

Win That Contract!

Presented by

Wells Fargo Corporate Supplier Diversity

August 9-10, 2010 | 9am – 5pm

University of Texas at Dallas

School of Management

Room: Som 1.212

800 West Campbell Road

Richardson, TX 75080

MONDAY, AUGUST 9, 2010

8:00 am **Registration and Breakfast**

9:00 **Opening Remarks**

EMCEE: Michael C. Synn, Director of Sales & Marketing, BCF Capital

Jamie Borromeo, Executive Director, NCAABA

Tonia Woodbury, VP Business Manager, Wells Fargo

Corporate Supplier Diversity

Hasan Pirkul, Dean of the School of Management, The University of Texas at Dallas

John F. Iglehart, Regional Director, Minority Business Development Agency, Dallas

Esau Liu, Chairman of the Board, Greater Dallas Asian American Chamber of Commerce

9:15 **Introductions of Students and Ice Breaker**

Jamie Borromeo, Executive Director, NCAABA

9:30 **Introduction to the MBE World**

10:00 **Turnaround Written Business Plan**

Owen Stewart, BCF Capital

10:45 **Break**

11:00 **Becoming Corporate Ready**

CaSondra Devine, SVP & Senior Business Manager, Wells Fargo Corporate Supplier Diversity

Akshay Wani, PepsiCo/Frito Lay

Don O'Bannon, VP Small & Emerging Business Department at DFW Airport

12:00 pm **Networking LUNCH**

1:30 **RFP Written Process**

Richard D. Moore, Manager, Supplier Diversity Southwest Airlines

2:30 **Break**

2:45 **One-Minute Commercials**

3:45 **Video Taping of One-Minute Commercials**

4:55 **Closing Remarks**

CaSondra Devine, SVP & Senior Business Manager, Wells Fargo Corporate Supplier Diversity

TUESDAY, AUGUST 10, 2010

8:00 am **Registration and Taping One-Minute Commercials**

9:00 **Opening Remarks**
Tonia Woodbury, VP Business Manager, Wells Fargo
Corporate Supplier Diversity

9:05 **Winning Through Advocacy**
MODERATOR: Jamie Borromeo, Executive Director,
NCAABA
Galileo Jumaoas and Renee Dutia, Greater Dallas
Asian American Chamber of Commerce
Gabriela Quezada, VP of Economic Development,
Greater Dallas Hispanic Chamber of Commerce
Charles O'Neal, President, Dallas Black Chamber of
Commerce

9:30 **Business Laws of Bruce Lee**
EMCEE: Michael C. Synn, Director of Sales & Marketing,
BCF Capital

10:00 **Meeting and Exceeding the Client's Expectations**
David Robinson, Brinker International
Indria Hollingsworth, Parkland Hospital

10:50 **Break**

11:00 **Joint Ventures & Strategic Alliances**

11:30 **Due Diligence on Corporation**

12:00pm **Working LUNCH**

1:00 **Certification**
MODERATOR: Sonja Daniels, Principal Consultant Beyond
Boundaries Consulting, LLC
Rodney Woods, Chief Executive Officer/President,
DiversityInPromotions
National Minority Supplier Development Council
Women's Business Enterprise National Council

1:30 **How to Work the NMSDC Tradeshow**

2:30 **Corporate Presentation**

3:30 **Break**

3:40 **Summary Review - 5 Key Steps**

4:15 **Certificate Ceremony**

4:55

Closing Remarks

CaSondra Devine, SVP & Senior Business Manager,
Wells Fargo Corporate Supplier Diversity