



**NOVEMBER 22, 2019**  
**LOCATION: THE DELTA FLIGHT MUSEUM**  
 1220 Woolman Place, Atlanta, GA 30354

# GEORGIA HISPANIC BUSINESS CONFERENCE & EXPO

## BUSINESS CONFERENCE AND EXPO AGENDA

| HOUR                    | WORKSHOP DESCRIPTION  | SPEAKER   | LOCATION                    |
|-------------------------|---|---|-----------------------------|
| 7:00 a.m. - 8:00 a.m.   | Breakfast and Registration  |   |                             |
| 8:10 a.m. - 8:45 a.m.   | <b>U.S. Economic outlook and impact on Hispanic Business.</b> The Economic Outlook and Hispanic Business – How may the U.S. and global economic outlook impact Georgia and Hispanic Business? Join us for a discussion on the state of the national economy and key trends to monitor in the year ahead. Sponsored by Bank Of America.  | Rodrigo Serrano   | Main Stage                  |
| 8:50 a.m. - 9:30 a.m.   | <b>Go Global: How to Export as a Small Business.</b> Knowledge and tools to start and enhance your international export business. Sponsored by UPS.   | Ximena Roth   | Main Stage                  |
| Breakout 1              |   |   |                             |
| 9:45 a.m. - 10:30 a.m.  | <b>“Winning with Giants”.</b> A panel discussion on supplier diversity. Ever wanted to do business with Corporate America? In this session, corporate giants and procurement leaders from Aflac, Delta, First Advantage and Randstad share what it takes to compete in the corporate landscape.   | Moderator: Veronica Maldonado-VMT<br>Karmetria Burton-Delta<br>Wassel Lewis- Aflac<br>Dexter Hall- First Advantage<br>Norma Marquez- Randstad | American Express Auditorium |
| 9:45 a.m. - 10:30 a.m.  | <b>Setting Yourself Up for Success – Business Law Basics That You Need to Know.</b> Formalizing your Business: How to protect your personal assets from business risks; Contracts and Liens: Using Them to Your Advantage; Cyber Attacks: It's not if, but when. Sponsored by Drew Eckl & Farnham.  | Moderator: Meredith Riggs<br>Guerrero. Panel: Karen Karabinos, Dave Rusnak and Rob Welch  | L-1011 Conference Room      |
| 9:45 a.m. - 10:30 a.m.  | <b>“Su Negocio” Business Owner Workshop I – Strategies to grow and protect your business for the long term.</b> Through motivation, education and networking, the mission of “Su Negocio” is to empower all Latino business owners in the community today and help protect their businesses for a successful future through business financing, business protection strategies, key employee retention, business valuation, succession and retirement planning. Sponsored by MassMutual and the Hispanic National Bar Association.  | Moderator: Brian A. Trzcinski<br>Karissa Blyth<br>Ana Dowell<br>Leida Speller<br>Percy Lidback  | Main Stage                  |
| Breakout 2              |   |   |                             |
| 10:45 a.m. - 11:30 a.m. | <b>Competition: Latino Employee/ Business Resource Group.</b> Representatives of Delta Air Lines, Coca-Cola and Cox Communications will compete in the best in class; demonstrating how they impact careers, commerce, community and culture in their respective organizations. Brought to you by HCCA, ALPFA and GHCC.   | Gabriel Vaca  | American Express Auditorium |
| 9:45 a.m. - 10:30 a.m.  | <b>Beyond the Basics – A Discussion of Advanced Business Law Issues.</b> Scaling your Business. Use of certifications, corporate deals, and commercial transitions to reach to new markets; Contracts, Warranties, and Liens; Cyber Attacks: What your policy does and does not cover. Sponsored by Drew Eckl & Farnham   | Moderator: Meredith Riggs<br>Guerrero. Panel: Karen Karabinos, Dave Rusnak, and Rob Welch   | L-1011 Conference Room      |
| 9:45 a.m. - 10:30 a.m.  | <b>“Su Negocio” Business Owner Workshop II – Strategies to grow and protect your business for the long term.</b> Through motivation, education and networking, the mission of “Su Negocio” is to empower all Latino business owners in the community today and help protect their businesses for a successful future through business financing, business protection strategies, key employee retention, business valuation, succession and retirement planning. Sponsored by MassMutual and the Hispanic National Bar Association. | Moderator: Brian A. Trzcinski<br>Karissa Blyth<br>Ana Dowell<br>Leida Speller<br>Percy Lidback  | Main Stage                  |
| 11:30 a.m. - 12:45 p.m. | <b>Super Session: Branding Essentials:</b> Building a Strong Brand Presence by HYPE and Finding Your Brand Voice by IT Media Collective   | Ana Urrego & Rafael Maldonado   | Main Stage                  |
| Lunch                   |   |   |                             |
| 1:15 p.m. - 1:45 p.m.   | <b>Fireside Chat with Judge Diaz.</b> Join Fred Fernandez as he interviews Honorable Judge Nelson A. Diaz, the first Latino judge to sit on the bench in Philadelphia who has cemented his trailblazing career with his forthcoming autobiography, “No soy de aqui ni de allá.”   | Moderator: Fred Fernandez<br>Judge Nelson Diaz  | Main Stage                  |
| 1:45 p.m. - 2:45 p.m.   | <b>Business Accelerator Shark Tank for \$20,000.</b> Shark Tank style –three finalists: Just Right Auto Service, Senti Roofing and CJC Floors are competing for the business that demonstrates the best financial, sales and marketing plans. Brought to you by the Hispanic Business Center.   | Gabriel Vaca  | Main Stage                  |
| 2:45 p.m. - 3:45 p.m.   | <b>Financial Literacy.</b> Learn the skills and knowledge that will allow your business make informed and effective decisions with all your financial resources. Sponsored by First Citizen's Bank.   | Carolyn Donaldson   | Main Stage                  |



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| <b>7:00 a.m - 8:00 a.m</b>    | Breakfast and Registration   |
| <b>8:00 a.m</b>               | Welcome Remarks<br>Santiago Marquez   GHCC President and CEO<br>Chris Clark   GA Chamber of Commerce   |
| <b>8:10 a.m - 8:45 a.m</b>    | Breakfast Keynote :<br>U.S. Economic outlook and impact on Hispanic Business <b>Main Stage</b><br>Rodrigo Serrano   Bank of America  |
| <b>8:50 a.m - 9:30 a.m</b>    | General Session I: Go Global: How to Export as a Small Business <b>Main Stage</b><br>Presented by UPS  |
| <b>9:30 a.m - 9:45 a.m</b>    | Networking Break & Visit Exhibit Tables  |
| <b>9:45 a.m - 10:30 a.m</b>   | Breakout 1<br>• Supplier diversity panel   Delta Air Lines, First Advantage, AFLAC and Randstad<br>• <b>American Express Auditorium</b><br>Legal Business Series I   Drew Eckl & Farnham <b>L-1011 Conference Room</b><br>- Setting Yourself Up for Success – Business Law Basics That You Need to Know<br>• Su Negocio workshop: Strategies to grow and protect your business for the long-term   MassMutual and HNBA <b>Main Stage</b> |
| <b>10:30 a.m. - 10:45 a.m</b> | Networking Break & Visit Exhibit Tables  |
| <b>10:45 a.m - 11:30 a.m</b>  | Breakout 2<br>• Competition: Latino Employee/ Business Resource Group   HCCA, ALPFA and GHCC <b>American Express Auditorium</b><br>• Legal Business Series II   Drew Eckl & Farnham <b>L-1011 Conference Room</b><br>- Beyond the Basics – A Discussion of Advanced Business Law Issues.<br>• Su Negocio workshop: Strategies to grow and protect your business for the long-term   MassMutual and HNBA <b>Main Stage</b>                |
| <b>11:30 a.m - 12:45 p.m</b>  | Special Recognition: Corporate Executive Supplier Diversity Award   Paul Jacobson, Delta Air Lines<br>"Super Session" Branding Essentials: Building a Strong Brand Presence, Ana Urrego<br>Finding Your Brand Voice, Rafael Maldonado <b>Main Stage</b>  |
| <b>12:45 p.m - 2:30 p.m</b>   | Lunch Program<br>• Santiago Marquez   GHCC President and CEO<br>• Fireside Chat with Judge Nelson Diaz by Fred Fernandez <b>Main Stage</b><br>• Business Accelerator Competition   Gabriel Vaca   HBC Executive Director <b>Main Stage</b><br>• Special Recognitions <b>Main Stage</b><br>• Business Accelerator Competition Winner Announcement   Hispanic Business Center <b>Main Stage</b>  |
| <b>2:45 p.m - 3:45 p.m</b>    | General Session II: Financial Literacy   First Citizen Bank <b>Main Stage</b><br>*Passport raffle prizes. Must be present to win<br>Final Remarks  |