



*Black Chamber of Commerce
of Lake County*

Transforming Today's Businesses for Tomorrow's Challenges August 18, 2016 Convention Agenda

7:00am - 7:45am	MAIN LOBBY Registration / Networking / Breakfast
8:00am - 9:45am Diamond/Sapphire Room	<ul style="list-style-type: none"> ▪ Mayoral Welcome ▪ Opening Ceremony ▪ Introduction of Keynote Speaker – Arthur J. Gass Sr., President, BCCLC ▪ Keynote Speaker: Rona Fourte' – Director of Supplier Diversity, Walgreens Corporation
9:45am – 10:00am	BREAK & TRANSITION
10:00am – 10:45am	BREAKOUT SESSIONS / PANEL DISCUSSIONS
Session I Pearl Room	Acquiring Capital <i>Presented by: U.S. Bank, Community Affairs</i> There are all kinds of sources of capital out there — if you know where to look. As your business grows, you'll learn which sources best suit the needs of your company.
Session II Ruby Room	Entrepreneur 101 – What You Need to Know When Starting Your Own Business <i>Presented by: City of Waukegan, Business Development.</i> Step-by-Step Guide to Starting a Business in Illinois.
11:00am - 11:45am	BREAKOUT SESSIONS/PANEL DISCUSSIONS
Session III Pearl Room	Business Certifications <i>Presented by: Central Management Services (CMS) – Business Enterprise Program (BEP)</i> What is Business Certification? Do you qualify for the Business Enterprise Program?
Session IV Ruby Room	Building Your Business & Expanding Your Brand <i>Presenter: Sharon Allen, MBA, Marketing, Operations & Business Development Professional</i> Understand the principles of branding and the importance of brand equity. Learn how to take your company global in one day.
11:45am – 12:00pm	BREAK & TRANSITION TO LUNCH
12:00pm – 1:00pm Diamond/Sapphire Room	<ul style="list-style-type: none"> ▪ Lunch ▪ Introduction of Keynote Speaker – Arthur J. Gass Sr., President, BCCLC ▪ Keynote Speaker: Torian R. Priestly, Executive Vice-President, The Benoit Group, LLC
1:00pm – 1:15pm	BREAK & TRANSITION
1:15pm – 2:00pm	BREAKOUT SESSIONS/PANEL DISCUSSIONS
Session V Pearl Room	From Launch to Success <i>Presenter - Ron Rogers, Owner of Lake County Auto Sales</i> Launching a new product or service isn't what is used to be. Make the product or service available to important influencers as a first step.
Session VI Ruby Room	Strategic Planning for the 21st Century <i>Presenter: Mary Lockhart White, Executive Director and CEO of Community Action Partnership of Lake County.</i> Learn the business and organization's process of defining its strategy, or direction, and making decisions on allocating its resources.
2:15pm - 3:00pm	BREAKOUT SESSIONS/PANEL DISCUSSIONS
Session VII Pearl Room	Personal Power for Women - "Closing the Gender GAP" <i>Presenter: Erica Walker-Thomas, President and CEO of The Walker Thomas Group</i> Personal Power – closing the Gender Gap. What is the Gender Gap and how is it defined?
3:00pm – 3:15pm	BREAK & TRANSITION TO GENERAL SESSION
3:15pm – 4:00pm Diamond/Sapphire Room	Keynote Speaker - Arthur J. Gass Sr., President, BCCLC