hotel Openings and Transitions,
(US/Canada/CALA), Marriott International

Enjoy a 15-minute powerful session independently led by executive leaders speaking on diversity and inclusion, professional development, and career topics facing professionals.

1:50 PM–2:50 PM



JPMORGAN CHASE & CO.

FORUM AT HOME WITH HYBRID: THE NEW NORMAL FOR THE WORKPLACE
AUDITORIUM

Sponsor Remarks
Rukevbe Esi, Senior Vice President, Chief Digital Officer,
AvalonBay

Brian Lamb, Global Head of Diversity, Equity and
Inclusion, JPMorgan Chase

Byna Elliott, Head of Advancing Black Pathways,
JPMorgan Chase

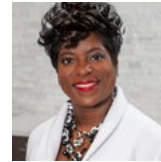
Moderator
Sharon Epperson, Senior Personal Finance Correspondent,
CNBC

Panelists
Watchen Nyanue, Vice President, Marketing Partnerships,
Chicago Sky

Jolore Williams, General Manager, Revlon Multicultural
and Contract Services

Kim Baker Lee, Vice President, Diversity & Inclusion, IGT

The need to physically distance forced industries across the spectrum to adapt and the hybrid workplace became the new normal. Even as workspaces begin to repopulate, the hybrid model is here to stay. Are you prepared? Career experts share insights into boosting your professional growth and advancement in a hybrid world.



2:30 PM–3:00 PM



**HCA HEALTHCARE AND THE COLLABORATIVE COMMUNITY—
A STRATEGIC APPROACH TO EQUITY, INCLUSION & WELLNESS**
EXPO STAGE

Sponsor Remarks
Sherri Neal, Chief Diversity Officer, HCA Healthcare
Joanne Pulles, Vice President of Community Engagement
and President of HCA Healthcare Foundation

Today more than ever, community wellness is achieved through collaboration, between healthcare providers, government, foundations, community leadership, and informed and engaged citizens. HCA Healthcare is at the forefront of strategies that bring parties together to collaborate successfully for the betterment of community wellness. HCA Chief Diversity Officer, Sherri Neal, and Joanne Pulles, Vice President of Community Engagement and President of the HCA Healthcare Foundation, reflect on the firm's innovative projects, its focus on inclusion, and their overarching strategy for community engagement.

3:00 PM–3:45 PM



YP FORUM CRASHING THE 'C-SUITE'—NEW RULES!
AUDITORIUM

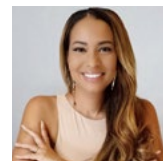
Moderator
Gia Peppers, Entertainment Journalist and Podcaster

Panelists
Valeisha Butterfield Jones, Business Leader &
Philanthropist

Mary V. Davids, HR & Career Development Strategist,
D&M Consulting Services, LLC

Alfred A. Edmond, Jr., Senior Vice President &
Editor-at-Large, Black Enterprise

So, what's the latest on your climb up the corporate ladder? The chances are good that the trip has taken some unexpected detours and encountered surprise obstacles. Let's face it, the rules are always in flux, particularly for African Americans with an eye toward the 'C'-Suite. Fortunately, somebody's got your back. This session is dedicated to jump-starting your career advance. Our panel of 'C'-level execs and corporate influencers bring hard-won lessons and expertise to this discussion of the strategies and skills set to get you in the room where everything happens. Better still, they'll discuss how to get there and succeed with your authentic self-intact! New rules for today's-'C'-suite executive!



3:50 PM–4:20 PM

TAKING A CLOSER LOOK AT HYPERPIGMENTATION

EXPO STAGE

GALDERMA
EST. 1981

Speaker
Dr. Warren Winkelman, Global Head of Medical Affairs
Strategy, Prescription Medicines Galderma Laboratories

Hyperpigmentation is a common skin condition, experienced by many individuals worldwide yet widely misunderstood. This session will give an exciting and informative dive into the true nature of the condition, what causes it, and the various treatment options.

4:45 PM–5:15 PM

**VIRTUAL PLAYBOOK: BUILDING A BRAND WITH SOCIAL MEDIA STAR KARLTON
"NOTKARLTONBANKS" HUMES**

EXPO STAGE

Moderator
Selena Hill, Deputy Digital Editor, Black Enterprise

Panelist
Karlton "NotKarltonBanks" Humes, Actor,
YouTube Personality

Karlton Humes is an Internet sensation who keeps us laughing through his collection of hilarious church-inspired comedic characters. In addition to building a robust community of over 1 million Instagram followers on his page @NotKarltonBanks, the multifaceted entertainer has appeared in Tyler Perry's "A Madea Family Funeral" and stars in the comedy series "Saved in the City." During a one-on-one session with Selena Hill, Deputy Digital Editor of Black Enterprise, Karlton opens up about his journey to becoming a social media star, notable content creator, and actor.

6:00 PM–7:00 PM

CAREER NETWORKING RECEPTION

LOUNGE



Sponsor Remarks

Chris Tabourne, Vice President, Strategic Diversity Initiative, Enterprise Holdings, Inc.

Jacqueline Grace Pope, SVP and General Manager, Tropicana Atlantic City

Rasanah Goss, Senior Vice President and Diversity Recruiting Director, Citizens

Kristen Wells, Director, Diversity & Inclusion, Hilton

Speaker

DeShaun N. Wise Porter, Global Head of Diversity, Inclusion & Engagement, Hilton

Join us at the end of the day for a lively "Room Hop" networking session featuring the sounds of Groove Master Antwigadee and multiple chances to win great prizes!

DAY 3: SMALL BUSINESS MATTERS/ENTREPRENEURSHIP DAY » THURSDAY, SEPTEMBER 30

TOYOTA



Successful Black-owned businesses are one of the most important catalysts of African American independence, and they've never faced a more critical period of challenge and transformation. Day 3 is all about helping new and veteran entrepreneurs find opportunities and leverage their strengths for long-term success. Find out how to tap into recovery assistance and new sources of capital. And learn from master entrepreneurs what strategies produce healthy returns for new and growing ventures.

10:00 AM–11:10 AM

PLENARY UNDERSTANDING THE LANDSCAPE & DRIVING SYSTEMIC CHANGE AUDITORIUM



Welcome Remarks

Cy Richardson, Senior Vice President, Housing & Community Development, National Urban League

Stephanie DeVane, Vice President, Entrepreneurship & Business Development, National Urban League

Awards

Lamell McMorris, Founder & Chief Executive Officer, Phase 2 Consulting

Sponsor Remarks

David Miree, Head of Consumer & Small Business Banking for Diverse Customer Segments, Wells Fargo & Company

Kristy Fercho, Head of Home Lending, Wells Fargo & Company

Moderator

David Miree, Head of Consumer & Small Business Banking for Diverse Customer Segments, Wells Fargo & Company

Panelists

Candace Waterman, President & CEO, Women Impacting Public Policy (WIPP)

Shawn Rochester, Founder of Good Stewart, LLC, PHD Enterprises, and The IDEA Institute

Sandy Fernandez, Vice President of Social Impact, North America Mastercard Center for Inclusive Growth

Our panel will explore the cost of historical racial discrimination on Black-owned businesses, the accountability of the public and private sector in creating equitable landscapes, and breaking down systemic barriers to build sustainable, wealth generating businesses.



11:30 AM–6:00 PM

URBAN LEAGUE NOW EXPERIENCE & EXPO

EXPO HALL

Opening Video

Visit our corporate partners' booths, the Health & Wellness Space, Tech Space, H.E.R. Space, KINGS Corner, Community Giveback Corner, Screening Room, Youth Corner, and Brilliant & Black-Owned Marketplace.



11:30 AM–12:20 PM

FORUM PPP IS FINISHED—NOW WHAT?

AUDITORIUM

Moderator

Moses Harris, Black/African American Segment Leader, Wells Fargo & Company

Panelists

Candice Matthews Brackeen, General Partner, Lightship Capital

James Sills, President & CEO, M&F Bank

Getting the critical capital needed to help your business survive COVID-19.



11:35 AM–12:00 PM

HIP-HOP WORKOUT

EXPO STAGE

Break a midday sweat to the hottest hip-hop music. This workout promises a fun, phat, fitness experience!

12:15 PM–12:45 PM

SOLUTIONS FOR FINANCIAL HEALTH

EXPO STAGE



Moderator

Shannon LaNier, News Anchor, Black News Channel

Speaker

D. Steve Boland, President of Retail, Bank of America

Today's COVID era economy is having a disproportionate and detrimental impact on Black communities. There are so many urgent economic challenges facing individuals, small business owners, and families. We know the problems. What are the solutions? Bank of America provides their answer to this question and important information about financial health and literacy at this critical time for African Americans at all income levels.



12:30 PM–1:20 PM

FORUM STRATEGIZE TO WIN—MASTERCLASS SESSION

AUDITORIUM



Keynote Speaker

Carla A. Harris, Vice Chairman, Head of Multicultural Client Strategy, Morgan Stanley

Moderator

Leroy Abrahams, Executive Vice President, Head of Community Affairs, Regions Bank

Carla A. Harris, author of "Strategize to Win: The New Way to Start Out, Step Up, or Start Over in Your Career," provides tools for launching and sustaining your business.



1:00 PM–1:30 PM

CREATING GLOBAL SUPPLY CHAINS IN BLACK COMMUNITIES

EXPO STAGE

Moderator

John William Templeton, 18th NBBM Founder and Publisher of the Journal of Black Innovation

Panelists

Dr. Marcus Martin, CEO, 2M Clinical (Dallas)
Malcolm Fabiyi, COO of 3Degrees Group (San Francisco)
Dr. Frederick Foreman Chairman/CEO Mathematical Modeling Inc
Derek Peterson, CEO and Founder, Soter Technologies
Colleen Payne-Nabors, COO, MCI Diagnostics
Jefferi K. Lee, CEO, ReplSocial

The 18th Annual National Black Business Month and the Dr. T. Nathaniel Burbridge Center for Inclusive Innovation are seeking to grow the number of African-American manufacturers from 1,000 to 25,000 by 2024, the end of the "International Decade for Peoples of African Descent." The goal is part of the coalition's' *Our10Plan*, an African-American economic strategy. John William Templeton, the founder and publisher of *The Journal of Black Innovation*, tells the scope of innovations being developed throughout the country to create employment magnets to stabilize communities.

1:30 PM–2:40 PM

FORUM ELEVATE YOUR BUSINESS TO SUCCESS

AUDITORIUM



Sponsor Remarks

Chris Reynolds, Executive Vice President & Chief Administrative Officer, Toyota Motor North America

Moderator

Paige Barton, Manager of Multicultural Business Strategy & Dealer Relations, Toyota Motor North America

Panelists

Lisa Price, Founder, Carol's Daughter
Sheila P. Coates, Founder & CEO, Be Your Own Brand
Stacey Wade, CEO, Nimbus

Turning a lightbulb moment into a booming business.



2:30 PM–3:30 PM

FACEBOOK

ELEVATE YOUR BRAND

EXPO STAGE

Sponsor Remarks

Irene Walker, Program Director, ElevateFacebook

You know it. We know it. If you want your name or product to stand out in today's environment then it's time to step up! This informative and bullet-paced presentation has one purpose – to help elevate your brand. This session is crafted for serious and ambitious creatives, innovators, and entrepreneurs who know their value and are ready to grow their business. Learn best practices to maximize your reach across high-visibility platforms like Facebook and Instagram. Discover how to make social media work for you and your brand.

3:00 PM–4:00 PM

YP FORUM: SUCCESS AND THE SIDE HUSTLE STRUGGLE

AUDITORIUM

Moderator

Jodi Brockington, DEI Expert, Brand Development & CSR Strategist and Author

Panelists

Pinky Cole, Entrepreneur; Owner, Slutty Vegan

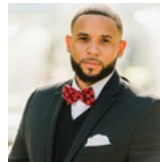
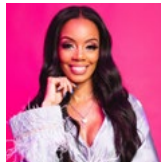
Monique Rodriguez, Founder & CEO, Mielle Organics

Angela Hadl, CEO, BB BOMBS/DIVE MKTG LLC

Keon Davis, Owner & Operator, Smooth N Groove

Chris Gordon, Partner & COO, VAOCITY

Many small business successes begin as a viable side hustle. More often, though, the demands of balancing a 9–5 gig with launching a new venture are too much. You can lose one—or both! The difference between side hustle success and failure boils down to preparation. This masterclass puts you in control of your destiny, providing in-depth, self-assessment tools, best practices for new businesses, and a comprehensive review of potential pitfalls when transitioning to full-time entrepreneurship. Get ready to pivot from side hustle to sustainable business with panelists who know the terrain.



3:50 PM–4:20 PM

GALDERMA
EST. 1981

UP YOUR SKIN GAME: THE PERFECT ROUTINE FOR HEALTHY-LOOKING SKIN

EXPO STAGE LIVE

Speaker

Dr. Christine Emesiani, Associate Medical Affairs Advisor, Galderma

Clear and healthy-looking skin at any age always starts with a good skincare routine. Learn more about why a smart and consistent routine is important and what can happen when there's no strategy to your skin game. This session will also reveal the essential steps of an effective skincare routine, including helpful additions to ensure that effervescent glow!

4:30 PM–6:00 PM

TOYOTA

SMALL BUSINESS MATTERS NETWORKING RECEPTION

LOUNGE



Opening Remarks

Ayana Green, VP, Small and Medium Business Strategy and Revenue Channels, UPS

Moderator

Stephen Hewitt, Sr., Manager, Diverse Customer Segment, UPS

Panelists

Nenette Gray, Chief Lemonade Maker, Lemonade Creative Marketing

Madison Williams, Owner, Feet Geeks

Peter McConney, President, Premier Mail & Fulfillment

Audience Q&A

Michael Obi, President & CEO, UBIZ Venture Capital & Entrepreneurship Center Director, Urban League of Greater Cleveland

Breakout Room #1

Proudly Unstoppable Entrepreneurs

Are you a new or growing entrepreneur of a product company? Meet a panel of inspiring entrepreneurs. Hear the unique journeys of these successful entrepreneurs and how they built their brands from the ground up. They'll talk about the biggest mistakes entrepreneurs make and steps to take to avoid them as you develop your business.



Moderator

Klassi R. Duncan, Vice President, Center for Entrepreneurship & Innovation, Urban League of Louisiana

Panelists

Kwabena "K" Botchy, Courvoisier Cognac Brand Curator—Atlanta

Brooke Mackie, Courvoisier Cognac Brand Curator—Chicago; Founder, The Mackie Firm

Chris Roy, Courvoisier Cognac Brand Curator—Los Angeles; Founder, The Lifestyle Entertainment Group

Judges

Jon Potter, Managing Director, Maison Courvoisier and The House of Suntory

Marc Parham, Director of Entrepreneurship, Urban League of Greater Atlanta

Sheila A. Mixon, Senior Vice President, Business Development & Entrepreneurship, Urban League Greater Southwestern Ohio

Breakout Room #2

Marketing Your Business in the New Normal with Courvoisier® Cognac

Even with the world slowly reopening, many small businesses are still struggling to rebuild. This panel discussion, led by Courvoisier Curators and moderated by National Urban League, provides marketing strategies and social media guidance to help Black small business owners and entrepreneurs re-engage with their community and their customers, post-COVID-19. As part of the session, Courvoisier hosts a live pitch competition for pre-selected small business finalists. Attendees will be able to watch the pitch competition live and learn the ins-and-outs of presenting a winning business plan to an audience of industry leaders.



Moderator

Leroy Abrahams, Executive Vice President, Head of Community Affairs, Regions Bank

Panelists

Andy Hernandez, Chief Digital Officer, Regions Bank

Jeffrey Taylor, Treasury Management Fraud and Payments Strategy Partner, Regions Bank

Nikki Stephenson, Credit Products Commercial Banking Group Manager, Regions Bank

Caroline Taylor, Head of Small Business Administration Regions Bank

Breakout Room #3

Digital Fraud & Financial Fragility

Cybercrime happens everywhere and continues to grow each day. According to the FBI, internet crime complaints rose 69.4% nationwide in 2020. Victims lost nearly \$1.8 billion to e-mail compromise scams and \$54 million to phishing scams. Keeping your business safe is paramount to growth and service credibility. Both are achievable if you build a culture of cyber readiness and maintain a strong digital platform. Small businesses, especially those in underserved communities, are often financially fragile—with limited resources and little to no financial safety net. That's why financial and business planning are so critical to protect your business and provide a pathway to capital. Get real-world advice and actionable tips from bankers and technology experts.



Moderator

Shaniece Bennett MBA, CPA, Goldman Sachs 10,000 Small Business Faculty

Panelists

Jessica Taylor, National Director, 10,000 Small Businesses, Goldman Sachs

Sonia Moin, Senior Director, Urban Business Initiatives, ICIC

Breakout Room #4

Business Strategy and Financials in Uncertain Times

Goldman Sachs 10,000 Small Businesses presents this interactive session that will teach you how to assess the financial health of your business, evaluate the impact of an uncertain environment, and analyze different funding options, revenue streams to grow your business. You will leave with a framework on how to use financial metrics to lead your business to new opportunities.

5:00 PM–5:30 PM

SCREENING ROOM: DOCUMENTARY: WHILE WE ARE STILL HERE— PRESERVING HARLEM'S HISTORY

EXPO STAGE

In the Face of What We Remember: Oral Histories of 409 and 555 Edgecombe Avenue, Harlem, New York

5:30 PM–6:00 PM

BRILLIANT AND BLACK-OWNED: BUSINESS SPOTLIGHT

EXPO STAGE

Naliah Ellis Brown, Owner, Ellis Infinity

Dr. Roshawna Novells, Founder & CEO, EnrichHER

Robert L Palmer, Founder & CEO, BE Exceptional

Black entrepreneurs are getting it done! They are one of the most active and important business sectors driving the economy and creating jobs. This event casts a well-earned spotlight on leading business owners and their achievements.

6:00 PM–7:30 PM

SCREENING ROOM: FILM: CRIME ON THE BAYOU

EXPO STAGE

In 1966, along a swampy strip of land south of New Orleans, a young Black fisherman tries to break up a fight between white and Black teenagers outside a newly integrated school. He gently lays his hand on a white boy's arm. That night, police arrest him for assault on a minor. With the help of a young attorney, he bravely stands up to systemic racism in a series of courtroom battles that lead all the way to the US Supreme Court. Hate is vanquished in this powerful story of friendship that will last a lifetime.

DAY 4: TECHCONNECT – GET FUNDED FRIDAY » FRIDAY, OCTOBER 1



Calling all innovators and content creators: TechConnect and Demo Day is back! The National Urban League closes out its 2021 conference with a fresh lineup of information-packed sessions and a pitch competition for creatives in the tech field ready to monetize their next great idea. Our experts will help you identify new revenue streams, better market your concept, and expand your digital footprint. This is the year's best opportunity for innovators to connect with peers, potential industry partners, and nontraditional sources of funding.

10:00 AM–11:30 AM

PLENARY ARTIFICIAL INTELLIGENCE AND THE BLACK ECONOMY

AUDITORIUM



Welcome Remarks

Rhonda Spears Bell, Senior Vice President & Chief Marketing Officer, National Urban League

Kristian Buchanan Newman, Vice President, Partnerships & Advancement, National Urban League

Moderator

Carlos Watson, Emmy-Winning Journalist, Co-Founder & CEO, OZY Media

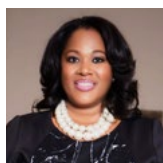
Panelists

will.i.am, Musician, Tech Entrepreneur and Philanthropist

Dr. Brandeis Marshall, CEO, DataedX

Suresh Venkatarayalu, Chief Technology Officer, Honeywell

Misused, artificial intelligence (AI) can perpetuate injustices and bias, even eliminating jobs. AI tools can also support economic growth, enhance healthcare, and improve stability in local communities. We all use AI every day without realizing how it impacts our lives. It's time to increase awareness about the opportunities and challenges with AI. Join this group of leading experts as they discuss the societal impacts of 21st Century technology and highlight the potential for good.



11:30 AM–6:00 PM

URBAN LEAGUE NOW EXPERIENCE & EXPO

EXPO HALL



Visit our corporate partners' booths, the Health & Wellness Space, Tech Space, H.E.R. Space, KINGS Corner, Community Giveback Corner, Screening Room, Youth Corner, and Brilliant & Black-Owned Marketplace.

11:30 AM–12:00 PM

SENIOR SOUL WORKOUT SESSION

EXPO STAGE LIVE

Take it easy with a workout session catered to our moving and grooving seniors.

11:30 AM–12:20 PM

FORUM IGNITING INNOVATION: HOW BLACK WOMEN ARE HELPING CLOSE THE RACIAL WEALTH GAP

AUDITORIUM

Moderator

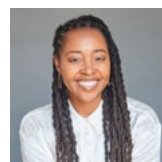
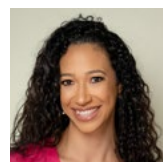
Kelly Beaty English, Founder, The Girl Power Agency

Panelists

Gabrielle Wyatt, Founder, The Highland Project

Dr. LaKeysha "Key" Hallmon, Founder, The Village Market

Join our conversation as we examine how each of us can tap into our creativity and life experience to be a genuine change agent in narrowing the racial wealth gap. Expect a particular focus on the power of Black women as innovators and disruptors of the status quo and hear how they are developing solutions to funnel capital to Black-owned businesses. The countdown to wealth equity starts now!



FORUM MONETIZE YOUR INFLUENCE: HOW BLACK CREATORS CAN EARN CASH FOR CONTENT

AUDITORIUM

Moderator

Selena Hill, Black Enterprise, Deputy Digital Editor

Panelists

Jacques Slade, YouTube Influencer, Actor, Spokesperson

Mark Watson, YouTube Influencer, Soldier Knows Best

Breanna Zwart, Head of Creator Communities YouTube

Alonzo Lerone, YouTube Comedian/Entertainer

Less than a decade old, the creator economy has exploded into the fastest-growing type of small business. Today, more than 50 million people around the world consider themselves creators, while influencers are coming up with new ways to make money. In this session, Black creators will discuss how they've successfully built, scaled, and monetized their YouTube channels. They'll share strategies for social media success and tips on how Black creatives can earn cash in the creator economy. They'll also talk about the future of creator monetization. Plus, the panel will open up about the benefits of the #YouTubeBlack Voices Fund, a multi-year initiative dedicated to uplifting and growing Black creators.



FILM SCREENING ROOM: PRESENTED BY AFRICAN AMERICAN WOMEN IN CINEMA

EXPO STAGE, SCREENING ROOM BOOTH

We are deep inside a renaissance of Black creativity in film and the visual arts. The Screening Room is your space to experience innovative and entertaining film shorts from emerging filmmakers and catch the latest trailers for the best upcoming feature releases!

Film: Stone Mansion

Film Synopsis: Set in little Africa, the "Black Wall Street" of Tulsa, Oklahoma. Stone Mansion tells the story of a prominent Black doctor Dr. Marcus and his wife Mabel Stone, who are forced to make a difficult choice, either to stay and defend their beautiful home or run with nothing but their lives on the eve in 1921 of the most heinous race riots in US history.

Film: Bass Reeves

Synopsis: Legendary lawman Bass Reeves sets out on his most dangerous mission yet; facing one of the most notorious outlaws in the Indian Territory. Bass Reeves was one of history's first Black Deputy U.S. Marshals in the Oklahoma Indian Territory. This explosive western explores just some of the issues and dangers Reeves confronted while trying to bring bad men to justice. Written, directed and edited by Marlon Ladd and The Road Less Traveled Film.

Film: Tulsa 1921

Synopsis: In 1921, the Greenwood district of Tulsa, Oklahoma, was the most successful and economically vibrant Black community in the United States. Booker T. Washington famously called it "Negro Wall Street." It affectionately later became known as, "Black Wall Street." On the evening of May 31, 1921, Greenwood was attacked by an angry white mob based on the false accusations that a young Black man had attacked a white woman. The tragedy is examined in the riveting work, written, directed and edited by Marlon Ladd and The Road Less Traveled Film.

Film: Black Wall Street Burning

Synopsis: A vivid retelling of the worst act of domestic terrorism and racism in American history. Nineteen-year-old Delbert Ridley, a Black shoe-shiner, is accused of assaulting Samantha Pacy, the 17-year-old white elevator operator of the nearby Dexter Building. He is taken into custody, prompting a gathering of angry local whites outside the courthouse where he is being held. Shots are fired and violence spreads. Black Wall Street Burning is an unforgettable account of this enduring tragedy.

Film: A Different Way

Synopsis: A Different Way is a short documentary about the Rev. Dr. Suzan Johnson Cook, the New York Police Department's first female chaplain. Recounting the tragic events of 9/11, Cook shares her experiences as a first responder and discusses the essential role faith plays in supporting and rebuilding community and business in such times.

Film: Chicago: America's Hidden War

Chicago America's Hidden War pulls back the curtain to expose the pervasive genocidal-like behavior [of whom -cops? Gangs? Specify], explains what birthed and contributed to this war, and why so little is done to stop it. Ultimately, the film inspires a clear path toward change. It's time for us all to unite and take a stand, because this is no longer America's hidden war. This is our war.

Film: James Hemings: America's Ghost in the Kitchen

Synopsis: This eye-opening documentary explores the life, contributions and erasure of culinary founding father, James Hemings. Because of Hemings, French fries, macaroni and cheese, firm ice cream and many other food classics disseminated from the slave kitchen at Thomas Jefferson's Monticello plantation. Through interviews with food historians, celebrated chefs, experts on race and the African American diaspora, chef Ashbell McElveen and filmmaker Anthony Werhun bring Hemings to life and reveal his true place as America's culinary founding father.



Film: For the Love of Diggs

Synopsis: Both documentary and love story, For The Love of Diggs shows us one man who changed the game for the kids in his hood. Thomas E. Diggs, Jr. is a retired postal worker who dedicated 35 years of his life to keeping the youth in the Bed-Stuy section of Brooklyn off the streets, off drugs, and out of jail. Diggs never received his just due...until now!

Film: What's in a Name: The Versace Story

Synopsis: As told in this documentary film, the Alfredo Versace story is one of much intrigue. A man raised from humble beginnings, builds a life of fortune only to have it all taken away, stripped of his name, fortune, and friends. However, Alfredo would survive this tragedy in a way that clearly reveals his true character.

Film: The Legendary Marion Williams

Synopsis: Marion Williams was an American gospel icon whose charismatic sound and unique "wailing" vocal techniques earned her international fame in the United States, Europe, and Africa. Marion's powerful voice led the Ward Singers to national popularity when they began recording in 1948, and also inspired rock and roll pioneer Little Richard's signature wail.

1:40 PM–2:30 PM**TECHCONNECT & DEMO DAY—VIRTUAL PITCH COMPETITION****AUDITORIUM****DJ**

Crystal Devone

Host

Shannon LaNier, News Anchor, Black News Channel

Judges

Percy "Master P" Miller, Legendary Entertainer & Business Mogul

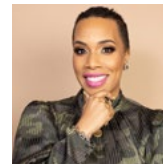
James Lindsay, Founder & CEO, Rap Snacks

Mario Armstrong, World Class Motivator, Host, Never Settle Show

Denise Thomas, President & Founder, Effective Communication Coach

Yvette Gavin, Founder, Yvette Gavin Consulting

Get ready for a competition battle royale! Watch as a collection of startups from around the globe pitch innovative tech solutions to an entrepreneur all-star panel of judges. The stakes are high—\$10,000 in cash and prizes! Not to mention bragging rights as TechConnect master of the virtual pitch! Don't miss the excitement.

**2:30 PM–2:35 PM****NEXT IN CYBERSECURITY****EXPO STAGE**

Being ready for what's next means being willing to see the world differently. Not for what it is, but for what it could be, and then getting to work. Making, doing, disrupting, and rebuilding! At Palo Alto Networks, we've been at it for years. Innovating relentlessly so we're ready for what's next in cybersecurity.

3:00 PM–4:00 PM

YP FORUM REAL-WORLD PROBLEMS; TECH COMMUNITY SOLUTIONS

AUDITORIUM



Sponsor Remarks

Kendra Brown, Director, Public Policy, Mastercard

Moderator

Cedric Rogers, Founder, Culture Genesis

Panelists

Koereyelle DuBose, International Speaker & Award-Winning Entrepreneur

Evita Robinson, Founder, NOMADNESS Travel Tribe, Audacity Fest, Compass by Evita

Isaac Hayes, III, Founder & CEO, Fanbase

Gerome Sapp, Founder & CEO, RARES

From social justice activism to the reducing the racial wealth gap, strategies for addressing the African American community's challenges involve increasingly modern-tech applications. Join us for a broad and comprehensive look at how tech-focused entrepreneurship is driving advances across industries and putting the tools of transformation in the hands of everyone with access to a computer. The session will explore the importance of tech access and literacy, closing the racial tech gap, and the potential benefit tech entrepreneurs bring to the larger struggle for equity and opportunity.



5:00 PM–6:00 PM

SOUL II SOUL: A VIRTUAL HAPPY HOUR FEATURING 80s & 90s R&B

EXPO STAGE LIVE

Back to life, back to reality! It's time to unwind after a week packed with powerful content and challenging dialog. Join friends and colleagues for a soulful trip down memory lane to the best old-school sounds of the 80s and 90s. From The Isley Brothers to Jodeci...from Sade to Mary J, we're set to take you back to the best of times. Get ready to catch a vibe and a chance to win *The NEXUS Days* book.