June 25, 2020  8AM - 5PM  •  Pre-Event 7AM  •  An Online Event

WELCOME TO WBEC PACIFIC

Join us in welcoming our special guests to our region: PAMELA PRINCE EASON, President and CEO of WBENC, MICHELLE CAULEY, LCSW, BCD, President and Founder of Cauley & Associates, CANDACE WATERMAN, President and CEO of Women Impacting Public Policy, and our Mistress of Ceremonies, LESLIE FLEMING LOVILLE.

May this online event be as memorable to you as it will be for us.

Janice R. Greene, PHD
President and CEO
Women’s Business Enterprise Council Pacific

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FEDERAL RESERVE BANK OF SAN FRANCISCO
WBEC PACIFIC IDEATION - THE PACIFIC REGIONAL CONFERENCE

Our Inaugural Premier Online Event
JUNE 25, 2020

Overview

7AM – 8AM  
Pre-event: Morning Yoga with Suzi Wright and Morning Networking

8AM – 10 AM  
Morning Session
Leslie Fleming Loville, Mistress of Ceremonies
Janice R. Greene, PHD, President and CEO, WBEC Pacific
Glory McCallum, Featured Artist
Pamela Prince-Eason, President and CEO, WBENC
Michelle Cauley, LCSW BCD, Keynote Speaker

10AM – 11AM  
Morning Workshops – Concurrent Sessions
Amy Lou Abernethy “Perspective Taking – Design Thinking for the Human Connection
Elizabeth Bachman “Do You Feel Invisible? Presentation Skills to Help Women Be Heard”
Dr. Elizabeth Umphress “Negotiating during COVID-19”

1245 PM – 2PM  
Afternoon Session
Leslie Fleming Loville, Mistress of Ceremonies
Janice R. Greene, PHD, President and CEO, WBEC Pacific

Fireside Chat - Panel
Michael Robinson, IBM; Clay Atkins, Intel Corporation; Fernando Hernandez, Microsoft Corporation; Hannah Kain, ALOM (Moderator)

2PM - 330PM  
Special Event – Match Up

Resource Tracks – Concurrent Sessions
Marianne Ellis “RFP/Proposal Roadmap to a Win”
SiewYee Lee “WOSB/EDWOSB Government Contracting”
Heather Cox and Liz Whitehead, Diversity Masterminds; Pam Feld, Triumph “The Business of Business”
Pam Isom, ICE Safety Solutions; Joan Kerr, PG&E “Struggling to Survive COVID-19: Lessons to Prepare for the Next Disaster”
LaSandra Hunt, JP Morgan Chase; Sandhya Mukkamala and Ashwini Vasudeva, Astute
Roby Schapira, Wells Fargo Bank
Imelda Alejandrino, AP42 “Are You Ready to Pivot?”
Barbara Wichman “Crisis Communication”

3:30PM - 5PM  
Closing Session
Candace Waterman, Women Impacting Public Policy, Keynote Speaker

Closing Ceremonies
IDEATION - THE PACIFIC REGIONAL CONFERENCE
Our Inaugural Premier Online Event
JUNE 25, 2020

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### Pre-Event

- Morning Networking
- Morning Yoga

### Social Media Track

- Presentation Title TBD
- **Sydni Craig-Hart**: Winning Strategy for Corporate Contracting

- **Sydni Craig-Hart**: 
  
  *How I have been able to turn one small opportunity into multiple wins using social selling by harnessing the power of LinkedIn*
Featured Artist

**Glory McCallum**

Guest Speaker: Welcome Address

**Pamela Prince-Eason**

Keynote Speaker: Stress, Mental Health, and the Pandemic

**Michelle Cauley, LCSW BCD**

Mistress of Ceremonies: Announcements

**Leslie Fleming Loville**

**10AM – 11AM**

Morning Workshops – Concurrent Sessions

Perspective Taking - Design Thinking for the Human Connection

**Amy Lou Abernethy**

Do You Feel Invisible? Presentation Skills to Help Women be Heard

**Elizabeth Bachman**

Negotiating during COVID

**Dr. Elizabeth Umphress**

**11AM – 12PM**

The Pacific Regional Conference – Mid-Day Session

Economic Outlook by Federal Reserve Bank of San Francisco

Introduction

**Lynn Reddrick**

Presentation

**Elizabeth “Liz” Laderman**

**Christopher Grant**

Mistress of Ceremonies: Announcements

**Leslie Fleming Loville**

**12PM – 12:45PM**

Lunchbreak

**12:45PM – 2PM**

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WBEC PACIFIC IDEATION
Our Inaugural Premier Online Event
(This Online Event May Be Recorded)
JUNE 25, 2020

Premier Sponsors

Intel Corporation and Microsoft Corporation

7AM – 8AM

Pre-Event

7AM Social Engine Morning Networking

Please explore the Social Engine and use its features to connect and engage.

7AM Mind/Body Studio Morning Yoga

Suzi Wright
C-IAYT Ananda Yoga Therapist
E-RYT Ananda Yoga instructor
Certified Ananda Meditation instructor
Certified Restorative Ananda Yoga Instructor
8AM – 10AM

The Pacific Regional Conference - Morning Session

8AM
Event Lobby
Mistress of Ceremonies: Welcome to the Conference!

Leslie Fleming Loville
Certified Diversity Professional
Supplier Diversity Specialist

8:30AM
Keynote Theatre
Event Host: Welcome Remarks

Janice R. Greene, PHD
President and CEO
Women's Business Enterprise Council Pacific

Featured Artist

Glory McCallum

Guest Speaker: Welcome Address

Pamela Prince-Eason
President and CEO
Women's Business Enterprise National Council

Keynote Speaker: Stress, Mental Health, and the Pandemic

Michelle Cauley, LCSW BCD
President and Founder; Therapist
Cauley & Associates, Inc.

Mistress of Ceremonies: Announcements

Leslie Fleming Loville
10AM – 11AM

Morning Workshops – Concurrent Sessions

10AM Workshop

Perspective Taking - Design Thinking for the Human Connection

**Amy Lou Abernethy**
President, Creative Director & Chief Learning Strategist
AMP Creative

Amy Lou Abernethy began her career as an educator but was soon drawn into the world of visual storytelling and video production. In addition to co-founding and nurturing the agency AMP Creative, she followed her heart back to the art and science of adult learning a few years ago, getting her masters in learning in digital environments. Standing at the crossroads of learning innovation and cinematic storytelling, Amy Lou collaborates with companies to develop transformative learning experiences and AMP Creative produces those experiences. AMP's VR-based empathy experiences are used by some of the world’s largest global companies to raise awareness of bias in the workplace. Amy Lou is passionate about the power of innovative mediums, like augmented reality and virtual reality, yet still believes that solutions start with the beating heart of a human story.

10AM Workshop

Do You Feel Invisible? Presentation Skills to Help Women be Heard

*For women and minorities who work in the D & I / HR field, and WBEs who need help with their sales pitch.*

*A workshop about navigating communication challenges within a corporate structure.*

**Elizabeth Bachman**

Elizabeth Bachman is the go-to person for advanced level training in Speaking, Presentation Skills, Sales and Leadership. With a lifetime spent perfecting the art of presenting, she helps high-level clients master a message that brings the Funding they need, the Allies they want, and the Recognition they deserve.

A sought-after speaker and strategist in Silicon Valley and globally, Elizabeth works with leaders and influencers who need to become
concise and compelling presenters. She helps them present as smart, down-to-earth, loose, friendly—even funny—and still be taken seriously.

As an opera director, Elizabeth spent over 30 years directing such luminaries as Luciano Pavarotti & Placido Domingo in more than 50 operas around the world. Fluent in 5 languages, she brings that global experience to her clients.

10AM Workshop

Negotiating during COVID

Dr. Elizabeth Umphress

Full Professor, Evert McCabe Endowed Fellow
University of Washington

Dr. Umphress is a Full Professor and the Evert McCabe Endowed Fellow at the University of Washington. She received her B.A. from the University of Texas at Austin and her Ph.D. in Organizational Behavior from Tulane University.

Dr. Umphress teaches Dynamics of Negotiations and Ethical Leadership to executives and MBAs at the University of Washington. She has extensive consulting and executive education experience. She has conducted executive education programs for companies such as Microsoft and ExxonMobil. She specializes in teaching executives Strategic Communications and Negotiations and Ethical Leadership. Her consulting work focuses on helping employees feel empowered and more productive in the workplace. She has worked with companies such as NASA, Citigroup, and Lockheed Martin.

Under the rubric of social justice research, Dr. Umphress pursues three primary branches of inquiry: ethics, organizational justice, and diversity. To date, in collaboration with co-authors, she has published twenty-eight peer-reviewed research articles. Of these, twelve are published in leading management journals in her field including one article in the Academy of Management Journal, two articles in Organizational Behavior and Human Decision Processes, five articles in the Journal of Applied Psychology, and four articles in Organization Science. Additionally, five of her articles are published in journals specific to her research area: Social Justice Research and Journal of Business Ethics.

With regard to teaching, she received the Hybrid MBA Excellence in Teaching Award (2020), Professor of the Year for Masters of Science in Entrepreneurship (2019) and the Evening MBA (2014) programs, and recognized as a Star Teacher for exemplary teaching every year since joining the faculty at the University of Washington. In addition, she was the recipient of two teaching awards from her former institution. Further, she is committed to teaching and mentoring doctoral students, exemplified by authoring sixteen publications with current or former doctoral students. She also provides important service to her profession, including being an Associate Editor for the
11AM – 12PM

The Pacific Regional Conference – Mid-Day Session

11AM   Keynote Theatre

Economic Outlook by Federal Reserve Bank of San Francisco

Introduction

**Lynn Reddrick**
Supplier Diversity Program Manager, Financial Management
Federal Reserve Bank of San Francisco

Presentation

**Elizabeth “Liz” Laderman**
Senior Outreach Economist, Economic Education
Economic Research Department
Federal Reserve Bank of San Francisco

Liz Laderman is a Senior Outreach Economist in the Economic Education group in the Economic Research Department of the Federal Reserve Bank of San Francisco. She speaks to outreach audiences on current economic conditions, the economic outlook, and monetary policy. Liz also does research on household finance, small and new business finance, and small and new business formation and employment. She has published over 50 research papers and articles. Liz has a B.A. in mathematics from Grinnell College and a Ph.D. in economics from the University of California at Berkeley.

**Christopher Grant**
Senior Economic Analyst
Federal Reserve Bank of San Francisco
Mistress of Ceremonies: Announcements

Leslie Fleming Loville

12PM – 12:45PM

Lunchbreak

The Keynote Theatre, Event Lobby and Social Engine will remain open during lunch.

12:45PM – 2PM

The Pacific Regional Conference - Afternoon Session

12:45PM  Keynote Theatre  Welcome Back

Mistress of Ceremonies:

Leslie Fleming Loville

Event Host

Janice R. Greene, PHD

1PM  Fireside Theatre  Fireside Chat: The New Future of Business
Panelists

Michael Robinson
Program Director, Global Supplier Diversity
IBM

Michael K. Robinson is Program Director, Global Supplier Diversity for IBM’s Integrated Supply Chain. He is responsible for leading IBM’s supplier diversity initiatives worldwide. In this role, Michael, and his team, focus on the utilization, development and mentoring of diverse suppliers who can provide value-add to IBM's Supply Chain.

Under Michael's leadership, IBM has been recognized for numerous awards and a sampling of these awards are: Corporation of the Year by the NMSDC (3x), one of the Top Corporations by WBENC (13x), USBLN Corporation of the Year (2x), NGLCC Corporation of the Year (2x), Apex Award by NGLCC and HRI, the Francis Perkins Van Guard Award by the SBA, WBEC-PA/DE/sNJ Corporation of the Year, CMSDC Corporation of the Year, NY/NJ MSDC Corporation of the Year, Michigan MBC IT Corporation of the Year, one of Asian Enterprises Top Corporations, and one of DiversityBusiness.com’s Top Corporations to name a few. IBM has spent in excess of $2Billion, 1st Tier, annually worldwide with diverse enterprises since 2006 and in excess of $1B, 1st Tier, annually with diverse enterprises in the U.S. since 2000.

Michael's IBM experience has spanned various disciplines. His previous positions include: Manufacturing Manager, Procurement and Production Control Manager in Charlotte, NC; Distribution Manager in Boulder, CO; ECAT Site Procurement Manager in Charlotte, NC; Materials Manager in San Jose, CA; Business Services Council Chair in Charlotte, NC and Federal Procurement Manager in Bethesda, MD.

Michael attended the Georgia Institute of Technology in Atlanta, Georgia; received his BS from Cheyney University in Philadelphia, Pennsylvania and his MBA from Atlanta University, Atlanta, Georgia.

Board Affiliations

- Clarke-Atlanta University Supply Chain Leadership Advisory Board
- The Conference Board Council on Supplier Diversity
- Minority Business News National Board of Advisors Committee
- Women's Business Enterprise (WBENC) Board
- WEConnect International Board Chair Emeritus

Recognition

- Diversity:IN Advocate of the Year
- NMSDC Legacy Award
- NGLCC Legacy Award
- WBENC William J. Alcorn Leadership Award
US DoC, MBDA Agency, Ronald Brown Leadership Award
Named One of the Best of IBM
Congressional Executive Leadership Awardee
NMSDC's Supplier Diversity Leader of the Year (3x)
One of the 50 Powerful Men in Business by Minority Enterprise Executive Council
Champions of Diversity by DiversityPlus

Clay Atkins
Manager, Supplier Diversity & Inclusion
Intel Corporation

Clay Atkins manages Intel's Supplier Diversity & Inclusion (SD&I) program, one of four pillars of Intel's Global Diversity & Inclusion strategy. Under Clay's leadership, Intel has increased spending with certified diverse-owned businesses globally from $299 million in 2015 to $1.02 billion in 2019.

Intel has received numerous recognitions during this time including WEConnect International Top 10 Global Champions and CEO's Award, WBENC Top Corporation-Silver, NMSDC Gazelle Award, Procurement Leaders' World Procurement Inclusion Award, and Omnikal's America's Top 50 Corporations for Multicultural Business Opportunities among others.

Since joining Intel in 2004 as a supply chain program manager, Clay has held a variety of program manager and manager level positions across the supply chain and engineering divisions, primarily in the outsourced manufacturing space. Prior to his current role, he was the chief of staff for two corporate vice-presidents and spent two years in Munich, Germany in program management roles supporting Intel's mobile/wireless division.

Clay holds a Bachelor's degree from the University of Washington in Communications/Public Relations. He currently serves on the board of the Women's Business Enterprise Council – Pacific and is an active member of the Tech: SCALE, the supplier diversity, and inclusion technology industry group.

Fernando Hernandez
Director, Supplier Diversity and Sustainability
Microsoft Corporation

Board Chair
Women's Business Enterprise Council Pacific

Mr. Hernandez serves as Supplier Diversity Director for Microsoft
Corporation. In this capacity, he drives Microsoft's strategies to achieve Supplier Diversity & Sustainability objectives. He is responsible for Microsoft's $3.5 Billion annual Supplier Diversity initiative and over $4 Billion in Sustainability spend.

Prior to joining Microsoft, Mr. Hernandez served as Senior Vice President of Multicultural Marketing Strategy for Washington Mutual Bank where he established, developed, and implemented comprehensive multicultural marketing initiatives.

He formerly served as Executive Director of Multicultural Marketing with AT&T. Mr. Hernandez was the first to establish and implement multicultural business to business and consumer marketing (Hispanic, African American, and Asian) at AT&T in 1991. This resulted in the creation of a $2 billion market segments.

He holds a degree in Accounting from Saint Peter's College and his Masters in Information Systems from Stevens Institute of Technology. He studied at the Wharton School of Business.

NMSDC Leadership Award and Corp. of the Year

Island Medal of Honor recipient

Hispanic Magazine 100 most influential Hispanics in America

American Marketing Association recognized him for his leadership in multicultural marketing

Joan Kerr
Director, Supply Chain Responsibility
PG&E

Joan Namahana Kerr is PG&E's Director of Supplier Chain Responsibility (Supplier Diversity, Sustainability, and Ethics). Under her leadership PG&E has more than tripled its annual spend with diverse business enterprises, exceeding $2 billion and 40 percent of total procurement since 2013. During her tenure, PG&E has garnered many supplier diversity recognitions, including those given by the National Minority Supplier Development Council, Women's Business Enterprise National Council, the National Gay and Lesbian Chamber of Commerce, and the U.S. Hispanic Chamber of Commerce. PG&E is a member of the Billion Dollar Roundtable, an elite group of corporations that annually spend $1 billion or more with certified diverse suppliers.

PG&E has also been recognized as an industry leader in supply chain sustainability, receiving the inaugural Electric Utility Industry Sustainable Supply Chain Alliance Outstanding Achievement Award and the Sustainable Purchasing Leadership Council's Leadership
Award for Purchasing Innovation.

Prior to joining PG&E, Joan served as Executive Director of AT&T’s Supplier Diversity Program where she led the creation of a best-in-class program. She has received multiple prestigious awards for her innovative work in Supplier Diversity, including the first ever NMSDC Trailblazer Award, the WBENC Applause Award, and the MBDA Director’s Award. Joan was inducted into the WBE Hall of Fame for her tireless work advocating on behalf of women business owners. Currently, she is on the board of directors of the National Utilities Diversity Council, the Sustainable Purchasing Leadership Council, the National Minority Supplier Development Council, the California Asian Pacific Chamber of Commerce, and serves on the NGLCC Corporate and Procurement Councils and WBENC’s Encore Committee. She co-founded WEConnect International and currently serves as its Treasurer.

Moderator

Hannah Kain
President and CEO
ALOM

Hannah Kain is President and CEO of ALOM, a global supply chain company she founded in 1997 headquartered in Fremont, California.

ALOM operates out of 19 global locations to support its Fortune 500 customers in the technology, automotive, medical, financial, and utility/energy sectors with brand-enhancing supply chain management services and solutions.

Hannah was born in Denmark and immigrated to the US in 1990. She taught at Copenhagen Business School and holds three university degrees.

Hannah is a Board member of the National Association of Manufacturers and former 2 term board member of the Women’s Business Enterprise National Council (WBENC). She serves on the Advisory Council of Heritage Bank of Commerce and The Michelle R. Clayman Institute for Gender Research at Stanford University. Kain is a member of the exclusive invitation-only Committee of 200 for executive women.

She has received numerous awards, including SDCE Supply Chain Pro-to-Know, 2019 WBEC-Pacific Pinnacle Award, 2017 Woman of The Year in Manufacturing Gold Stevie Award, been named a 2017 Connected World Magazine Women of M2M / IoT honoree, and won the 2017 Silver Stevie Award for best global woman-owned business. She has been honored as a Top 25 Champion of Diversity in STEM, won the Manufacturing Institute STEP Ahead Award, the YWCA Tribute to Women Award, inducted into the Silicon Valley Capitol
Club wall of fame, won the global Vistage Leadership Award, and named a WBENC Business Star.

ALOM has earned numerous quality certifications, including ISO 9001, ISO 13485, TL 9000 and DMSCA CMP Level 3.0.

2PM – 3:30PM

Special Event – Business Match Up Sessions

Business Match Up Participants will receive a separate schedule.

2PM – 3:30PM

Resource Tracks – Concurrent Sessions

One track has two 45-minute presentations. Please check the schedule on the Event platform for which presentation goes first and last.

2PM – 2:45PM

Resource Area

Contracting Track

RFP / Proposal Roadmap to a Client Win

Marianne Ellis

CEO/Co-Founder

CEO Success Community & VEO Group

Marianne is a renowned leader in advertising, marketing, business coaching, RFPs, and business development for more than 25 years, averaging more than $100 million in new billing growth in less than 18 months for two national advertising agencies. Marianne held EVP, SVP, COO positions and is a member of The Television Academy annually attending The Emmy’s. With both sell and buy side experience she ran RFP reviews for Fortune 500 companies at External View Consulting.

Currently, Marianne is CEO of CEO Success Community the source
for Women & Diversity Owned Businesses seeking Corporate Contracts with Fortune 500 companies. Proud to have coached more than 500 CEOs and hired by Corporations for their Rising Suppliers.

CEO Success Community:

Our mission is to show CEOs the fastest path to increased revenue and growth. We offer a full suite of tools: Sales Accelerator, Conference Maximizer, Proposals & RFPs, Business Innovation Plan, Entrepreneurial Flight™ $20-50 Million+ in Value, and Private Coaching. According to American Express, 98% of women-owned businesses do not reach $1 million in revenue. We are here to change that fact.

Our CEO Community is a membership-based community that promotes, supports, and protects each other’s business. We are stronger together. We can strategize with you to make your company one of the elites’ worth $20 million or more.

Winner 2019 WBE Advocate of the Year, 2019 Community Impact Award WBEC-West and sought-after speaker.

2:45PM – 3:30PM Resource Area

WOSB/EDWOSB Government Contracting

SiewYee Lee
Program Development Manager
California Capital Financial Development Corporation (California Capital)

Ms. SiewYee Lee is the Program Development Manager for California Capital Financial Development Corporation (California Capital). Since joining the Sacramento-based non-profit in 2018, Ms. Lee has counseled small businesses as a Procurement Technical Assistance Center (PTAC) counselor, organized vendor outreach sessions, and managed the program delivery of Go-Biz’s Technical Assistance Expansion Program.

From 2012 to 2018, Ms. Lee acted as the Business Development Officer for the San Jose Minority Business Development Agency (MBDA) Business Center, during which she assisted many minority-owned businesses gain access to capital, get certified as minority/women-owned enterprise, and win contracts through strategic business planning.
2PM – 2:45PM Resource Area

Business Operations Track

The BUSINESS of Business!

Heather Cox
Co-founder and President, Certify My Company (CMC)
Co-Mastermind, Diversity Masterminds®

Heather Cox is the Co-founder and President of Certify My Company (CMC) and Co-Mastermind of Diversity Masterminds®. Certify My Company is a diversity consultancy that helps women, minority, veteran, disabled and LGBT business owners earn certifications that create powerful opportunities for business growth while helping F1000 Corporate Diversity Executives create a rich roster of highly-qualified, diverse vendors.

On a more personal note, Heather is the mother of 5 children. When she is not working with diverse business owners, she enjoys sharing not-so-quiet moments with her effervescent little ones. Her husband, number one fan, and partner in parenthood rounds out the edges of an entrepreneurial life.

Heather earned her BA in Spanish Language from the University of Texas at Austin.

Liz Whitehead
CEO, 12PointFive
Co-Founder, Diversity Masterminds®

Liz Whitehead is the CEO of 12PointFive, a business development consultancy that equips diverse businesses to leverage their certification and benefit from corporate supplier diversity initiatives.

With a client roster that includes Fortune 500 companies as well as certified business enterprises who are actively looking to leverage their certification, Liz supports her clients in reaching their goals through facilitation, consulting, and one-on-one coaching.

Since 2002, Liz has been supporting diverse entrepreneurs in growing and scaling successful businesses.

The recipient of awards including WPEO’s 2018 and 2019 WBE Connection award for completing the most Done Deals™ with other certified WBES and 2019 Outstanding Women's Business Advocate Award, Liz is also an angel investor, who mentors start-up companies.

Together, she and Heather co-founded Diversity Masterminds®, an online curriculum focused on building a roadmap to certification success.
Pam Feld  
CEO  
Triumph Technology

Struggling to Survive COVID 19: Lessons to Prepare for the Next Disaster

Pam Isom  
CEO  
ICE Safety Solutions

Since she was a young girl Pam had one focus:  

“To be sure no one around her became ill, injured or would lose a life”

Despite being in foster care and adopted with her twin brother, Pamela started her safety career at 15 years old as a lifeguard. Her life-changing moment came when she used her lifeguard CPR skills to recognize her father was suffering congestive heart failure and she leaped into action!

This experience spring boarded her to keep everyone around her safe while a mother, wife, daughter, sister, and friend, always ensuring no one around her would become ill, injured or lose a life.

Ms. Isom earned a degree in Biological Sciences from UC Davis and started her career as a Biologist in Cardiovascular Pharmacology working on the popular anti-inflammatory Aleve and the antiviral Tamiflu. After 9 years in research, she left her career with the birth of her daughter and started her safety company with the focus on saving lives.

Fast forward 21 years, ICE Safety Solutions is a nationally ranked safety company executing innovative & transformational safety plans, training, and equipment in the areas of emergency response planning & team execution, evacuation, active shooter, natural disasters, and medical emergencies. Pamela and her team have safely navigated customers through disasters including September 11, the Dot.com bust, Hurricane Sandy & Katrina, 2008 Financial crisis, SARS, MERS, Bird Flu, and most currently PPE for COVID 19.

ICE Safety Solutions has been recognized by Union Bank/MUFG, Toyota, Bright Horizons, Oracle, Comcast, Kaiser, Honda, Turner Construction, Golden State Warriors, Allstate, and other Fortune 1000 companies as the National Minority Supplier Development
Joan Namahana Kerr is PG&E's Director of Supplier Chain Responsibility (Supplier Diversity, Sustainability, and Ethics). Under her leadership PG&E has more than tripled its annual spend with diverse business enterprises, exceeding $2 billion and 40 percent of total procurement since 2013. During her tenure, PG&E has garnered many supplier diversity recognitions, including those given by the National Minority Supplier Development Council, Women's Business Enterprise National Council, the National Gay and Lesbian Chamber of Commerce, and the U.S. Hispanic Chamber of Commerce. PG&E is a member of the Billion Dollar Roundtable, an elite group of corporations that annually spend $1 billion or more with certified diverse suppliers.

PG&E has also been recognized as an industry leader in supply chain sustainability, receiving the inaugural Electric Utility Industry Sustainable Supply Chain Alliance Outstanding Achievement Award and the Sustainable Purchasing Leadership Council's Leadership Award for Purchasing Innovation.

Prior to joining PG&E, Joan served as Executive Director of AT&T's Supplier Diversity Program where she led the creation of a best-in-class program. She has received multiple prestigious awards for her innovative work in Supplier Diversity, including the first ever NMSDC Trailblazer Award, the WBENC Applause Award, and the MBDA Director's Award. Joan was inducted into the WBE Hall of Fame for her tireless work advocating on behalf of women business owners. Currently, she is on the board of directors of the National Utilities Diversity Council, the Sustainable Purchasing Leadership Council, the National Minority Supplier Development Council, the California Asian Pacific Chamber of Commerce, and serves on the NGLCC Corporate and Procurement Councils and WBENC's Encore Committee. She co-founded WEConnect International and currently serves as its Treasurer.
LaSandra Hunt
Vice President, Middle Market Banking
JP Morgan Chase

LaSandra Hunt is a Commercial Banker based in San Francisco, CA.

A 12-year veteran with the firm, she brings the most relevant experts in the firm together to help her customers achieve the highest success. LaSandra’s drive to deeply understand client key priorities and initiatives enables her to channel high-value content, connections, and resources to the customers she serves. Whether it is through her events or vast network, LaSandra aims to be a true resource to the companies she serves.

LaSandra has a passion for technology and innovation, which is part of her motivation for leveraging the firm’s annual $11B investment in technology to help customers drive operational efficiency. She leverages our treasury payments experts to help examine workflow processes, introduce innovations in payments, and advocate for integrated systems helping reduce cost and improve cash-flow. She works closely with our credit and financing teams, including Asset Based Lending, to deliver the best solution to help our clients fuel growth.

A proven expert in leveraging expertise from all across the firm, LaSandra delivers the power of the bank to the customers she serves. LaSandra has served as JP Morgan Chase Volunteer Leadership Co-Chair driving Volunteerism in the communities we serve. Communications Chair for JPMorgan Chase Business Resource Group and sits on the board of Main Street Launch a Bay Area CDFI.

A native of the San Francisco Bay Area LaSandra earned her Bachelor’s degree from Golden Gate University, lives in Redwood Heights, Oakland, and enjoys traveling and learning new languages she’s conversational in Tagalog and Croatian.

Sandhya Mukkamala
CPA, MBA, Partner and Co-Founder
Astute

Sandhya Mukkamala is a Partner and Co-Founder at Astute. She advises clients on R&D Tax incentives, forensic audits, and other corporate compliance-related matters. She has more than 15 years of experience in audit and review engagements, and complex M&A due diligence audits for private and public sectors.

Prior to founding Astute, Sandhya has served as Merger & Acquisition due diligence auditor for several years in a reputed public accounting firm in Silicon Valley. She has led the audit team during
the acquisition of tech companies by giants of tech-industry Microsoft and CISCO. She has also served as an external Auditor for various high-tech, automobile, retail, and service industries nationally and globally. As an acumen auditor, she helped companies uncover millions of dollars lost due to fraudulent activities or lack of control over processes, addressed complex accounting and financial reporting challenges.

She has extensive experience in R&D tax credit consulting projects (IRC. Sec. 41), Corporate finance, complex Accounting for Income tax provisions (ASC740) for a multitude of industries from early Startup to Pre-IPO to Publicly held companies.

After receiving her Bachelor's degree in Bachelor of Commerce from the University of Mangalore, India. She further pursued her Master's degree, MBA in Finance from the University of Karnataka, India. Her professional experience includes public and private sectors nationally and globally.

- Astute
- NA&G CPA’s LLP
- Viteos Technologies Ltd. (Now Viteos Capital Market Services Ltd.) India
- Toyota Kirloskar Motor Ltd. (Subsidiary of Toyota Motors, Japan), India

Her unique understanding, problem-solving skills and providing reliable solutions have benefited clients in the following industry sectors such as-

- Technology (software and hardware)
- Manufacturing
- Construction and architecture
- Food and Beverage
- Real Estate
- Medical Services
- Telecommunications
- Automobiles

Ashwini Vasudeva
Partner and Co-Founder
Astute

Ashwini Vasudeva, Partner and Co-Founder at Astute, advises clients on Financial stability, Sustained growth and Financial recovery. She assists companies on Licensing/Royalty Compliance Audits, Technical Accounting, R&D Tax Incentive and Forensic Audit related work as well as works closely with clients' CFOs/Controllers to develop stronger processes and controls within business. She has over 15 years of experience in public accounting and various industries.

Prior to founding Astute, Ashwini has served some of the most reputable publicly held companies in Silicon Valley as a financial and
internal auditor with KPMG, LLP. Besides technical accounting and auditing, Ashwini has a broad knowledge of internal audits, business processes, internal controls, Intellectual Property Compliance Audits and Forensic Audits. Ashwini has also developed Internal Audit and Intellectual Property/Royalty/Licensing Compliance Audit Programs for a variety of industries. Among her achievements are:

A fully functional Internal Audit program for a manufacturing company fully owned subsidiary of GE to optimize the internal financial and operational processes; and

She has played a key role developing and implementing “Royalty Compliance Audit Program” within a giant Life Science Corporation that helped save Millions in royalty payments and recovering lost royalty revenue.

After receiving her degree in Commerce & Economics from the University of Mumbai, India, she further pursued education achieving a BS in Accounting from California State University, East Bay and enriched her education by gaining field experience in various public and private sectors.

- KPMG, LLP
- Life Technologies (now ThermoFisher Scientific)
- Morpho Detection (now Smiths Group)
- Astute

Her business acumen along with her strong ability to communicate effectively has reaped financial benefits to clients in the following industry sectors:

- Technology (software and hardware)
- Manufacturing
- Pharmaceutical and Biotechnology
- Medical Devices
- Semiconductor
- Entertainment
- Gaming
- Construction
- Telecommunications

2:45PM – 3:30PM  Resource Area

Presentation Title TBD

Roby Schapira
Small Business Leader
Sr. Vice President, National Field Initiatives
Wells Fargo & Company

Robert “Roby” Schapira leads the National Field Initiatives team, a division of Wells Fargo Small Business Relationship Banking. In this role, Roby and his team support Wells Fargo’s small business
bankers across the country in their skill development and ability to help small business owners succeed financially.

A 22-year Wells Fargo veteran, Schapira began his career at Wells Fargo as a part-time teller in 1998. He holds a bachelor’s degree in business administration from the University of Arizona and is a graduate of Pacific Coast Banking School at the University of Washington. He is the co-chair of the Corporate Advisory Council for the National LGBT Chamber of Commerce and a member of the Corporate Advisory Board for the Greater Seattle Business Association.

Schapira is an accomplished speaker and has presented on small business topics at financial industry forums, local and national media outlets, and nonprofit organizations.

2PM – 2:45PM Resource Area Marketing Track

Are You Ready to Pivot?

Pivoting and Adapting

Imelda Alejandrino
Founder
Creative Director, AP42

Imelda Alejandrino is the founder and chief evangelist behind AP42, a San Francisco Bay area-based advertising and marketing agency with an impressive portfolio, having worked with some of the most sought after companies like Accenture, NetApp, Chevron, SoCal Edison, Pacific Gas & Electric, and Silicon Valley Bank. She leads the charge for her award-winning agency as both Creative Director and Brand Strategist while successfully maintaining solid ties among their clientele and the business community. Imelda serves as Vice Chair on the Global Service Team of the Women’s Business Enterprise National Council (WBENC). She volunteers her time and expertise advising on Marketing and Communications and serves on the Leadership Forum of Women’s Business Enterprise Council Pacific (WBEC Pacific). She is a marketing contributor to the Western Region Minority Supplier Diversity Council (WRMSDC) and supports several nonprofits and public organizations such as the California Department of Insurance Diversity Task Force, Sentinels of Freedom, Youth Homes, The Colby Foundation, and OpenHeart Kitchen.

Imelda is the recipient of the Gold & Best in Show Awards from the American Association of Advertising Agencies (ADDYS), The San Francisco Show; San Francisco Ad Club, and International ECHO Awards.
Crisis Communication

Barbara Wichmann
CEO/CSO
ARTÉMIA Communications Inc

Barbara Wichmann is a multi-award-winning CEO of ARTÉMIA Communications Inc. A leading strategic communications expert, Barbara has led her team in assisting countless clients from Fortune 100 to early-stage startups and government agencies successfully drive their audiences to action through innovative and intelligent strategic communications and marketing since she founded the company more than two decades ago. Currently she is deeply involved in the strategic planning of crisis communications, stakeholder engagement and public emergency preparedness campaigns.

She has been awarded the 2014 WBENC Star, 2019 “WB Es Who Rock” by MBE Magazine and the 2019 WBEC-Pacific “WBE Advocate of the Year” awards. Her agency’s client list includes such companies as Chevron, Citi, VISA, VW USA, SAP, Oracle, Documentum, HP, PHD Medical, Anthem BlueCross, SwiftMD, ThermoGenesis as well as the governments of Canada, The Netherlands and the United Kingdom. ARTÉMIA also holds the ISO 14001 and TL 9000 certifications.

Social Media Track

Presentation Title TBD

Sydni Craig-Hart
CEO
Smart Simple Marketing

Are you a diverse-owned small business looking to sell your solutions to government agencies and large corporations? If so, you need to meet Sydni Craig-Hart. Sydni is CEO of Smart Simple Marketing, a multi-award winning content marketing consultancy. Since 2006, her team has been helping small and diverse-owned businesses attract more clients and increase their revenue. If you want to decrease the time it takes to win a new contract, leverage the full power of your diverse status, and create profitable opportunities for your small business, connect with Sydni to discover how her team is winning business with companies like Facebook, LinkedIn, Instagram, Google, Verizon and more. Be sure to ask about a copy of Smart Simple Marketing’s best practices checklist, which details how to monetize your status as a diverse-owned small business.
Winning Strategy for Corporate Contracting

*How I have been able to turn one small opportunity into multiple wins using social selling by harnessing the power of LinkedIn*

**Kelly Sparks**  
Founder / CEO / Queen Bee  
VMG Studios

Kelly has more than 15 years of integrated marketing experience that has focused on leveraging the power of digital communications to drive results for brands and consumers. Her innate ability to anticipate client needs and exceed expectations has made VMG Studios a Preferred Supplier for numerous major Fortune 500 companies like Amazon, Microsoft, T-Mobile, Starbucks, Facebook, and IBM.

An Emmy Award-winning director, Kelly is also a consummate businesswoman and expert content marketer. She builds bridges across disciplines, teams, and stakeholders to oversee the creation of meaningful, highly impactful results. Clients value Kelly as a trusted partner they can rely on for sound, unbiased, and forthright recommendations that substantively contribute to their ultimate success. Her team values her as an inspiration who crafts the company's vision and her involvement in the continual evolution of our clients' brands and projects.

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3:30PM – 5PM

The Pacific Regional Conference – Closing Session

3:30PM  
Keynote Theatre

**Mistress of Ceremonies**

**Leslie Fleming Loville**

Keynote Speaker

**Candace Waterman**

President and CEO  
Women Impacting Public Policy
Mistress of Ceremonies
Leslie Fleming Loville

Event Host
Janice R. Greene, PHD

Featured Artist
Glory McCallum

Closing

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