

The 8th Annual HARLEM BUSINESS ECONOMIC SUMMIT



Special Thanks and Acknowledgement to the following:

New York City School Construction Authority
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The Harlem Business Alliance was founded in 1980 by a group of prominent Harlem business leaders who recognized the void that resulted from years of disinvestment and abandonment and the critical need to mobilize businesses and organizations to come together as a collective voice. Our main goals are to create change, to impact the quality of life in Harlem, to foster an environment that is conducive to successful businesses and most importantly to do so through participation in the decision making process at every level of government.

The 8th Annual
HARLEM BUSINESS ECONOMIC SUMMIT

*“Small Businesses,
Big Ideas”*

Presented by
HARLEM BUSINESS ALLIANCE



Monday, September 26, 2011

Adam Clayton Powell, Jr. State Office Building
163 West 125th Street, New York, NY 10027

8:15am–12:45pm



Leading the Way Through Partnership

8:30 – 8:40am

Welcome & Opening Remarks

2nd Floor, Art Gallery

- **Walter Edwards**, Chairman, Harlem Business Alliance
- **Willie Walker**, Building Manager, Adam Clayton Powell, Jr. State Office Building

8:45 – 9:30am

Taking Your Business to the Next Level

2nd Floor, Art Gallery

Guest Speaker

- **Gene Waddy**, CEO, Diversant

9:45 – 11:15am

Procurement Opportunities with the City & State

8th Floor, Room 8C

Guest Speaker

- **William C. Thompson**, Chair of the NY MWBE Task Force, Chair of the Battery Park City Authority and former NYC Comptroller

Moderator

- **William Parrish**, CEO, NobleStrategy

Panelists

- **Michael Clay**, Director, Opportunity Programs Group, Dormitory Authority
- **Michael Garner**, Chief Diversity Officer, MTA
- **Lash Green**, Director, Port Authority of New York & New Jersey
- **Walter Maxwell**, Director, NYC Department of Small Business Services
- **Suzanne Viera**, Senior Director, NYC School Construction Authority

9:45 – 11:15am

Marketing 2.0: Making More Happen with Less

8th Floor, Room 807

Presenter

- **Karen Taylor Bass**, President, TaylorMade Media

11:30 – 12:45pm

Technology to the Rescue: Solutions for Everyday Problems

8th Floor, Room 8C

Moderator

- **Lloyd C. Grant**, Publisher, KIP Business Report

Panelists

- **Cornell D. Green**, Owner & CIO, 21st Century Communit Solutions
- **Derrick B. Webster**, CEO, Vanguard Consulting Group, LLC

Participating Professionals

Taking Your Business to the Next Level

Guest Speaker: Gene Waddy, Co-owner and CEO, Diversant, LLC. Mr. Waddy owns one of the nation's largest African-American owned IT staffing and solutions firms. The company has enjoyed dramatic growth, even during the economic downturn, and has developed a reputation for excellence among numerous Fortune 500 companies.

Procurement Opportunities with the City & State

Guest Speaker: William C. Thompson, Chair of the NY MWBE Task Force, Chair of the Battery Park City Authority and Senior Managing Director of Siebert Brandford Shank & Co., LLC. Under his watch as former NYC Comptroller, pension assets managed by minority and women owned firms more than tripled from \$2 billion to over \$6 billion. In his current role as Chair of the MWBE Task Force, Mr. Thompson promotes equality in the procurement process.

Moderator: William Parrish, CEO, Noble Strategy. With over 20 years of experience in construction management Mr. Parrish has consistently coordinated and delivered large-scale, multi-stage construction projects where success depends on the balance of community stakeholders, civic representation, agency resources and technical staff.

Michael Clay, Director, Opportunity Programs Group, Dormitory Authority. Mr. Clay directs a staff of 18 professionals who facilitate and advocate for Minority and Women-owned Business Enterprises (M/WBE) participation within the Dormitory Authority (DASNY).

Michael Garner, Chief Diversity Officer, MTA. Mr. Garner is responsible for the development and expansion of Minority, Women-Owned, and Disadvantaged Business Enterprise (MWDBE) programs, MWDBE Contract Compliance, Title VI and Equal Employment Opportunities responsibilities, and other existing activities and functions of the MTA's Department of Diversity and Civil Rights.

Lash Green, Director, Office of Business and Job Opportunity, Port Authority of New York & New Jersey. In his role as director, Lash manages the Minority, Women, Small and Disadvantaged Business Enterprise (M/W/S/DBE) programs administered by the Office of Business and Job Opportunity.

Walter Maxwell, Director of External Affairs, Division of Economic and Financial Opportunity (DEFO), NYC Department of Small Business Services. Mr. Maxwell is responsible for representing the NYC Department of Business Services in all aspects of the agency's expanded involvement in minority and women-owned business programs at procurement and general informational events.

Suzanne Viera, Senior Director, Business Development Division, School Construction Authority (SCA). This division is responsible for the management of the SCA's Minority, Women and Locally Based Enterprise (MWLBE) program. They also oversee and encourage compliance with the SCA's subcontracting and work force participation goals.

Marketing 2.0: Making More Happen with Less

Presenter: Karen Taylor Bass, President, Taylor-made Media, LLC., Author of "You Want Caviar But Have Money for Chitlins: A Smart PR Guide For Those On a Budget." Ms. Taylor Bass is considered one of the premier authorities in the public relations industry. She has set the standard in providing branding, marketing and public relations to entrepreneurs.

Technology to the Rescue: Solutions to Everyday Problems

Moderator: Lloyd C. Grant, Publisher of the KIP Business Report. Host of business and franchise opportunity seminars, and former radio talk show host, Mr. Grant for over 10 years has been an advocate for the growth and development of small and medium sized businesses in Harlem.

Cornell D. Green, Owner & CIO, 21st Century CommuIT Solutions. An IT support professional with over 18 years of experience, Green has provided systems and infrastructure support for Wall Street firms Lehman Brothers & Paine Webber, as well as a number of startups and consulting firms.

Derrick B. Webster, President and CEO, Vanguard Consulting Group, LLC. Mr. Webster educates and supports hundreds of aspiring entrepreneurs and small business owners at NYC's Business Solutions Centers and SUNY Levin Graduate Institute for International Studies.