

Florida State  
Minority Supplier  
Development Council

**MAY 3-4, 2023**

**MINORITY BUSINESS  
CONFERENCE**

**POWER UP!**

**INNOVATION SYNERGY STRATEGY**

[FSMSDC.ORG](https://FSMSDC.ORG)

[FLORIDAMINORITYBIZCON.COM](https://FLORIDAMINORITYBIZCON.COM)

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Florida State  
Minority Supplier  
Development Council

# MINORITY BUSINESS CONFERENCE

# POWER UP!

INNOVATION SYNERGY STRATEGY

## SPONSORS

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### MINORITY BUSINESS ENTERPRISES



\*Sponsors at the time of printing.



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**MINORITY BUSINESS  
CONFERENCE**



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# Keeping you healthy is everything to us.

For over 75 years, Florida Blue has been providing Floridians like you with health solutions to support a healthier life. That's why we foster a culture of inclusion and belonging by responding to the needs of our communities, building an inclusive culture, and increasing supplier diversity.

1-877-352-5830  
FloridaBlue.com

**Florida Blue**   
Your local Blue Cross Blue Shield

# A MESSAGE FROM OUR LEADERSHIP

May 3, 2023

Dear Friends:

We are delighted to welcome you to the Florida State Minority Supplier Development Council's Minority Business Conference (formerly Business Expo). The theme for 2023 is Power Up! Innovation, Synergy, Strategy.

As one of Florida's most impactful minority-business events, this is where minority entrepreneurs, large corporations, government agencies and other major buyers come together. It is an opportunity to create new relationships and ventures, to explore new ways to grow, and to learn about best practices in supplier diversity and selling to large organizations.

You will find this year's entire schedule online and in the Whova app, and from there, you can add events to your personal calendar, click for speaker biographies and other information, and more. The app – which you can use on Apple and Android devices, or from a computer browser – also allows you to learn more about other attendees and send them messages, access a community board, and participate in live polling and other event activities.

As you enjoy this year's Minority Business Conference and matchmaker, we hope you will maximize your experience by taking in as much as possible. Our goal is to connect the right people, in the right place, at the right time to create economic opportunities and lasting business relationships.

Minority-owned businesses at all stages of development will benefit from the workshops, one-on-one appointments with buyers and other special events. The one-on-one appointments with business buyers and consultants are invaluable and popular, so if you have not done so already, check if any such appointments are still available. Government agencies and large corporations will benefit from multiple ways to meet potential minority suppliers and learn best practices in supplier diversity.

We also encourage you to take advantage of all the conference's additional activities, such as professional headshots and makeup, the Health & Wellness Zone and the Marketplace.

The Minority Business Conference is not possible without our sponsors, corporate members, Board of Directors, Minority Business Enterprises (MBEs), partners and staff. We are grateful to them for their commitment and contributions in making this event a success. Also, we thank them for supporting our mission and vision.

On behalf of the FSMSDC Board of Directors and staff, we extend our best wishes for a memorable and meaningful Minority Business Conference.

Sincerely,



**DESIRÉE HANSON**  
FSMSDC Board Chair  
Manager,  
Supplier Diversity  
Moffitt Cancer Center



**ABEL A. HERRERA**  
FSMSDC MBE Input  
Committee Chair  
President & CEO  
IT Data Solutions



**BEATRICE LOUISSAINT**  
President & CEO  
Florida State  
Minority Supplier  
Development  
Council



# ABOUT THE ORGANIZATION

The Florida State Minority Supplier Development Council (FSMSDC) is a nonprofit organization dedicated to advancing access and growth for minority businesses in Florida. The organization's goal is to increase purchasing from minority businesses by government entities and corporations, while increasing the operating capacity of minority businesses through hands-on business assistance, training, and access to technology and capital resources. FSMSDC acts as a liaison between corporate America and Minority Business Enterprises (MBEs) in the state of Florida, certifies MBEs, and runs a Minority Business Classification Program.

To date, FSMSDC has contributed to more than \$50 billion in products and services procured from MBEs. Also, the organization manages the Technical Assistance Program (TAP). TAP delivers business consulting services to minority-owned firms, providing them with access to specialty consultants with expertise in legal, accounting, business plans, sales, e-commerce, bid preparation, marketing, SWOT analysis and other areas. Staff assists minority firms with loan packaging, procurement and contracting services, marketing and business development, and risk management.

Founded in 1975, FSMSDC is affiliated with the National Minority Supplier Development Council (NMSDC). The NMSDC network includes a national office in New York City and 23 affiliate regional councils across the country. There are approximately 1,700 corporate members throughout the network, including America's top publicly owned, privately owned and foreign-owned companies, as well as universities, hospitals and other major purchasing institutions. The regional councils certify Asian-, Black-, Hispanic- and Native American-owned businesses, and match the more than 16,000 certified businesses with member corporations that want to purchase their products, services and solutions.

The national MBE certification is an asset, opening the gateway to connect minority suppliers with public and private sector buyers. Corporate members shape the global supplier diversity landscape by fostering economic growth within the minority business community and bringing more minority entrepreneurs into the mainstream of the American free-enterprise system. Corporations benefit from minority supplier development programs through expansion of their markets, a larger pool of qualified suppliers/contractors, cost savings, and higher-quality products and services due to increased competition.



# SCHEDULE AT-A-GLANCE

## WEDNESDAY, MAY 3, 2023 (DAY 1)

12:00 PM – 4:00 PM	Registration Opens.....	Foyer
1:00 PM – 6:00 PM	Health & Wellness Zone.....	In the Open Area
1:00 PM – 6:00 PM	The Marketplace: Literary + Product Displays .....	Sea to Space Highway
1:00 PM – 6:00 PM	Powered Solo Work Pods.....	Pods Area
1:00 PM – 1:45 PM	Welcome & General Session.....	New Frontier
1:45 PM – 2:00 PM	Break	
2:00 PM – 3:00 PM	Supplier Diversity Roundtable: The Journey to Becoming a Member of the Billion Dollar Roundtable & Best Practices in Supplier Diversity (For Corporate Members).....	Orbit 1
2:00 PM – 2:45 PM	MasterClass: My Story is Only True in America™.....	Frontier – Apollo
2:00 PM – 2:45 PM	How to Write the Winning Proposal.....	Frontier – Mercury
2:45 PM – 3:00 PM	Break	
3:00 PM – 3:45 PM	Opportunities in the Construction Industry.....	Frontier – Apollo
3:00 PM – 3:45 PM	Leveraging the Power of Social Media to Win Contracts and Attract New Customers.....	Frontier – Mercury
3:30 PM – 5:30 PM	Super Matchmaker One-on-One Appointments with Buyers .....	Orbit 1
3:30 PM – 5:30 PM	Business Consultations .....	Cybersecurity Lane
3:30 PM – 5:30 PM	MBE2MBE Synergy Corner.....	Frontier – Gemini Hall
4:00 PM – 4:45 PM	Danger in Plain Sight: The Road Map for Companies to Initiate Cybersecurity to Meet Customer Requirements.....	Frontier – Apollo
5:00 PM – 5:45 PM	Relationships Matter: Navigating the Intersection of Love and Business for Greater Fulfillment and Success.....	Frontier – Mercury
5:45 PM – 6:00 PM	Break	
6:00 PM – 8:00 PM	Meet & Greet Welcome Reception .....	Orbit 2

## THURSDAY, MAY 4, 2023 (DAY 2)

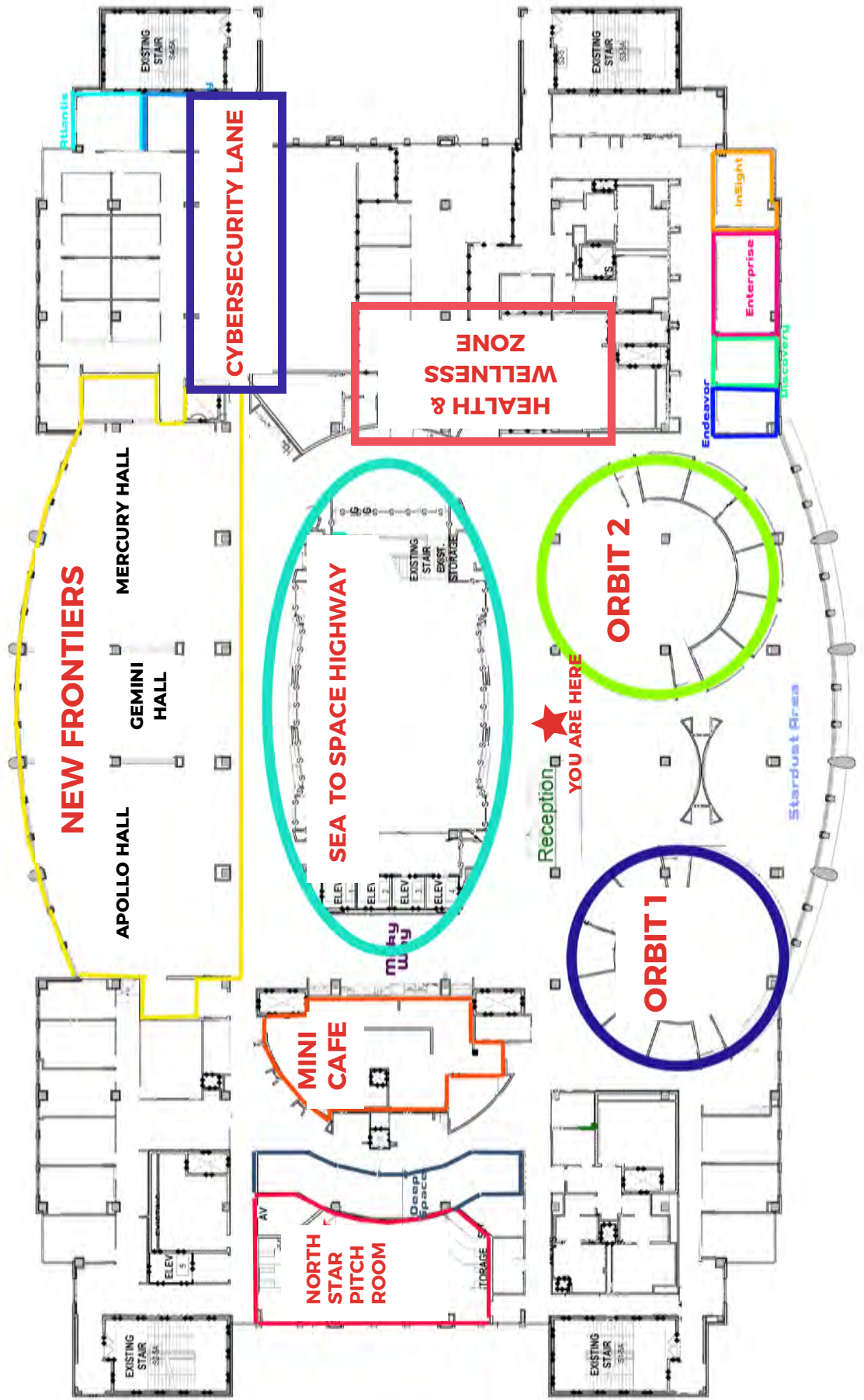
12:00 PM – 4:00 PM	Registration Opens .....	Foyer
12:30 PM – 2:00 PM	Power Talk Lunch w/ Keynote.....	Orbit 2
1:00 PM – 5:30 PM	Health & Wellness Zone .....	In the Open Area
1:00 PM – 5:30 PM	The Marketplace: Literary + Product Displays .....	Sea to Space Highway
1:00 PM – 5:30 PM	Powered Solo Work Pods .....	Pods Area
2:00 PM – 2:15 PM	Break	
2:00 PM – 3:00 PM	Supplier Diversity Roundtable: The 4Ps of Supplier Diversity – Optimizing Supplier Diversity as a Process (For Corporate Members).....	Orbit 1
2:15 PM – 3:00 PM	Growth Industries Workshop: Logistics and IT.....	Frontier – Mercury
2:15 PM – 3:00 PM	Effective Strategies to Do Business with Government: The Biggest Buyer in the World.....	Frontier – Apollo
2:30 PM – 5:30 PM	MBE2MBE Synergy Corner.....	Frontier – Gemini Hall
2:30 PM – 5:30 PM	Makeup & Professional Headshots Zone.....	Mini Cafe
2:30 PM – 5:30 PM	Caricature Artist .....	Mini Cafe
3:30 PM – 5:30 PM	Super Matchmaker One-on-One Appointments with Buyers .....	Orbit 1
3:30 PM – 5:30 PM	Business Consultations .....	Cybersecurity Lane
4:00 PM – 4:45 PM	AI & Other Technologies That are Shaping the Future of Business.....	Frontier – Apollo
4:00 PM – 4:45 PM	Doing Business in the Health Industry.....	Frontier – Mercury
5:30 PM	Conference Ends	
6:00 PM – 8:00 PM	MBE Social (Off-site)	



Florida State  
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# FLOOR PLAN







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# ACTIVITIES & AMENITIES SCHEDULE

## WEDNESDAY, MAY 3

1:00 PM – 6:00 PM

### HEALTH & WELLNESS ZONE ACTIVITIES

Health & Wellness Zone.....Open Area

- 1:00 PM - 5:30 PM - Information & giveaways conducted by **Florida Blue**
- 1:45 PM - 2:00 PM - Low impact seated pilates conducted by **Lit Pilates**
- 2:45 PM - 3:00 PM - Low impact seated pilates conducted by **Lit Pilates**
- 3:00 PM - 5:00 PM - Chair massages conducted by **My Fab Events**
- 3:00 PM - 5:00 PM - Wellness checks conducted by **Sanitas**

1:00 PM – 6:00 PM

The Marketplace (Literary + Product Displays).....Sea-to-Space Highway

1:00 PM – 6:00 PM

Powered Solo Work Pods.....Pods Area near Cybersecurity Lane

3:30 PM – 5:30 PM

Business Consultations.....Cybersecurity Lane

3:30 PM – 5:30 PM

MBE2MBE Synergy Corner.....Frontier - Gemini Hall

6:00 PM – 8:00 PM

Meet & Greet Welcome Reception.....Orbit 2

## THURSDAY, MAY 4

1:00 PM – 6:00 PM

### HEALTH & WELLNESS ZONE ACTIVITIES

Health & Wellness Zone.....Open Area

- 1:00 PM - 5:30 PM - Information & Giveaways conducted by **Florida Blue**
- 3:00 PM - 5:00 PM - Chair massages conducted by **My Fab Events**
- 3:00 PM - 5:00 PM - Wellness checks conducted by **Sanitas**

1:00 PM – 5:30 PM

The Marketplace (Literary + Product Displays).....Sea-to-Space Highway

1:00 PM – 5:30 PM

Powered Solo Work Pods.....Pods Area near Cybersecurity Lane

2:00 PM – 4:00 PM

Enticing Coffee Cart.....Mini Cafe

2:30 PM – 5:30 PM

Makeup & Professional Headshot Zone.....Mini Cafe

2:30 PM – 5:30 PM

Caricature Artist.....Mini Cafe

2:30 PM – 5:30 PM

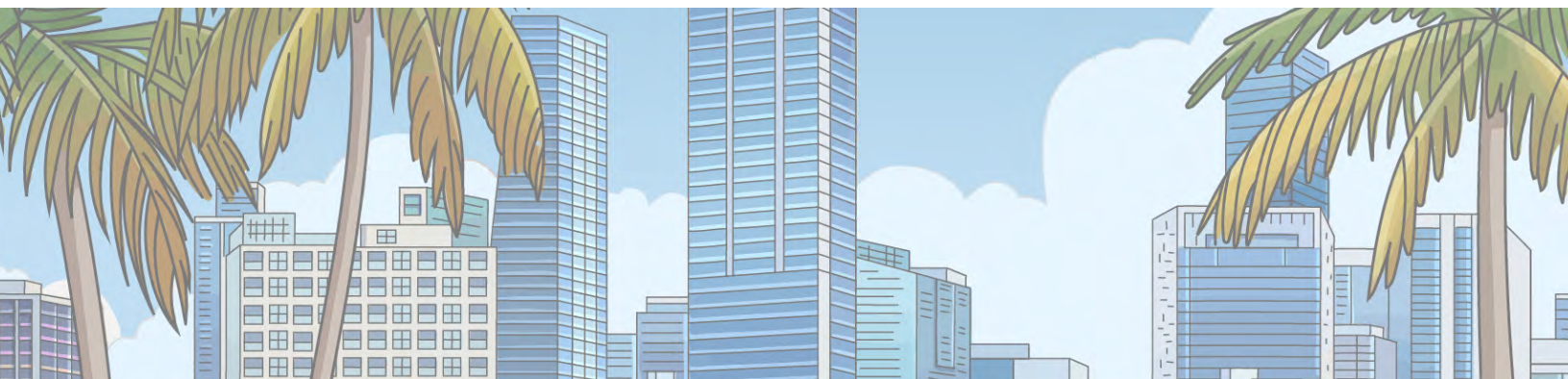
MBE2MBE Synergy Corner.....Frontier - Gemini Hall

3:30 PM – 5:30 PM

Business Consultations.....Cybersecurity Lane

6:00 PM – 8:00 PM

MBE Social.....Off-site





Florida State  
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# MINORITY BUSINESS CONFERENCE



## PROGRAMMING HIGHLIGHTS

The Minority Business Conference's Power Up theme includes three categories of sessions: Innovation, Synergy and Strategy. Each session's category is listed after its title.

### ■ INNOVATION SESSIONS

Attendees will explore various industries, tactics and partnerships for exciting new solutions and opportunities to drive MBE growth. Innovation-session titles include Supplier Diversity Roundtable: The Journey to Becoming a Member of the Billion Dollar Roundtable, MasterClass: My Story Is Only True in America™, and Leveraging the Power of Social Media to Win Contracts and Attract New Customers. Plus, even more you will not want to miss!

### ■ SYNERGY SESSIONS

Attendees will maximize their time together, creating lasting business relationships and sharing key resources. The invaluable information will strengthen the value proposition of everyone's business and diversity program. Join us as we find collective power in sessions such as Opportunities in the Construction Industry.

### ■ STRATEGY SESSIONS

Attendees will meet with top business minds from various industries to discover dynamic blueprints to navigate today's business landscape. Sessions will include How to Write the Winning Proposal; Effective Strategies to Do Business with Government, the Biggest Buyer in the World; Danger in Plain Sight: The Road Map for Companies to Initiate Cybersecurity to Meet Customer Requirements; and more. Whether you're a corporation, MBE or other partner, you're sure to benefit from these workshops.

## MOTIVATIONAL KEYNOTE SPEAKER



Two highlights of the Minority Business Conference are the General Session and Thursday's Power Talk Lunch featuring motivational keynote speaker Manny Garcia-Tuñón, President of Lemartec Corporation, a MasTec Company. In these sessions, you will get key insights from incredible experts while connecting with buyers and key decision-makers to grow and learn more about the Council.

Use the conference to rev up your network with a unique cross-section of minority entrepreneurs, large corporations and government agencies. With these new relationships come opportunities for new ventures and growth.

### WELCOME & GENERAL SESSION

Wednesday, May 3

1:00 PM – 1:45 PM

### POWER TALK LUNCH

Thursday, May 4

12:30 PM – 2:00 PM

## MANNY GARCIA-TUÑÓN

President, Lemartec Corporation



Manny García-Tuñón is President of Lemartec Corporation, a MasTec Company. García-Tuñón is the third generation in Lemartec, which was founded by his grandfather and father in 1979 and was purchased by MasTec in 2018. García-Tuñón received his Bachelor of Science in construction management from Florida International University, but his passion for sales and marketing led him to spearhead efforts to scale Lemartec's footprint as a national and international industrial design-build firm.

Today, Lemartec builds throughout North America and the Caribbean. García-Tuñón is an advocate for small businesses both nationally and locally. For seven years, his weekly business column, "From the CEO's Desk," for the *Miami Herald* and *El Nuevo Herald* focused on increasing awareness and inspiring small and minority business owners to become effective community leaders. He also appeared regularly on Univision's national morning show, "Despierta America," as its small-business expert.

## SUPER MATCHMAKER ONE-ON-ONE APPOINTMENTS

Wednesday, May 3 & Thursday, May 4 | 3:30 PM – 5:30 PM

Seize the opportunity to meet with buying decision-makers. Participate in one or both days, but register in advance. There will be no appointment registrations once the conference begins. All appointments will be managed on a first-come, first-served basis.

Each appointment will be 10 minutes long, with a five-minute buffer between appointments. All matchmaking buyers and suppliers will receive their schedules ahead of time, and the schedules will include the full list of approved participants.

## INNOVATION, SYNERGY, STRATEGY

Spend your afternoons engaging in dynamic workshops and Supplier Diversity Roundtables with the Innovation, Synergy and Strategy categories. You will discover tools and resources to scale and grow your business, whether you are a business owner, corporation or other employee.

In single-presenter talk and panel discussions, you will gain valuable insights on various industry topics from leading experts, business consultants and loan professionals. You will walk away with new business knowledge and skills!

Kick off each day by visiting the Health & Wellness Zone, a new and powerful space open to all attendees. Rejuvenate in one of the massage chairs, yoga sessions or other activities. If you need a quiet place to think, check out a powered solo work pod.

Stroll through The Marketplace to browse and shop. You will find an array of literary and product displays from Minority Businesses Enterprises and other partners within our network.

Take advantage of the MBE2MBE Synergy Corner and discuss your business challenges with our certified MBE Input Committee members. This is your opportunity to connect and reconnect with the members who will provide the FSMSDC Board of Directors with guidance and feedback on your behalf (and on behalf of the more than 900 certified MBEs in Florida).

And remember the breaks between each session! This time is a powerful opportunity for casual networking. Or, on Day 2, mix it up with a stop by the makeup and professional headshot sessions or have some fun with the caricature artist.

## EVENING EVENTS

After a fulfilling first day of soaking up info and participating in the Super Matchmaker One-on-One Appointments, kick back and have some fun! The evening's events are great opportunities to make new connections and reenergize current ones. Wednesday & Thursday evenings will be packed with opportunities. Wrap up your first day with a true South Florida reception. Dance to the sounds of the Council's DJ Mack and enjoy heavy hors d'oeuvres. Deepen your new relationships with corporate members, sponsors, minority business owners and other professionals to carry the conference's momentum into the coming months. The dress for this evening is business attire. We cannot wait to see you there!

Then on Thursday evening, Connect, Eat, and Drink at the MBE Social organized by the FSMSDC MBE Input Committee! Unwind and connect after the Minority Business Conference, with other like-minded professionals in a relaxed setting. Complementary admission includes one (1) drink ticket and one (1) hour of appetizers. There will be a cash bar beyond the one (1) ticket. All MBEs and corporate members are welcome to join us! Reserve your spot today.

### INNOVATION: HEALTH & WELLNESS ZONE

Wednesday  
May 3 & Thursday, May 4  
1:00 PM – 6:00 PM

### INNOVATION: THE MARKETPLACE

Wednesday, May 3  
1:00 PM – 6:00 PM  
Thursday, May 4  
1:00 PM – 5:30 PM

### SYNERGY: MBE2MBE SYNERGY CORNER

Wednesday, May 3  
3:30 PM – 6:00 PM  
Thursday, May 4  
2:30 PM – 5:30 PM

### SYNERGY: LOANS – THE BUSINESS CONSORTIUM FUND

Wednesday  
May 3 & Thursday, May 4  
3:30 PM – 5:30 PM

### SYNERGY: MEET & GREET WELCOME RECEPTION

Wednesday, May 3  
6:00 PM – 8:00 PM  
NSU Levan Center of  
Innovation

### SYNERGY: MBE SOCIAL

Thursday, May 4  
6:00 PM – 8:00 PM  
Miller's Ale House (5 mins  
from NSU)  
2080 South University Dr.,  
Davie, FL

# MARKETPLACE VENDORS

## CITRO BRANDS

Citro Brands is the creator of Early Morning Coffee, a premium coffee blend to energize your morning routine, and Citro Exotic Lemonade, a refreshing summer favorite since 2012.

### Citro Brands

[citrobrands.com](http://citrobrands.com)

## INFRANERGY

Infranergy is a clean energy infrastructure developer and operator that works to accelerate cutting-edge investments focused on distributed generation and on-grid power solutions. It combines specialty financing, ingenious business models, world-class industry experience and best-practice operational management to achieve sustainable outcomes and development.

### INFRANERGY

[infranergy.us](http://infranergy.us)  
@infranergy

## IT'S A FAMILY THING



Ello Puppet diaper brand responsibly manufacturers a unique 7-layer absorbent core baby diaper and wipes. Founded in Sanford, FL in 2022, with the heart to protect families, Ello Puppet is on a mission to help save the lives of Black women and their babies through advocacy and education of the health disparities they face.

[ellopuppet.com](http://ellopuppet.com)  
FB: @Ello.Puppet | IG: @officialLellopuppet TW: @Ellopuppetbrand

## KEEZ BEEZ



Keez Beez was started in 2007 by two married, retired professionals who moved to live in the Florida Keys. A single beehive was kept on the upstairs balcony of their new home on Sombrero Isle, Marathon. Amazingly, that single beehive produced over 200lbs of delicious raw honey in the first year! Today, their honey can be found in many independent stores in Florida and in major supermarket chains like Publix, Milams and Winn Dixie.

[keezbeez.com](http://keezbeez.com)  
@keezbeehoney

## LION POINT ENGINEERING



Lion Point Engineering believes consulting is about working with an advocate that will provide valuable knowledge and insight so that your business can reach creative solutions to challenging problems. Lion Point Engineering maintains that environmental awareness and planning is an asset to every business.

[lionpointeng.com](http://lionpointeng.com)

## MAKEUP BY RORY



Renowned beauty influencer and celebrity makeup artist Rory Lee has launched RoryLee® Makeup, a natural product line designed for busy women who want to enhance their natural beauty. With a commitment to using only high-quality, natural, vegan ingredients, RoryLee® Makeup provides long-lasting results that are gentle on the skin and the environment.

[RoryLee.com](http://RoryLee.com)

FB: @makeupbyrory | IG & TW: @makeupbyrorylee

## SEE COMPANY



Bev Jennings founded SEE Company to partner with business leaders and decision makers in realizing their potential for transformational growth and success while cultivating diversity and inclusion. Her C-Level business knowledge, talent in values-driven leadership and deep D&I expertise combine to advance clients' strategies, innovation and impact.

[seecompany.co](http://seecompany.co)

@seecompanyinc

\*At the time of printing

# SPECIAL THANKS TO SWAG BAG DONORS

## BAY COFFEE & TEA COMPANY



Bay Coffee & Tea Company, founded by Herbert and Carole Colvin has positioned itself to become a leading and internationally known sustainable and environmentally centered organic, fair-trade coffee roaster, wholesaler, and retailer. Founded in 2004, Herb, Carole and the Bay Coffee Team are passionate about inclusive consideration of all persons involved in coffee production.

**baycoffeeandtea.com**  
@baycoffeetea

## CANVIYI



Canviy is a natural solution for all scalp types. If you experience dry itchy irritation from coloring, extensions, wigs, protective styles or extreme flaking, Canviy can provide long lasting relief, from hours to days. In fact, Canviy is so effective that it is used as a natural alternative to steroid creams at some of the top cancer centers in the nation. Canviy also offers a suite of products that address hair growth, moisture and best in class detangling.

**canviy.com**  
@canviy

## CHOMPS



Chomps is the fastest-growing natural meat snack brand in both the natural and conventional retail channels with products made from the highest-quality, sustainably sourced proteins, and no hidden, harmful ingredients. All Chomps' meat sticks are made from grass-fed and finished beef and venison and free-range turkey with no hormones or antibiotics. Chomps never contain added sugar, soy, dairy, artificial preservatives or colors, MSG, fillers, binders, or artificial nitrates or nitrites.

**chomps.com**  
@chomps

## JM FAMILY ENTERPRISES



JM Enterprises has grown into one of the largest, most innovative and diversified companies in the automotive industry, and it is branching out into new and exciting businesses. Principal operations focus on vehicle distribution and processing, finance and insurance, retail vehicle sales and home improvement specialty franchises.

**jmfamily.com**  
FB & IG: @jmfamilyenterprises | TW: @jmfamilynews

## MISS JESSIE'S



Miko and her sister, Titi Branch, co-founded Miss Jessie's, the hair care product company that caters to the diverse spectrum of all curly and textured hair types. Together they revolutionized the hair care industry and became the leading pioneers of the natural hair movement by creating innovative and high performance hair care products for natural and curly hair.

**missjessies.com**

FB: @missjessiesfans | IG & TW: @miss\_jessies

## PLANTAIN PRODUCTS COMPANY



Chifles is a family-owned business that has been crafting delicious plantain chips since 1963. Inspired by the street vendors of Havana, Cuba, the founding family established the company in Tampa, Florida. Today, Chifles operates out of a factory in Miami and continues to package the perfect plantain chips for stores across the USA. Their gluten-free and vegan snacks are a testament to 60 years of hard work and dedication in pursuit of the American dream.

**chifleschips.com**

@chifleschips

## THE ODP CORPORATION



The ODP Corporation is committed to developing valuable relationships with businesses that are minority-owned, woman-owned, disadvantaged-owned, LGBT-owned, veteran-owned, small and HUB, and providing maximum practicable opportunities for suppliers that offer quality, innovative, competitive and cost-effective products and services.

**officedepot.com**

@OfficeDepot

## THE COCA COLA COMPANY



The Coca-Cola Company is committed to supplier diversity by maximizing procurement opportunities and proactively engaging and building partnerships with diverse suppliers. The Coca-Cola system is committed to spending \$1 billion with diverse suppliers and being a strong, responsible company that delivers on its promises; continues to do the right thing as the world changes; and tells the world what it stands for.

**coca-colacompany.com**

FB & IG: @TheCocaColaCo | TW: CocaColaCo



## HEALTH & WELLNESS ZONE 1:00 PM – 6:00 PM

Mental health is a contributor to the “great resignation.” Increasing demand, shifting expectations and consistent uncertainty are amplifying stress and leading to fatigue and burnout – and the conference should not add to these feelings. The interactive Health & Wellness Zone is a new place for attendees to de-stress during the conference. It will include massage chairs, yoga sessions and an area just to think.

**Thank you to our Health & Wellness Zone sponsor, Florida Blue.**

## THE MARKETPLACE: LITERARY + PRODUCT DISPLAYS (INNOVATION) 1:00 PM – 6:00 PM

This new addition to the conference offers a platform to showcase and sell the unique products or services of FSMSDC’s Class I Minority Businesses Enterprise (MBE) startups and other partners within our network. MBE or corporate member authors can take advantage of the opportunity to introduce their books, name and products to a new audience.

## POWERED SOLO WORK PODS 1:00 PM – 6:00 PM

Conferences can be taxing. Attendees may need some down time or a quiet place to stretch and relax. Cue the powered solo work pods, where you can go to regroup.

## WELCOME 1:00 PM – 1:45 PM

FSMSDC President & CEO Beatrice Louissaint, Board Chair Desirée Hanson, MBE Input Committee Chair Abel Herrera and Board Member Tonja Graham will welcome Minority Business Conference participants to a full afternoon of educational programming, insights to grow their businesses, innovative ideas to transform supplier development programs and an economic outlook. Immediately after the Welcome, a panel will discuss the state of minority businesses and how diversity, equity and inclusion programs can help minority businesses grow.

### SPEAKERS



**ABEL A. HERRERA**  
President & CEO  
IT Data Solutions



**DESIRÉE HANSON**  
Manager,  
Supplier Diversity  
Moffitt Cancer Center



**BEATRICE LOUISSAINT**  
President & CEO  
Florida State  
Minority Supplier  
Development  
Council



**BRIAN BUTLER**  
President & CEO  
Vistra  
Communications



**TONJA GRAHAM**  
Supplier Diversity  
Director  
Duke Energy

### MODERATOR

## SUPPLIER DIVERSITY ROUNDTABLE: THE JOURNEY TO BECOMING A MEMBER OF THE BILLION DOLLAR ROUNDTABLE & BEST PRACTICES FOR SUPPLIER DIVERSITY (INNOVATION) 2:00 PM – 3:00 PM

The Billion Dollar Roundtable recognizes and celebrates corporations that achieve spending of at least \$1 billion with diverse-owned suppliers. Learn what strategies CDW used to grow its minority-supplier spend exponentially and how you can apply these best practices to grow your own spend with minority suppliers. (For corporate members only.)

### SPEAKER



**KRISTIN MALEK**  
Global Director of  
Business Diversity  
CDW

### MODERATOR



**CARMEN DEALE**  
Sr. Program Manager  
Supplier Diversity  
The ODP Corporation

## MASTERCLASS: MY STORY IS ONLY TRUE IN AMERICA™ (INNOVATION) 2:00 PM – 2:45 PM

Hear from savvy and accomplished business leaders in the MasterClass, an intimate setting with the best of the best in business. Get inspired with this unprecedented opportunity to hear the secrets to the speakers' business success. Learn about strategies to remain competitive, how to have long-term success and insights into what it takes to stay at the top.

### SPEAKERS



**KAREL GOMEZ**  
CEO and Primary  
Principal  
DraftPros



**SHERREL SAMPSON**  
Founder & CEO  
Canviiv



**DR. SANDRA PALMER**  
Vice President,  
Programs &  
Compliance  
FSMSDC

### MODERATOR

## HOW TO WRITE THE WINNING PROPOSAL (STRATEGY) 2:00 PM – 2:45 PM

In this session, find out the steps for responding to a request for proposal (RFP) and a request for qualifications (RFQ). Get tips on writing a compelling proposal, how to avoid costly mistakes, pricing and available tools to help you win.

### SPEAKERS



**LAURA SAPIR**  
CEO, Facility Supplier  
Government Contractor  
Federal Marketing  
Specialist (FMS) Provider



**GUSTAVO VERGARA**  
CEO  
Veterans  
Enterprise  
Services



**LARAE FLOYD**  
Manager,  
Supply Chain  
Operations &  
Diversity  
Broward Health

### MODERATOR

## OPPORTUNITIES IN THE CONSTRUCTION INDUSTRY (SYNERGY) 3:00 PM – 3:45 PM

Billions of dollars in private and public sector project opportunities are available in Florida. Learn how to do business on large-scale projects and meet the key players behind some of the projects. Also, industry leaders will discuss how to ensure diversity across public and private sector projects.

### SPEAKERS



**CHERELLE CORTEZ**  
Vice President,  
Supplier Diversity  
Layton  
Construction  
Company



**TERRY V. WATSON, CPM, CSM**  
State DBE Program  
Coordinator  
Florida Department of  
Transportation, Equal  
Opportunity Office



**HEATHER COVALT**  
Project  
Manager  
Brasfield &  
Gorrie

### MODERATOR



**ERASMO ACOSTA**  
Chief Financial  
Officer & Sr.  
Business  
Consultant  
Florida State  
Minority  
Supplier  
Development  
Council

## LEVERAGING THE POWER OF SOCIAL MEDIA TO WIN CONTRACTS AND ATTRACT NEW CUSTOMERS (INNOVATION) 3:00 PM – 3:45 PM

How do you create a diversified range of quality social media content with limited time and resources? This session will share how to capture the attention of your ideal client. You also will learn the power of messaging and how to tell your story and develop effective content.

### SPEAKER



**PATRICIA CONCEPCION, ESQ.**  
Owner & Founder  
OmniThryv Media

### MODERATOR



**CASSANDRA CHARLES-GERST**  
Supplier Diversity & Inclusion  
Program Manager  
NextEra Energy/FPL

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## SUPER MATCHMAKER ONE-ON-ONE APPOINTMENTS WITH BUYERS (SYNERGY) 3:30 PM – 5:30 PM

It is crucial to schedule a one-on-one appointment! Many contracts have been signed and many relationships have been developed thanks to these meetings. During this time, you will meet a unique cross-section of business leaders from across Florida and the nation. These appointments are a favorite way of corporate and government buyers to meet new suppliers, and MBEs rate the interactions as very effective for connecting directly with buyers and other end users.

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## LOANS: THE BUSINESS CONSORTIUM FUND (SYNERGY) 3:30 PM – 5:30 PM

Sit with the Director of Small Business Lending from the Business Consortium Fund (BCF) to discuss your business needs. The BCF exists to empower entrepreneurs by advancing equitable capital access for business owners of color. It provides funding and advice to certified, minority-owned businesses.

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## BUSINESS CONSULTATIONS (SYNERGY) 3:30 PM – 5:30 PM

Get a free 30-minute coaching session with subject matter experts at the conference. Subject areas include marketing, social media, HR, total quality management, IT, sales strategies and financing. You will come away with wisdom straight from the experts.

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## MBE2MBE SYNERGY CORNER (SYNERGY) 3:30 PM – 6:00 PM

Our certified MBE Input Committee members volunteer their time and resources to provide guidance and feedback, on behalf of the more than 900 certified Florida MBEs, to the FSMSDC Board of Directors.

MBE2MBE Synergy is a powerful opportunity to network with the committee members, learn how you can be a voice to our MBEs, and build synergy and relationships among like-minded professionals.

## DANGER IN PLAIN SIGHT: THE ROAD MAP FOR COMPANIES TO INITIATE CYBERSECURITY TO MEET CUSTOMER REQUIREMENTS (STRATEGY) 4:00 PM – 4:45 PM

Did you know that ...

- 61% of small businesses were the target of a cyberattack in 2021?
- Customers are requiring that service providers have cybersecurity measures in place to protect their data and infrastructure?
- 87% of small businesses have customer data that could be compromised in an attack?

In this session, learn why having a cybersecurity plan is critical to attracting, retaining and growing relationships with corporate and government clients. Get the three roadmaps that you can start TODAY to protect your business and reduce the risk of being held hostage by cyberattackers.

### SPEAKERS



**EBONY SMITH**  
President  
Ebony Smith &  
Associates, Inc.



**ANDREW REESE**  
Practice Head,  
Cybersecurity  
Zones



**LINDSAY COLLAZO**  
Director, Supplier  
Diversity  
University of Miami

### MODERATOR

## RELATIONSHIPS MATTER: NAVIGATING THE INTERSECTION OF LOVE AND BUSINESS FOR GREATER FULFILLMENT AND SUCCESS 5:00 PM – 5:45 PM

This presentation by Dr. Casandra “Coach Cass” Henriquez will explore the intersection of love and business, and provide practical strategies for balancing work and personal life. Attendees will learn how to develop effective communication skills, build trust and overcome relationship challenges in both personal and professional settings. Coach Cass will share her insights on leveraging relationships to achieve business goals, creating a work-life balance, and maintaining healthy relationships while pursuing business success. This presentation is perfect for anyone looking to improve their personal and professional relationships, and achieve greater balance and fulfillment in their lives.

### SPEAKER



**DR. CASANDRA “COACH CASS”  
HENRIQUEZ**  
Coach  
Inspire Many

### MODERATOR



**LETISIA ROBINSON**  
Supplier Diversity Office Lead  
Florida Blue

## MEET & GREET WELCOME RECEPTION (SYNERGY) 6:00 PM – 8:00 PM

Wrap up the first day at the high-energy networking reception! Meet other suppliers and talk to corporate buyers, plus relax and mingle with speakers, sponsors and other special guests.

## POWER TALK LUNCH W/KEYNOTE (INNOVATION) 12:30 PM – 2:00 PM

Be inspired by a fireside chat with Manny Garcia-Tunonm who has built a multimillion-dollar company. Learn what strategies, synergies and innovations he is using to grow Lemartec exponentially.

### SPEAKER



**MANNY GARCIA-TUÑÓN**  
President  
Lemartec Corporation

### MODERATOR



**LASANA SMITH**  
CEO  
GAROI Media

## HEALTH & WELLNESS ZONE 1:00 PM – 5:30 PM

Mental health is a contributor to the “great resignation.” Increasing demands, shifting expectations and consistent uncertainty are amplifying stress and leading to fatigue and burnout – and the conference should not add to these feelings. The interactive Health & Wellness Zone is a new place for attendees to de-stress during the conference. It will include massage chairs, yoga sessions and an area just to think.

**Thank you to our Health & Wellness Zone sponsor, Florida Blue.**

## THE MARKETPLACE: LITERARY + PRODUCT DISPLAYS (INNOVATION) 1:00 PM – 5:30 PM

This new addition to the conference offers a platform to showcase and sell the unique products or services of FSMSDC’s Class I Minority Businesses Enterprise (MBE) startups and other partners within our network. MBE or corporate member authors can take advantage of the opportunity to introduce their books, name and products to a new audience.

## POWERED SOLO WORK PODS 1:00 PM – 5:30 PM

Conferences can be taxing. Attendees may need some down time or a quiet place to stretch and relax. Cue the powered solo work pods, where you can go to regroup.

## SUPPLIER DIVERSITY ROUNDTABLE: THE 4PS OF SUPPLIER DIVERSITY – OPTIMIZING SUPPLIER DIVERSITY AS A PROCESS (STRATEGY) 2:00 PM – 3:00 PM

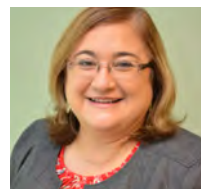
- Learn how to identify the four crucial “P” functions that make up the supplier diversity process.
- Understand the challenges of creating a successful program if a “P” is missing.
- Learn how to make supplier diversity a strategic focus rather than an “of-the-moment” initiative.

### SPEAKER



**KATHEY PORTER, MSE, MBA,  
CPSD**  
Principal/CEO  
Porter Brown Associates

### MODERATOR



**SANDRA HAMMERSTEIN**  
SBE & M/WBE Programs Compliance  
Officer  
City of West Palm Beach, Office of  
Small Minority Business Programs

## GROWTH INDUSTRIES WORKSHOP: LOGISTICS & IT (INNOVATION) 2:15 PM – 3:00 PM

If you are in a growth industry, these workshops are for you. A panel of experts in growing industries will reveal trends, opportunities and insights into how to expand in today's high-growth sectors.

### SPEAKERS



**JOHANNA DE LA CADENA**  
Supplier Diversity  
Program Lead  
CHEP



**ITU OTU**  
Head of Global  
Supplier Diversity  
Logitech



**FREDDY LATOUR**  
Senior Account  
Executive  
Solo Printing

### MODERATOR

## EFFECTIVE STRATEGIES TO DO BUSINESS WITH GOVERNMENT: THE BIGGEST BUYER IN THE WORLD

Discover business opportunities in the trillion-dollar government contracting sector. This workshop will identify contracting opportunities and outline steps to successfully do business with local, state and federal governments. Topics will include how to win contracts, joint ventures, subcontracting opportunities and certifications.

### SPEAKER



**ORLANDO ESPINOSA**  
Founder  
Emineo Media

### MODERATOR



**TONJA GRAHAM**  
Supplier Diversity Director  
Duke Energy

## MBE2MBE SYNERGY CORNER (SYNERGY) 2:30 PM – 5:30 PM

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## MAKEUP & PROFESSIONAL HEADSHOTS ZONE 2:30 PM – 5:30 PM

Do you need a new look for your website, LinkedIn, brochure and other marketing materials? At the Minority Business Conference, get your touchup makeup professionally done by our expert makeup artist, followed by a new headshot by an award-winning photographer.

## CARICATURE ARTIST 2:30 PM – 5:30 PM

Don't miss the opportunity to get your caricature done by our artist in between the networking and workshops. A caricature artist will capture your essence in a simplified or exaggerated way through sketching, pencil strokes, or other artistic drawings.

## SUPER MATCHMAKER ONE-ON-ONE APPOINTMENTS WITH BUYERS (SYNERGY) 3:30 PM – 5:30 PM

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## AI & OTHER TECHNOLOGIES THAT ARE SHAPING THE FUTURE OF BUSINESS (INNOVATION) 4:00 PM – 4:45 PM

Learn how AI is disrupting business and how new technologies are changing the business/customer relationship.

### SPEAKERS



**JEVON HOWELL**  
Founder & CEO  
ShopHowell



**MARVIN DEJEAN**  
Sr. Managing  
Partner  
Gilead Sanders

### MODERATOR



**ANGELIQUE LENOX**  
Senior Director of  
Business Development  
Vistra Communications

## DOING BUSINESS IN THE HEALTH INDUSTRY (STRATEGY) 4:00 PM – 4:45 PM

The healthcare industry has expanded exponentially and represents almost 18% of the US economy, making it the third-largest industry in the US. Research, innovation, digital transformation and technology are changing healthcare at a rapid pace. Get caught up on it all and learn about business opportunities in healthcare during this session.

### SPEAKERS



**AMBER LAWHORN**  
Director, Supplier  
Diversity and Small  
Business Enterprise  
Jackson Health System



**QUIBULAH GRAHAM**  
Sr. Director,  
Diversity &  
Minority Business  
Development  
Orlando Health



**FRANK FERNANDEZ**  
Director of  
Supply Chain  
Strategies  
Gilly Vending



**DESIRÉE HANSON**  
Manager, Supplier  
Diversity  
Moffitt Cancer Center



**FELIX BRATSLAVSKY**  
Manager, MBE  
& Government  
Relations  
Tampa General  
Hospital

### MODERATOR

## MBE SOCIAL (SYNERGY) 6:00 PM – 8:00 PM

Connect, Eat, and Drink at the MBE Social organized by the FSMSDC MBE Input Committee! After the Minority Business Conference, unwind and connect with other like-minded professionals in a relaxed setting. Complementary admission includes one (1) drink ticket and one (1) hour of appetizers. There will be a cash bar beyond the one ticket. All MBEs and corporate members are welcome to join us! Reserve your spot today.

## **ABEL A. HERRERA** President & CEO, IT Data Solutions LLC

Abel Herrera is President and CEO of IT Data Solutions, a certified SBA 8(a), MBE and DBE small business that offers expert information technology consulting services, staffing and tools for implementation in any industry. Herrera leads a team that has helped many organizations gain a competitive advantage by integrating and organizing their data, enabling them to make strategic business decisions based on data analytics. Herrera currently serves as a board member of the Florida State Minority Supplier Development Council (FSMSDC) and Chairperson of the FSMSDC Minority Business Enterprise (MBE) Input Committee. Because of his role as MBE Input Committee Chairperson, Herrera is part of the National Minority Supplier Development Council (NMSDC) leadership team. He also volunteers his time and energy as Vice President of the University of Central Florida Alumni Miami Chapter; Herrera earned his Bachelor of Science in business administration from the university.

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## **AMBER LAWHORN** Director, Supplier Diversity and Small Business Enterprise, Jackson Health System

Amber Lawhorn, CPSD, is Director, Supplier Diversity and Small Business Enterprise at Jackson Health System, one of the largest nonprofit healthcare systems in the U.S. In her role, she increases, enhances and facilitates opportunities for diverse suppliers within the Miami-Dade healthcare system's \$600 million annual procurement budget. Lawhorn is also a member of the Florida State Minority Supplier Development Council (FSMSDC) Certification Review Committee and Chair of the Vizient Supplier Diversity Expert Panel. She has been recognized for her achievements, including being the recipient of the 2017 Minority Enterprise Development Week (MEDWeek) Small/Minority Business Enterprise Advocate of the Year – Miami-Dade County. Lawhorn has earned an MBA, Bachelor of Business Administration and a certificate in Diversity and Inclusion; she is also a Certified Professional in Supplier Diversity (CPSD).

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## **ANDREW REESE** Practice Head, Cybersecurity, Zones LLC

Andrew Reese has extensive hands-on experience measuring, assessing, designing, implementing, improving and managing information security management systems (ISMS) and cybersecurity programs. He is well-versed in aligning organizational controls with legal, regulatory and contractual requirements, as well as business goals and objectives. Using well-documented industry best practices and methodologies, Reese has consulted with hundreds of organizations of all sizes and across major vertical markets. As the practice leader, Reese owns the financial performance and success (P&L) of the practice companywide. He is responsible for all actions necessary to create, execute and monitor the strategy that drives Zones' products and services growth in the cybersecurity practice area, and works collaboratively with all relevant functions within Zones, as well as with its partner community. He has numerous certifications and is currently Chairman of the CISO Cross-Sector Council of the InfraGard National Members Alliance.

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## **BRIAN BUTLER** President & CEO, Vistra Communications

Brian Butler is President and CEO of Vistra Communications, an integrated marketing communications agency. Butler is a combat-decorated retired career military officer. Prior to founding Vistra, he provided strategic communications counsel to senior leaders at U.S. Central Command and served as a Policy Director on the Homeland Security Council in the White House. He was also a spokesperson for an Army Secretary and on the communications team for a Chairman of the Joint Chiefs of Staff in the Pentagon. Butler serves on the boards of organizations including the Greater Tampa Chamber of Commerce, WEDU Public Broadcast Television, Sunshine State Economic Development Corporation, Minority Enterprise Development Corporation and the Visit Tampa Bay Advisory Board. He also serves on the U.S. Chamber of Commerce Small Business Council and as CEO Mentor to the principal of Mort Elementary School. In 2018, Butler was honored as the Greater Tampa Chamber of Commerce Outstanding Leader of the Year.

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## **CHERELLE CORTEZ** Vice President of Trade Partner Supplier Diversity, Layton Construction

Cherelle Cortez has 19 years of experience in the construction industry, the most recent two with Layton Construction as Vice President of Trade Partner Supplier Diversity. Cortez leads the company's strategic partnerships with minority organizations and directs its subcontractor Supplier Diversity Program. She developed the structure and framework for the National Black Employees Resource Group and led strategic partnerships with minority- and women-owned businesses, clients and organizations; she trained more than 400 business owners on various topics for growth. Cortez has served on the boards of directors for the National Minority Contractors Association and the Nashville Business Incubation Center for Minority Contractors. She has been recognized internally and externally as a leader in the supplier diversity space, receiving numerous awards and accolades, such as being named one of Atlanta's Top 100 Black Women of Influence by the Atlanta Business League.



## **DESIRÉE HANSON** Manager of Supplier Diversity, Moffitt Cancer Center

Manager of Supplier Diversity, Moffitt Cancer Center

Desirée Hanson is Manager of Supplier Diversity for Moffitt Cancer Center. As administrator of the Supplier Diversity Program, she is responsible for policy development, implementation and management of the center's supplier diversity vision and strategy. She previously served as Supplier Diversity Manager for the University of South Florida. Hanson is actively involved in minority- and women-owned business associations and organizations. She currently serves as Chair of the Board of Directors for the Florida State Minority Supplier Development Council, was past President of the Minority Enterprise Development Corp (MedCorp) and serves as Secretary of the National Minority Supplier Development Council Health Care Industry Group. Hanson has earned numerous supplier diversity advocacy awards for her leadership, outreach and mentoring of diverse suppliers. She is a graduate of Baruch College with a bachelor's degree in business administration.

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## **DR. CASANDRA "COACH CASS" HENRIQUEZ** Coach, Inspire Many

When love eludes someone, one woman can help them capture it: Dr. Casandra "Coach Cass" Henriquez, also known as America's go-to love doctor. An intuitive love coach and matchmaker for successful women, Henriquez is an in-demand speaker and TEDx presenter. The creator of the Love Deck dating conversation cards, Henriquez's voice has graced the airwaves weekly on the No. 1 radio show in South Florida. She hosted the television show "Fiscally Fit" and designed the premier love-coaching community, The Real Love Network, for busy professional women who happen to be single. Henriquez has been chronicled and featured by *Woman's Day*, *Fast Company*, *Black Enterprise*, *Cosmopolitan* and *Forbes*, to name a few. You can often find this bestselling author of *WANTED Woman: The Busy Woman's Guide to Attracting and Choosing a Love That Lasts* relaxing on the beaches of the world with her husband, Andy, and daughter, Ava, jamming to reggae vibes.

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## **EBONY SMITH** President, Ebony Smith & Associates, Inc.

Ebony Smith, founder of Ebum Equation, is an International Coach Federation (ICF) Master Certified Coach (MCC). She is a leadership-development expert with a passion for creating forward-thinking leaders. After 20 years of risk-management experience in the Fortune 100 (Sunoco, BP and World Fuel Services), her full-spectrum-lens view of leadership has empowered her to help individuals hone their goals and reach their full potential. Bringing an innovative, straightforward approach, she pushes individuals to leave their "subject matter expert" mindset behind and become relationship-oriented leaders who drive their organizations into the future.

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## **FELIX BRATSLAVSKY** MBE Manager, Tampa General Hospital

As the MBE Manager at Tampa General Hospital (TGH), Felix Bratslavsky leads the hospital's supplier inclusion initiatives while playing an integral part in TGH's People and Talent strategy and the Patient Health Equity Program. Bratslavsky's previous experience includes working for the Hillsborough County Economic Development Department and being a business consultant for the Small Business Development Center at the University of South Florida (USF). He has served on numerous boards and committees, including the Minority/Small Business Multi-Jurisdictional Regional Task Force, the Florida Association of Minority Business Enterprise Officials, the Minority Enterprise Development Committee (for MED Week) and the NFL's Emerging Business Super Bowl Host Committee. Bratslavsky holds a bachelor's degree in finance from USF and a master's certification in contract compliance from the American Contract Compliance Association and Morgan State University. He is a Certified Diversity Professional with the National Diversity Council.

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## **GUSTAVO "GUS" VERGARA** CEO, Veterans Enterprise Services

Gustavo Vergara has over 20 years of combined federal government and military experience. As acting Supervisor Business Opportunity Specialist (BOS) for the U.S. Small Business Administration (SBA), he covered the superintendent's roles, duties and responsibilities in their absence, including regular monitoring and reporting of current SBA requirements to ensure firm compliance and successful completion of the 8(a) program. He also worked with 8(a) Business Development Programs and served as a consultant, helping to maximize businesses' efficiency and growth. Before working at the SBA, he was a Contract Specialist for the U.S. Coast Guard in Miami. He has a bachelor's degree in psychology from Saint Leo University and a master's degree in mental health counseling from Nova Southeastern University. He is a licensed therapist in the state of Florida.

## **HEATHER COVALT** Project Manager, BRASFIELD & GORRIE, L.L.C.

As an assistant project manager, Heather is responsible for assisting senior management with day-to-day operations on projects. These include developing and monitoring the budget and schedule; performing detailed analyses of scope and pricing; reviewing and distributing shop drawings and submittal data; identifying, communicating, and resolving design conflicts; processing RFIs and assessing schedule and cost ramifications; scheduling, tracking, and expediting materials; and assisting the superintendent with implementation of safety and quality programs.

## **JEVON HOWELL** Founder and CEO, ShopHowell

Jevon Howell is a passionate entrepreneur and visionary leader who has dedicated his career to empowering underrepresented communities in the e-commerce industry. As the Founder and CEO of ShopHowell, Howell's mission is to provide small, minority, and women-owned businesses with the tools and resources needed to thrive in the fast-paced digital marketplace. With a deep understanding of the unique challenges faced by small businesses, Howell has developed a comprehensive suite of e-commerce solutions tailored for their needs. Under Howell's leadership, ShopHowell has grown into a trusted partner for small businesses and community support organizations alike. His expertise in marketing, business development and e-commerce has earned him a reputation as a rising voice in the industry. Howell holds a Bachelor of Business Administration in marketing from Florida International University and a master's in management from Babson College.

## **ITU OTU** Head – Global Supplier Diversity, Logitech

Itu Otu is head of global supplier diversity at Logitech. He is responsible for developing, implementing and prioritizing an enterprise-wide robust supplier-diversity vision and strategy to meet the company's business objectives. These include growing the diverse supplier base within the company's portfolio and increasing diverse business partnerships across all business units while cultivating positive diverse-business relationships. Otu is a 25-year veteran of supplier diversity and a recipient of multiple honors, including being named America's Top Champion of Diversity in 2011 by DiversityBusiness.com, a top 30 champion of supplier diversity by DiversityPlus Magazine in 2014 and the ambassador for supplier diversity by Minority Business News USA. He has served on the boards of the African American Chamber of Commerce of Central Florida, United States Pan Asian American Chamber of Commerce's Northeast and Southeast chapters, the New York/New Jersey Minority Supplier Development Council, and other civic and nonprofit organizations.

## **JOHANNA DE LA CADENA** Supplier Diversity Program Lead, CHEP

Johanna De La Cadena is Supplier Diversity Program Lead for CHEP, a global leader in pallet and container pooling services. She supports all aspects of CHEP's Supplier Diversity Program and leads North American Supplier Diversity. De La Cadena's primary focus is to build awareness in supplier diversity, increase procurement opportunities and develop strategies for entrepreneurs. She is an advocate of the National Minority Supplier Development Council's (NMSDC) vision to connect minority-owned businesses with corporate America. She was previously Director of Member Services for the Central North Florida Minority Supplier Development Council, is a former Regional Vice President of FSMSDC, and spent time in sales and marketing with O.P.S.M.G./Pan American Grain in the roles of Director of Business Development, Associate Product Manager and Marketing Research Analyst. De La Cadena is active in the community and currently serves on several boards focused on small business.

## **KAREL GOMEZ** CEO and Primary Principal, Draftpros

Karel Gomez is CEO and Primary Principal of DraftPros, an engineering and construction firm with a national footprint serving the telecommunications industry. An immigrant from Cuba, Gomez is now operating this national firm that has more than 400 employees and independent contractors. DraftPros serves companies such as AT&T, the Florida Department of Transportation, Google and Verizon and is one of the nation's fastest-growing Hispanic-owned companies. Gomez has helped DraftPros' wireless efforts, and the company has been at the forefront of small cell design and build for over six years. Previously, Gomez held top management positions at some of the leading companies in the industry, including AT&T, CenturyLink and Windstream. He has extensive experience in operations and engineering.

## **KATHEY PORTER** Principal/CEO, Porter Brown Associates

Kathey Porter, MSE, MBA, CPSD, is a nationally recognized small-business strategist, award-winning subject matter expert and frequent keynote speaker, panelist and workshop facilitator at conferences and events focusing on supplier diversity, economic inclusion, small-business development/entrepreneurship and women's entrepreneurship. She is CEO and Principal of Porter Brown Associates, a training and professional services consultancy focusing on management, scientific and technical consulting services for various governmental agencies, corporations and small businesses. Porter is Founder of the Supplier Diversity Training Institute, an emerging supplier diversity training and networking platform. She has been an executive coach/instructor for several national business accelerators and is the author of several books on business and supplier diversity, including *50 Billion Dollar Boss*, which was nominated for an NAACP Image Award; *Implementing Supplier Diversity*; and *Supplier Diversity for Dummies*.

## **KRISTIN MALEK** Global Director of Business Diversity, CDW

Kristin Malek serves as the Global Director of Business Diversity at CDW. In this role, Malek has established an innovative supplier diversity strategy that aligns with CDW's core values to meet customers' needs and expectations. As the architect of CDW's diverse supply chain of more than 1,100 suppliers, Malek ensures CDW's continued investment in diversity, equality and inclusion within its businesses. She is responsible for the firm's total spend with diverse partners, which reached more than \$20 billion in 2021. Malek is a member of multiple diversity councils and has been featured in several magazines. She was named one of the top 15 Women in Power impacting diversity by *Diversity Professional Magazine*, one of New York City's most responsible 100 by *City & State NY*, and a 40 Under 40 New York rising star by *City & State NY*.

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## **LAURA SAPIR** CEO, Facility Supplier Government Contractor, FMS Provider LLC

Laura Sapir has spent over 16 years in strategic planning, business development and leadership, focusing on delivering high-quality services for government agencies. Throughout her career, Sapir has demonstrated a deep understanding of the requirements and regulations associated with government contracting. She is also an expert in supporting and promoting small businesses, particularly those owned by women and minorities. She has developed innovative strategies for winning government contracts and provides expert consulting services and resources to help small-business owners navigate the complexities of the government contracting process. Sapir, CEO of FMS Provider LLC (FMS), recently partnered with Veterans Enterprise Services, a service-disabled veteran-owned small business (SDVOSB), and Gustavo Vergara, a former Contracting Specialist and Business Opportunity Specialist from the SBA. He will be consulting with FMS and promoting the continued growth and development of minority-owned businesses and entrepreneurs.

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## **MANNY GARCIA-TUÑÓN** President, Lemartec Corporation

Manny García-Tuñón is President of Lemartec Corporation, a MasTec Company. García-Tuñón is the third generation in Lemartec, which was founded by his grandfather and father in 1979 and was purchased by MasTec in 2018. García-Tuñón received his Bachelor of Science in construction management from Florida International University, but his passion for sales and marketing led him to spearhead efforts to scale Lemartec's footprint as a national and international industrial design-build firm. Today, Lemartec builds throughout North America and the Caribbean. García-Tuñón is an advocate for small businesses both nationally and locally. For seven years, his weekly business column, "From the CEO's Desk," for the *Miami Herald* and *El Nuevo Herald* focused on increasing awareness and inspiring small and minority business owners to become effective community leaders. He also appeared regularly on Univision's national morning show, "Despierta America," as its small-business expert.

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## **MARVIN DEJEAN** Senior Managing Partner, Gilead Sanders LLC

Marvin Dejean is a leading business futurist, organizational strategist and unapologetic evangelist for innovation-driven solutions to corporate and social challenges. As Senior Managing Partner of Gilead Sanders LLC, he helps organizations and individuals leap into the 21st century digital marketplace. Dejean is setting a new standard for how businesses, nonprofits and governmental agencies ignite human capital, access leadership agility and drive team performance. He is the author of the forthcoming book *The Big Pivot: Transforming Your Business Into a 21st Century Digital Powerhouse*. He specializes in the topics of digital transformation, business innovation and reinventing business models for the 21st century. Dejean has worked with some of the biggest and most recognizable names in the fields of business, government and philanthropy, such as Western Union, Florida Blue, Disney and Cisco Systems.

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## **ORLANDO ESPINOSA** President, Emineo Media

Orlando Espinosa is an expert out-of-the-box thinker with an unyielding ability to establish and develop quality relationships at all levels. He leverages social environments and innovative market strategies to create and target business growth. Espinosa has been a national spokesperson for a well-known Fortune 500 company and has completed multiple national bus tours geared toward educating Latino and underserved communities on the topics of higher education, personal achievement, and available access and outreach programs. Espinosa spearheaded the development of the first comprehensive Spanish-first bilingual loan and outreach program for postsecondary education in the United States. He's been a leadership adviser for ASPIRA of Florida Inc. and a recruitment officer for the Miami Institute of Psychology. He also taught leadership while abroad with a class from Nova Southeastern University. He brings extensive experience and expertise to the daily management of Emineo Media.

## **PATRICIA CONCEPCION, ESQ.** Owner & Founder, OmniThryv Media LLC

Patricia Concepcion is a social media strategist and consultant who specializes in creating social media content that effectively communicates a company's product or services in a manner that tells a compelling story and helps attract ideal customers or clients. Concepcion has helped clients improve and optimize their social media platforms in all business sectors, from the legal and political industries to real estate and more. Social media is a powerful tool that can market services or products organically and grow a community of invested ideal customers/clients on various social media platforms, and Concepcion helps her clients develop strategies to accomplish just that. Concepcion graduated from Florida International University with a Bachelor of Business Administration and a bachelor's degree in philosophy. She earned her law degree from American University Washington College of Law.

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## **QUIBULAH GRAHAM** Senior Director – Diversity and Minority Business Development, Orlando Health

Quibulah Graham, MSPH, BSN, LHRM, is Corporate Director, Diversity and Minority Business Development, of Orlando Health's diversity, equity, inclusion and minority business program. She oversees supplier diversity opportunities and partners with community organizations to support diverse and minority populations. She also leads diversity, equity and inclusion education and training for Orlando Health team members. With over two decades of healthcare experience, Graham's career includes leadership roles at Orlando Health, Orlando Regional Medical Center and Dr. Phillips Hospital. Prior to that, she held roles at Beth Israel Medical Center and Renal Research Institute LLC. Graham is an advisory board member of numerous organizations. She holds a Bachelor of Science in chemistry from Dillard University, a Master of Science in public health from Meharry Medical College, and a Bachelor of Science in nursing from the University of Central Florida.

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## **SHERREL SAMPSON** Founder & CEO, Canviyi

Sherrel Sampson is the Founder and CEO of Canviyi, an innovative, organic-based health and wellness brand best known for its award-winning first-to-market proprietary scalp care collection, ScalpBliss. Sampson has expanded the brand's retail footprint to more than 3,000 stores, including in CVS, Sally Beauty and Walmart; she has also improved the scalp health of cancer patients through leading cancer-center partnerships, including Moffitt, Harvard and City of Hope. An active member of The Florida Bar Statewide Advertising & Solicitation Grievance Committee, Sampson also serves as Board Secretary of the Clearwater Marine Aquarium and Board Vice Chair of the Orenda Foundation. Prior to founding Canviyi, Sampson led teams as an executive with a history of delivering omnichannel success across personal care, shopper marketing, consumer healthcare (OTC), grocery retail and enterprise software verticals. She holds a Master of Science in integrated marketing communications from West Virginia University and a Bachelor of Arts in marketing from Stetson University.

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## **TERRY V. WATSON** State DBE Program Coordinator, Florida Department of Transportation

Terry V. Watson serves as the State DBE (Disadvantaged Business Enterprise) Program Coordinator in the Equal Opportunity Office of the Florida Department of Transportation. In this role, Watson is responsible for utilizing the DBE program to ensure that the department and the construction industry achieve the state's federal DBE goal. He also promotes and monitors adherence to the department's DBE program by prime contractors and consultants that perform roadway and bridge work throughout the state. Watson previously served as the Bond Specialist for FDOT's Construction Management Development and Bond Guarantee programs. He joined FDOT in 2002 in his current position. Watson serves on the Florida Institute of Consulting Engineers (FICE) DBE subcommittee of the FICE Transportation Committee; he also works closely with the Florida Transportation Builders' Association regarding DBE utilization by its members.

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## **TONJA GRAHAM** Supplier Diversity Director, Duke Energy

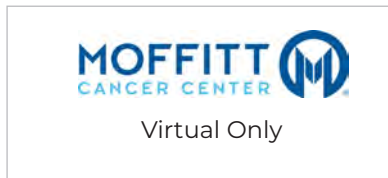
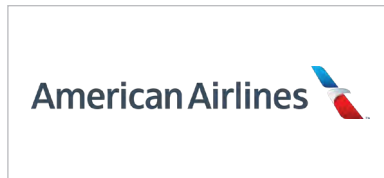
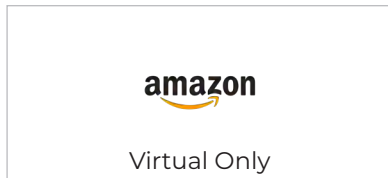
Tonja Graham supports Duke Energy's supply chain/procurement team as the company's Supplier Diversity Director. In her role, she ensures that diverse suppliers have the maximum practicable opportunities to provide products and services to Duke Energy directly and/or as subcontractors. During her 27 years with Duke Energy, Graham has engaged and educated prime suppliers and recruited highly qualified, competitive and innovative diverse businesses. She also served as a liaison between corporations and diverse/local suppliers. Graham has been active in organizations including the Supplier Diversity Corporate Roundtable, whose membership she helped grow by 30%, as well as the Florida State Minority Supplier Development Council (FSMSDC) and Women's Business Enterprise National Council. She was featured in the Orlando Business Journal for outstanding sponsor support, mentorship and advocacy for the National Association of Women Business Owners (NAWBO). Graham earned her bachelor's degree in legal studies at the University of Central Florida.

## ONE-ON-ONE APPOINTMENTS WITH BUYING DECISION-MAKERS MAY 3, 3:30 PM – 5:30 PM | MAY 4, 3:30 PM – 5:30 PM

The Super Matchmaker One-on-Ones are available! Make your appointment today with participating buyers. Appointments are available May 3, 3:30 – 5:30 PM and May 4, 3:30 – 5:30 PM. Please note the One-on-Ones platform is hosted outside of Whova, on the MyBusinessMatches (MBM) portal.

You must create/update your MBM profile and request appointments through MBM directly. One-on-One appointments are not hosted in Whova. The platforms are not connected, nor do they communicate with one another.

NOTE: There is a limit of two (2) appointments per company.



# BOARD OF DIRECTORS

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Manager Supplier Diversity  
Moffitt Cancer Center

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The Walt Disney Company

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Advancement Services  
Broward College

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**QUIBULAH GRAHAM**  
Sr. Director, Diversity  
& Minority Business  
Development,  
External Affairs  
Orlando Health



**SUSANA ROBLEDO**  
CEO  
Cube Care Company



**TONJA GRAHAM**  
Supplier Diversity  
Director  
Duke Energy



## FLORIDA STATE MSDC TEAM MEMBERS

- Beatrice Louissaint, President & CEO
- Monica Cupid, MBA, Vice President of Operations
- Dr. Sandra Palmer, Vice President of Programs & Compliance
- Erasmo Acosta, MBA, Chief Financial Officer & Senior Business Consultant
- Lucy Moore, MBA, Finance & Business Administrator
- Yasmeen Ferrera, Executive Assistant
- Stuart Combs, Director of Certification
- Stephanie Toribio, Certification Specialist
- Olivia Poleon, Recertification & FDOT Outreach Specialist
- Queneisha J. Harvey, Communications Manager
- Krysten B. Deidrick, Communications Design & Production Coordinator
- Allison McKenzie, Marketing & Training Coordinator
- Moya Bailey, FDOT Project Consultant, Southern Florida
- David Waring, FDOT Project Consultant, Southern Florida, District 6
- George T. Thibault, FDOT Project Consultant
- Tonya Shaw, Intern

## TAP TECHNICAL ASSISTANCE PROGRAM

### MIAMI TECHNICAL ASSISTANCE PROGRAM (TAP)

- Andres Barberi, Business Consultant
- Timothy Spearman, Business Consultant

### ORLANDO TECHNICAL ASSISTANCE PROGRAM (TAP)

- Ravel Bonilla, MBA, Program Director
- Ryan Davis, Business Consultant

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## FSMSDC Team Shirts

Communicate 360

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## Printing

Solo Printing

## Signature Tote Bags

Y-Not Design & Mfg.

## Wine

Chef Creole



Florida State  
Minority Supplier  
Development Council

## SUPPORT US

Build the next generation of minority entrepreneurs and influence thousands of minority households in achieving economic equality and financial independence.

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Direct link: [tinyurl.com/5h65ch54](https://tinyurl.com/5h65ch54)

## NEED HELP?

### Information Desk

FSMSDC's staff will be located at the reception area closest to the entrance.

### For Questions about the Whova App

[support@whova.com](mailto:support@whova.com)





## DIVERSITY IS ALWAYS PART OF OUR BIG PICTURE

At The Walt Disney Company, we believe that diversity is essential. So, we partner with a wide range of suppliers to ensure that every voice is heard. That way, we strengthen our company on the inside and support every community on the outside.

For more information on how to be part of the magic visit

[WWW.SUPPLIERDIVERSITY.DISNEY.COM](http://WWW.SUPPLIERDIVERSITY.DISNEY.COM)



The *WALT DISNEY* Company

Office of Small & Minority  
Business Programs

# WE WANT YOU



WEST PALM BEACH

The **City of West Palm Beach** wants you to grow your business, create jobs and rev the economic engine that drives us all. The City constantly has new projects and programs that need your support.

By getting certified with the City's Minority and Women-Owned Business Enterprise Program, your business will:

- Gain access to larger companies and Prime Contractors in need of certified subcontractors
- Be able to participate in Sheltered Market bids
- Have a spot at networking events hosted by Palm Beach Partners (The City of West Palm Beach, Solid Waste Authority, School District of Palm Beach County, Palm Beach County)

The City also has special programs to encourage procurement participation from Small Business Enterprises and Minority/Woman-Owned Business Enterprises.

**In Short...We Want You!**



## Get Started. Get Certified.

Call us for details on this simple, paperwork-minimal process  
561-822-2100 [wpb.org/procurement](http://wpb.org/procurement)

Mayor: Keith James; Commission:  
Cathleen Ward, Shalonda Warren, Christy Fox,  
Joseph Peduzzi, Christina Lambert

Office of Small Minority Business Programs  
is located at City Hall, 2nd Floor  
401 Clematis Street, West Palm Beach, FL 33401  
Telephone: (561) 822.2100 (TTY) 800.955.8771



## Supplier diversity builds bridges.

A commitment to supplier diversity is about more than products or services. It's about extending a bridge to new ideas, experiences and innovative solutions that, ultimately, strengthen the economic vitality of the communities we serve.

[DUKE-ENERGY.COM/SUPPLIERDIVERSITY](http://DUKE-ENERGY.COM/SUPPLIERDIVERSITY)



BUILDING A SMARTER ENERGY FUTURE®



We look forward to connecting with you at the **FSMSDC Minority Business Conference**. FPL is committed to growing and supporting diverse businesses.

Florida Power & Light Company is a founding member of the Florida State Minority Supplier Development Council (FSMSDC) and proudly supports the vision of advancing access and growth of minority-owned companies. FPL is a subsidiary of NextEra Energy, Inc., a clean energy company committed to increasing diversity and inclusiveness in our supply chain.

Register your diverse business with us. Visit <https://nexteraenergy.supplierone.co/>



# THE ODP CORPORATION



CHOICE

COLLABORATION

INNOVATION

At The ODP Corporation, we're committed to cultivating opportunities, strengthening our communities, and driving prosperity by elevating diverse and small owned businesses.

Learn more at [theodpcorp.com/supplier-diversity](http://theodpcorp.com/supplier-diversity).

Diverse suppliers include certified minority, women, disabled, veteran, LGBT (Lesbian, Gay, Bisexual, and Transgender) and small (SBA 8(a), SDG, SBC, WOSB, EDWOSB, and HUB Zone) enterprises.

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# Florida State Minority Supplier Development Council — We're proud to support you

We are proud to serve our communities by investing in diverse suppliers. We can only be successful when our customers, clients, communities and employees share in that success.

Visit us at [bankofamerica.com/about](https://bankofamerica.com/about).

**BANK OF AMERICA** 

# We're honored to sponsor the Minority Business Conference.

Caring for the community starts with providing support for the people who live in it. So we're proud to work with the Florida State Minority Supplier Development Council. Together, we can inspire and build better lives and communities.



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**American Airlines** 

## Taking Supplier Diversity to new heights

At American Airlines, we are fueling the economy through the inclusion of minority, women, disabled, veteran, service disabled veteran, LGBTQ-owned and small business suppliers in our supply chain. Our success depends on quality partnerships with diverse-owned suppliers who strive for excellence.

To learn more and register your company, visit [aa.com/supplierdiversity](https://aa.com/supplierdiversity)

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# Let's Work Together, To Grow Together

## JOIN A LEADER IN SUPPLIER DIVERSITY

The vision of Broward Health's Supplier Diversity Program is to be the leader in providing a fair and equal opportunity to all vendors.

### SD AWARDS

---

#### **Broward County**

Proclamation Supplier Diversity Day

#### **Premier, Inc.**

1st National Diversity Recognition

#### **F/WBDC**

Corporation of the Year

#### **SFMSDC**

Crystal Award & Corporation of the Year

#### **MBDC**

Advocate & Corporation of the Year

#### **Vizient (GPO)**

National Supplier Diversity Excellence Award - Top Performer

For information about our Supplier Diversity Program, call **954.473.7205** or go to **[BrowardHealth.org/Diversity](http://BrowardHealth.org/Diversity)**.



*Broward Health is an equal opportunity employer and an equal access procurer of goods and services.*

[BrowardHealth.org](http://BrowardHealth.org)    



# Growing **FORWARD.**

When a small business takes on a big opportunity, the whole community thrives. At Jackson Health System, we provide an open procurement environment, giving minority-owned businesses a greater chance to succeed. Every new endeavor, regardless of its size, needs the right connections to be able to grow. Thanks to our partners at the Florida State Minority Supplier Development Council, we can make an even greater impact, turning diverse suppliers into vital business partners.

To learn more, call **305-585-5004** or visit **[JacksonSmallBusiness.org](https://JacksonSmallBusiness.org)**.

**Jackson**  
HEALTH SYSTEM  
*Miracles made daily.*



be valued.



choose well.

Orlando Health is committed to fostering an inclusive environment that recognizes, respects and values the diversity of the Central Florida community that we have proudly called home – for over 100 years. [OrlandoHealth.com/Diversity](https://www.OrlandoHealth.com/Diversity)





## Committed to Our Communities

We believe in working with local communities by being actively engaged in mentoring, developing a future workforce, training, and impacting supplier development for our trade partners.



## Supplier diversity. Driving economic empowerment.

Learn more about our commitment to increasing opportunities in our community and beyond at [rtx.com/supplier-diversity](https://rtx.com/supplier-diversity)



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# Our COMMITMENT

The University of Miami is committed to working with qualified suppliers who reflect the full diversity of our multicultural community. We understand the importance of growing minority business participation, expanding relationships, and promoting economic inclusion.

To Learn More about our Supplier Diversity Program, scan our QR Code



# NBCUniversal

Proud supporters of Florida State Minority Supplier Development Council





Proud supporters of Florida State Minority Supplier Development Council





Proud supporter of Florida State Minority Supplier Development Council



# TAP TECHNICAL ASSISTANCE PROGRAM

The Technical Assistance Program (TAP) provides training and technical assistance from expert business consultants and coaches to help companies scale.



## Support from Industry Consultants

Operated by the Florida State Minority Supplier Development Council (FSMSDC), TAP provides professional assistance and training from expert business consultants and coaches. Think of TAP as an extension of your team.

## Program Eligibility

-  Minority Owned Business in operations for at least two years, registered in Florida.
-  Time commitment to complete the program and willingness to share program results.



### Loan & Grant Application Assistance

*Loan packaging for working capital, purchase orders, invoices and equipment*



### Business Development

*Procurement opportunities, business plan review, resource partner referrals, vendor registration and certification assistance*



### Professional Services Referrals

*Legal, finance, accounting, taxation, sales strategies, marketing, technology and compliance*

## Contact Now

Miami Office

Phone: (305) 751-2907

Email: [stephanie@fsmsdc.org](mailto:stephanie@fsmsdc.org)

Orlando Office

Phone: 407 251-7021

Email: [ravel@fsmsdc.org](mailto:ravel@fsmsdc.org)



[www.fsmsdc.org/tap](http://www.fsmsdc.org/tap)

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MasTec is a proud sponsor of the Florida State Minority Supplier Diversity Council.

[Lemartec.com](http://Lemartec.com)



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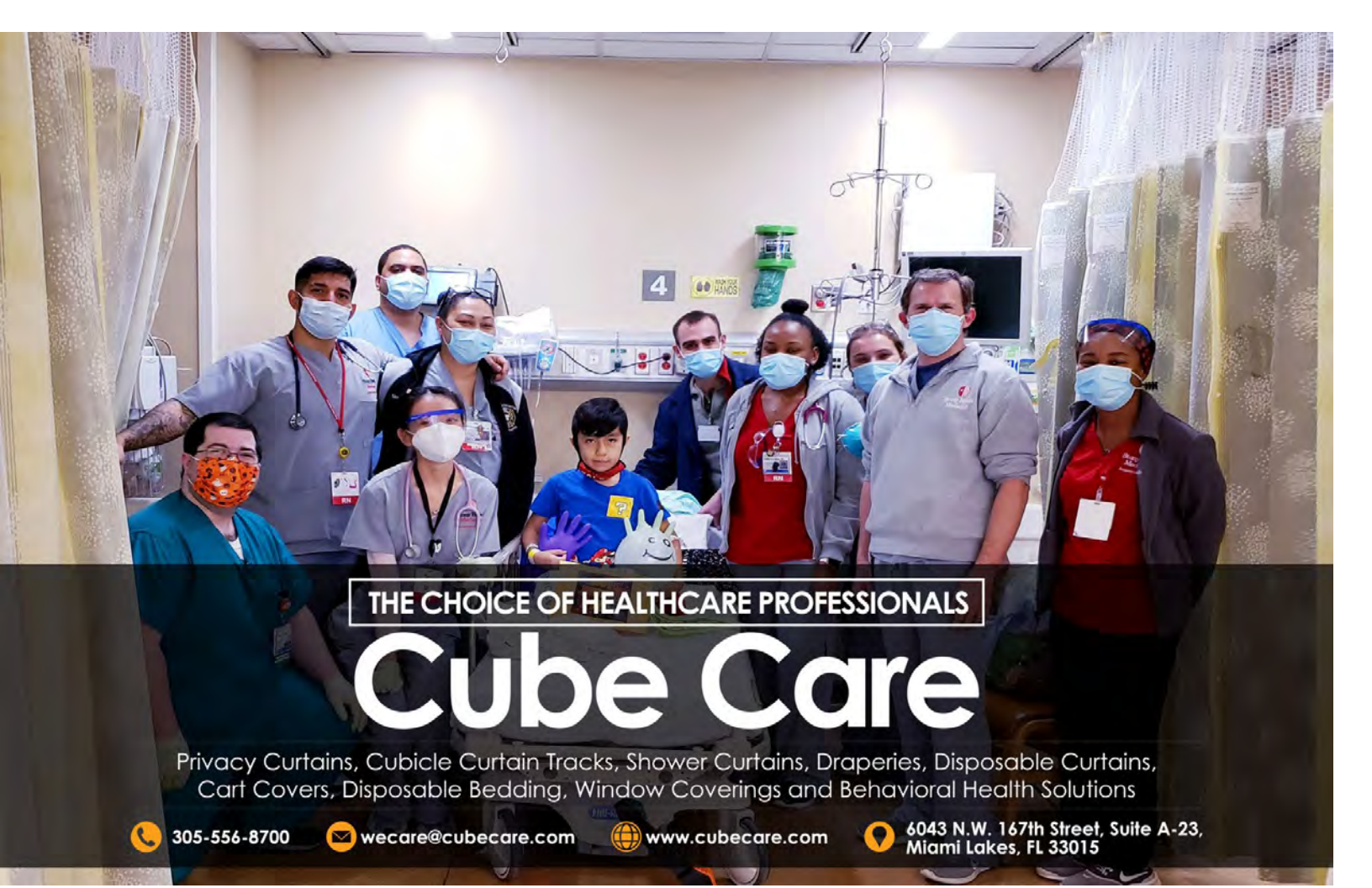
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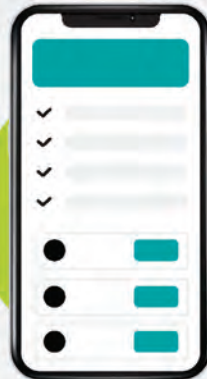
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Contact us at [supplier.diversity@zones.com](mailto:supplier.diversity@zones.com) or visit [www.zones.com/mbe](http://www.zones.com/mbe) to get started.

Consider *IT* done.




# Drive Minority Supplier Revenue Growth

As a sponsor of Florida State MSDC and NMSDC Corporate Member, LSQ is committed to driving revenue to MBE's. LSQ's supply chain and invoice finance solutions provide minority suppliers access to affordable, debt-free, and on-demand working capital. The result: a healthier, more diverse supply chain that scales and grows minority businesses' revenue.

The LSQ logo consists of the lowercase letters 'lsq' in a white, sans-serif font, centered within a dark blue square. The background of the entire advertisement is a photograph of a woman with short, curly grey hair, wearing red-rimmed glasses, a blue t-shirt, and a white apron with brown leather straps. She is looking slightly to her right with a neutral expression. The background behind her is a blurred indoor setting, possibly a kitchen or a workshop.

Learn about our solutions at [lsq.com/dei](https://lsq.com/dei) or contact us at [bhooper@lsq.com](mailto:bhooper@lsq.com)



# Discover New Opportunities in Florida



## Corporate Member Benefits

- Access to the most diverse NMSDC regional affiliate
- Identify the best Florida MBEs with capacity to meet procurement needs
- Increase and improve your company's visibility and brand in Florida
- PowerNet matchmaker events
- Professional development and training, including buyer training
- Supplier Diversity Roundtable

## Join the Council in one of the most “business friendly” states!

Florida is seeing a boom in business relocations to the state. The Florida State Minority Supplier Development Council has some of the largest minority businesses in the country with capacity. Our Council invites national corporate members to explore the advantages of doing business within the Florida network.

### Local Corporate Members



\*at the time of distribution



To learn more, visit [fsmsdc.org](https://fsmsdc.org)

Email: [fsmsdc@fsmsdc.org](mailto:fsmsdc@fsmsdc.org) | Phone: (305) 762-6151





Florida State  
Minority Supplier  
Development Council

# FSMSDC MATTERS

A philanthropic partnership with the Florida State Minority Supplier Development Council provides corporations, government entities, minority businesses and others with the opportunity to support programs and services that **elevate the standard of living for thousands of families.**

## **GIVING OPPORTUNITIES**

### **SINGLE OR MULTIYEAR PLEDGE**

Make a one-time or sustained multiyear commitment of unrestricted support.

### **PLANNED GIVING LEAVES A LASTING LEGACY**

Give a gift through a will while receiving tax benefits as a donor. Speak to your personal advisor today, and leave a gift that impacts individuals and families for decades to come.

### **SUPPORT PROGRAMS AND EVENTS**

Provide mission-match opportunities for your company to support FSMSDC programs while connecting directly with consumers in a deep and meaningful way.

### **IN-KIND DONATIONS/TRAINING**

Provide visibility and awareness for your product donation. Equipment, services, supplies and training are some of the many ways to make an impact.

### **EVENT SPONSORSHIP**

Provide unique and relevant exposure for your brand while demonstrating your commitment to individuals and families. Pay a one-time fee to participate in all of the Council's signature events.



## **TESTIMONIAL**

*Sponsorship with FSMSDC means advocating for the most important change that I want to see in the world: an equal opportunity for MBEs to do business with large corporations. It's a small investment into the community that largely supports the advancement of minority businesses throughout Florida.*



**Susana Robledo**  
CEO & Founder  
Cube Care Company



## **Learn More**

Scan the QR code or go to  
[fsmsdc.org/sponsorship](https://fsmsdc.org/sponsorship)

# 2023 SAVE THE DATES\*

**AUG  
30**

## **SUPPLIER DIVERSITY ROUNDTABLE**

The Supplier Diversity Roundtable gives corporate members an opportunity to join other leaders in the supplier diversity community to discuss issues, best practices and innovative ideas that will diversify supply chains, contribute to company success and have a positive global impact.

**SEP  
22**

## **BUSINESS IMPACT AWARDS**

The Business Impact Awards is the Council's signature fundraising event that tackles the systemic inequities that Florida's minority entrepreneurs face. Leaders and achievers in our community achieve recognition while driving public attention to our mission.

**NOV  
15**

## **BUSINESS SUMMIT**

The Business Summit is a powerful networking opportunity for corporate members and top minority businesses with capacity.

*\*Dates subject to change*



*Follow Our  
Calendar!*

Scan the QR code or go to  
[fmsdc.org/events](https://fmsdc.org/events)

**Questions?**

Phone: (305) 762-6151 | Email: [fmsdc@fmsdc.org](mailto:fmsdc@fmsdc.org) | [fmsdc.org](https://fmsdc.org)





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**Questions?**

Call 1 (855) 422-FDOT

*The FDOT DBE Specialized Development Program was created to increase the number of DBEs participating in large FDOT contracts and the dollar percentage awarded to DBEs.*



**Florida State  
Minority Supplier  
Development Council**

**Certify. Develop. Connect. Advocate.**

# PROGRAMS AND SERVICES



FSMSDC delivers programs and services with one driving factor: **YOUR SUCCESS.**

Our programs and services are designed to assist businesses in laying a strong foundation to ensure they are ready to compete in the global market. and to assist major buying organizations to improve their Supplier Diversity Programs.

## **MBE Programs & Services**

- The Technical Assistance Program (TAP)
- FDOT DBE Specialized Development Program
- Minority Business (MB) Classification Program

## **Corporate Programs & Services**

- Rapid Response Project
- Supplier Diversity Roundtable
- Identification of Qualified MBE Suppliers

## **Educational Resources**

- COVID Resources for Business Owners
- EOS® Toolbox
- KnowledgeCity Online Training
- Advanced Management Training Programs at Kellogg, Dartmouth and Foster

## **Other Programs & Services**

- Youth Entrepreneur Program
- Doing Well While Doing Good®
- Business Resource Lab
- FPL/NextEra Black Business Cultivator Program
- Miami Open for Business



**Contact Us to Learn More**

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