

8:00 – 9:00 AM* Registration and Breakfast

9:00 – 10:30 AM Welcome Remarks, Keynote Discussion and Workshop

FEATURING: **Sejal Gulati, General Manager and Vice President, Global Commercial Services, American Express**
Brittany Hodak, Co-Founder, The Superfan Company
Debbie Grishman, Vice President, Global Commercial Services, American Express
Carol Lempert, Master Facilitator & Learning Designer

10:30 – 10:45 AM Networking Break/Expo

10:45 – 11:30 AM Breakouts | [Choose one of these sessions:](#)

Corporate Procurement

SMALL, MEET BIG: HOW TO WORK WITH LARGE CORPORATIONS

Large companies work with organizations of all sizes to fulfill their procurement needs—do you know how to find and win contracts with them? Hear from some of the world's biggest enterprises on what they look for in suppliers, how they procure and common pitfalls to avoid when seeking their business.

MODERATOR: **Necole Parker Green, President, The ELOCEN Group**

Alicia Chao, Director, Strategic Sourcing, Marketing and Promotions, Global Supply Management, American Express

Glenda Adams, Senior Client Relations Manager, Coca-Cola

Exporting

FROM LOCAL TO GLOBAL: SECRETS TO INTERNATIONAL SALES SUCCESS

Ready for growth but hesitant about international sales? Learn from digital experts and successful exporters how you can use the global reach of your existing website, social media presence and ecommerce channels to attract international customers and accumulate market insights.

MODERATOR: **Ed Marsh, Exporting Advisor to American Express; Principal, Consilium Global Business Advisors**

Dirk Ebener, CEO, Global CIF

George Tracy, Director, U.S. Commercial Service

Government Contracting

GAINING A COMPETITIVE EDGE IN GOVERNMENT CONTRACTING

The U.S. Federal Government spends more than \$500 billion dollars on contracts with the private sector each year—how can you become a trusted vendor to the world's largest client? Learn from experts and experienced contractors about how to differentiate your business and win contracts through certifications, NAICS codes and available government programs.

MODERATOR: **Cassius Butts, Founder and CEO, Capital Fortitude Business Advisors**

Ashley Daniel Bell, Regional Administrator, U.S. Small Business Administration

Chasity Ash, Lead Small Business Technical Analyst, Regional Office of Small Business Utilization, Southeast Sunbelt Region 4

Meet the Mentors

ROUNDTABLE Q&A WITH SUBJECT MATTER EXPERTS, INDUSTRY LEADERS AND MENTORS

Contract Connections

ONE-ON-ONE BUYER/SUPPLIER MEETINGS

Please visit the [Contract Connections registration table](#) for accommodations.

11:30 – 12:00 pm Networking Break/Expo

12:00 – 12:45 pm Breakouts | [Choose one of these sessions:](#)

Corporate Procurement

THINKING BIG: SUCCESSFULLY WORKING WITH FORTUNE 500 COMPANIES

What does it take to work with large companies? Hear firsthand from business owners who have successfully navigated the complexities of working with some of the most well-known global corporations.

MODERATOR: **Necole Parker Green, President, The ELOCEN Group**

Reginald Layton, Vice Chair, Billion Dollar Roundtable; Vice President, Supplier Diversity and Supply Chain Sustainability, Johnson Controls International

Nancy Williams, CEO, ASAP Solutions Group

Exporting

FROM HANDSHAKE TO DONE DEAL: GETTING IN FRONT OF INTERNATIONAL BUYERS

Ready to make deals over schnitzel in Munich and samosas in Mumbai? International business experts will cover the range of options available to connect you with your next foreign buyer. From trade shows and potential partner intros to pre-vetted one-on-one meetings and overseas industry events, you'll learn the many programs available to help build direct and indirect business.

MODERATOR: **Ed Marsh, Exporting Advisor to American Express; Principal, Consilium Global Business Advisors**

Rich Cavagnaro, President & CEO, AdEdge Water Technologies LLC

Government Contracting

MARKETING YOUR BUSINESS TO THE GOVERNMENT

Want to stand out in a competitive government marketplace? In this interactive session, learn how to market your goods and services by building your capability statement, perfecting your elevator pitch and positioning your company as a go-to partner.

MODERATOR: **Gloria Larkin, Procurement Advisor to American Express; President and CEO, TargetGov**

Deme Berry, CEO, Berry Technology Solutions

Arnette L. Mayhew, Commercial Marketing Representative, Office of Government Contracting, Area III, U.S. Small Business Administration

Contract Connections ONE-ON-ONE BUYER/SUPPLIER MEETINGS

12:45 – 1:00 pm* Networking Break | Expo

1:00 – 2:00 pm Lunch / Business Excellence Pitch Contest

2:00 – 2:15 pm Networking Break | Expo

2:15 – 3:00 PM* Breakouts | [Choose one of these sessions:](#)

Corporate Procurement

THE POWER OF DIVERSE PARTNERSHIPS

Large companies are strengthened by partnering with diverse suppliers and small businesses. Learn about existing programs and resources available to you on your corporate procurement journey.

MODERATOR: **Candace Waterman, President, Women Impacting Public Policy**

Justin Nelson, Co-Founder and President, National LGBT Chamber of Commerce

Roz Lewis, President & CEO, Greater Women's Business Council

Stacey Key, President and CEO, Georgia Minority Supplier Development Council

Business Know-How

FUNDING A WINNING BUSINESS

From starting up to scaling up, financial flexibility and access to capital are key to growing your business. In this session, explore funding options and resources that support your company at every stage.

MODERATOR: **Amber Colley, Business Credit Expert and Senior Vice President, Dun & Bradstreet**

Malerie Luciano, Director, Commercial Financing Customer Journey, Global Commercial Payments, American Express

Jeff Patterson, Supervisory Lender Relations and Economic Development Specialist, U.S. Small Business Administration

Exporting

THE EXPORTING TEAM YOU DIDN'T KNOW YOU HAVE: LOCAL, STATE AND FEDERAL RESOURCES FOR GROWTH

You probably wear a lot of hats, but you don't have to do everything on your own. This session introduces you to the array of agencies, expertise and programs available to help on your international sales journey.

MODERATOR: **Zaheer Faruqi, President, Aventure Aviation**

George Tracy, Director, U.S. Commercial Service

Dimitris Kloussiadis, Consultant, International Trade for the SBDC, University of Georgia

[Meet the Mentors](#) **ROUNDTABLE Q&A**

[Contract Connections](#) **ONE-ON-ONE BUYER/SUPPLIER MEETINGS**

3:00 – 3:15 PM Networking Break/Expo

3:15 – 4:00 PM Breakouts | [Choose one of these sessions:](#)

Business Know-How

TALENT MANAGEMENT: RECRUITMENT TO RETENTION AND EVERYTHING IN BETWEEN

Even the best products and services require a strong team behind them. This session will delve into strategies for attracting and retaining top talent, building high-performing teams and inspiring your employees to serve as company ambassadors.

MODERATOR: **Michelle Thompson-Dolberry, Vice President, Human Resources, American Express**

Matt Plummer, Vice President, Product Strategy, ZipRecruiter

CJ Bland, Founder and Principal Consultant, Minority Professional Network

Nancy Williams, CEO, ASAP Solutions Group

Business Know-How

WHAT I WISH I WOULD HAVE KNOWN: LESSONS LEARNED FROM BUSINESS GROWTH

Every business owner makes mistakes, but it's how you learn from them that matters. Join this group of business owners for a candid conversation about the obstacles they faced in scaling their companies and how you can avoid running into the same problems.

MODERATOR: **Gloria Larkin, Procurement Advisor to American Express; President and CEO, TargetGov**

Dirk Ebener, CEO, Global CIF

Tracey Grace, President and CEO, IBEX IT Business Experts

Exporting

PREEMPTING UNNECESSARY RISKS AND NAVIGATING THE UNKNOWNNS OF EXPORTING

You received interest from international customers, but how do you seal the deal? This session will tackle the transactional details including logistics, compliance, insurance and more, leaving you better equipped to face exporting challenges and reduce hurdles.

MODERATOR: **Ed Marsh, Exporting Advisor to American Express; Principal, Consilium Global Business Advisors**

Enrique Alvarez, Managing Director, Vector Global Logistics

Talha Faruqi, Vice President, Aventure Aviation

[Meet the Mentors](#) **ROUNDTABLE Q&A**

[Contract Connections](#) **ONE-ON-ONE BUYER/SUPPLIER MEETINGS**

4:00 – 5:00 PM Networking Cocktail Reception: Meet the Speakers**