

WORKSHOP SPEAKERS AND PRESENTATIONS - MAY 28, 2014

HILTON AMERICAS-HOUSTON



FEDERAL CONTRACTING 101 9:30am–10:15am

Presented by: Deidra Sutton-Business Advisor, University of Houston Bauer College

In this class you will learn how to gain an overview of the government market, identify resources, and how to get started in marketing your business. Deidra will break down each step in terms everyone can relate to and provide resources to help small businesses with their pursuit of government contracts so that this initial presentation will inspire the business owners to embrace this new source of procurement opportunities.



TRANSFORMATIONAL GROWTH: EMPOWERING PEOPLE & ORGANIZATIONS TO BUILD CAPACITY 10:30am–11:15am

Presented by: Jackie Lyles-Strategist and Collaborator for Fortune 500, Government, and Community Leaders; CEO and Founder, Transformational Growth

In one hour, Jackie Lyles will spark key learning opportunities for WBEA members from her Amazon five star rated, bestselling book on Transformational Growth. You will learn how the market dip in oil opens new opportunities for you. By attending the presentation, the attendees will learn how to:

- See new opportunities
- Re-launch your business
- Develop a value model to gain support from new partners

Each person will leave with a value model to open new ways of seeing and building capacity. Jackie will use real life case studies from current work and research on new market trends to expand the return on investment of time for the participants. Apply useful tools to your business from lessons learned by innovative leaders.



SMART GRID: "HOW IT IS CHANGING UTILITIES/CONSUMERS, AND PROMOTING NEW BUSINESS" 2pm–2:45pm

Presented by: Mary Rich-Consultant

Smart Grid is the biggest change for utilities in over 60 years and most people don't really understand what is meant by Smart Grid or even Smart Meters. In this presentation you will become much more educated as a consumer and understand the far reaching effects this change is having on WMBE businesses. As a WBE learn how you can be a part of this dynamic change no matter what services or products you offer in your business.



HOW TO USE THE HOUSTON BUSINESS JOURNAL TO GROW YOUR BUSINESS 3pm–3:45pm

Presented by: Jill Maxwell-Audience Development Director, Houston Business Journal

This session is great for sales teams, PR professionals, team leaders, fundraisers, business owners and anyone responsible for business development, customer retention, and sales and marketing.

Learn how to navigate the HBJ website and use the online tools, how to identify new prospects and top-quality leads, tips for more powerful networking, and business information to help you achieve your sales goals. Also you will learn how to recognize sales leads within stories and features, how each section of the paper can help you grow your business, and learn the best way to get your story into the Houston Business Journal.