



SUPPLIER ACADEMY



Win That Contract!

Presented by
Wells Fargo Corporate Supplier Diversity
March 15-16, 2010 | 9am-5pm

San Francisco State University
Downtown Campus
Room 673 | 674
835 Market Street
San Francisco, CA 94103

MONDAY, MARCH 15, 2010

- 8:00 am **Registration and Continental Breakfast**

- 9:00 **Opening Remarks**
EMCEE: Jeffrey Hatchell
Jamie Borromeo, Executive Director, NCAABA
Sonu Ratra, Committee Chair, San Francisco Supplier Academy
Sonya Dukes, Senior Vice President, Wells Fargo Corporate Supplier Diversity

- 9:15 **Introductions of Students and Ice Breaker**
Dr. Marisa Pei, PhD

- 9:30 **Introduction to the MBE World**
Jeffrey Hatchell, Over the Top Coaching

- 10:00 **The Importance of Asian American and Pacific Islanders Joining the MBE Conversation**
MODERATOR: Dr. Marissa Pei, PhD
Len Canty, Chairman, Black Economic Council
Bill Imada, CEO, IW Group, Inc.
Orson Aguilar, Executive Director, The Greenlining Institute

- 10:45 **BREAK**

- 11:00 **Be a More Effective Change Leader: Manage Your Passion**
Sonya Dukes, Senior Vice President, Wells Fargo Corporate Supplier Diversity

- 12:00 pm **LUNCH**
Straits Restaurant San Francisco
West Field San Francisco Centre
845 Market Street, 4th Street
San Francisco, CA 94103

- “Cultivating a New Generation of Business Leaders in the Asian American and Pacific Islander Community”**
EMCEE: Scott Vowels, Northern California Minority Supplier Development Council
GUEST SPEAKER: Gelly Borromeo, Founder of NCAABA
KEYNOTE SPEAKER: Mona Pasquil, Acting Lieutenant Governor, State of California

- 1:30 **Fireside Chat with SBA/MBDA: Closing the Gap to Assist Minority Small Businesses**
MODERATOR: Jamie Borromeo
Ana Ma, Chief of Staff, United States Small Business Administration
Linda Marmolejo, San Francisco Regional Director, MBDA
Mark Quinn, San Francisco Regional Director, SBA

- 2:45 **Small Business Administration: How to Win with Federal Contracts**

- 4:00 **Executive Coaching: Refining Your One-Minute Elevator Pitch**
Bonnie Wells, Procurement Manager, Blue Shield of California
Michael Chang, Program Manager, Lockheed Martin Space Systems

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TUESDAY, MARCH 16, 2010

8:00 am	Registration and Taping One-Minute Commercials	3:00	BREAK
9:00	Written Business Plan MODERATOR: Jamie Borromeo	3:15	Meeting and Exceeding Clients Expectations Demond Richardson, VP Sourcing, Wells Fargo Corporate Supplier Diversity Maurice Webb, Supplier Diversity Manager, Apple Corporate Procurement Charmaine Jackson, Diversity and Outreach San Jose Water Company Richard D. Moore, III, Manager Southwest Airlines, Supplier Diversity
10:00	The Certification Debate: Evaluating the Benefits MODERATOR: Sonja Daniels, Principal Consultant, Beyond Boundaries Consulting Maurice Webb, Supplier Diversity Manager, Apple Corporate Procurement Diane McClelland, President, ASTRA Women's Business Alliance Scott Vowels, President, NCMSDC	5:30	NCAABA Supplier Academy VIP Reception Sponsored by: Wells Fargo Corporate Supplier Diversity and Bloomingdale's
11:15	Winning Responses to RFPs Jeffrey Hatchell		
12:30 pm	LUNCH		
1:45	Delivering a Winning Value Proposition Through Corporate Presentations Jeffery Hatchell		

NATIONAL COUNCIL OF ASIAN AMERICAN BUSINESS ASSOCIATIONS

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