

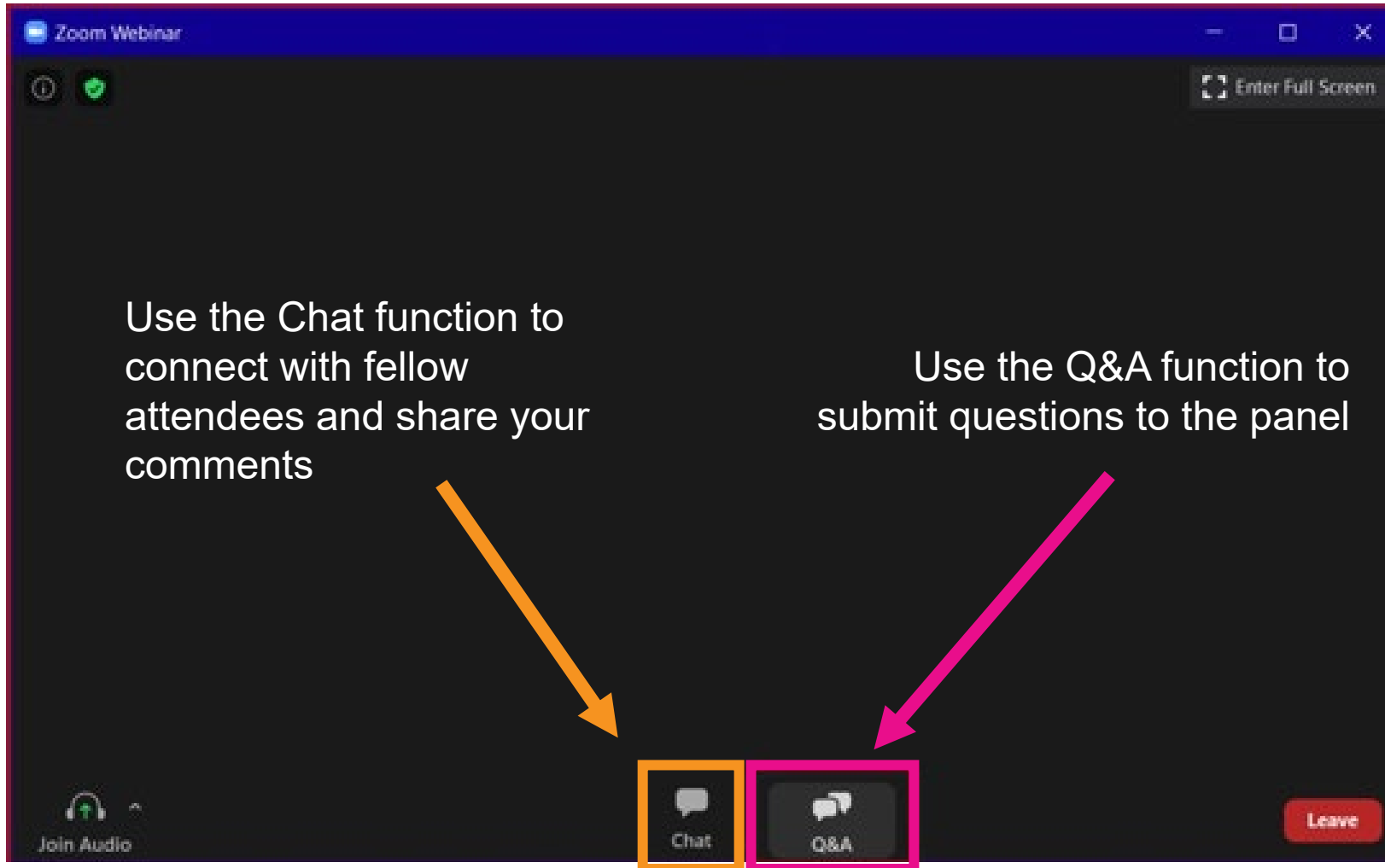
WBENC

# MOMENTUM NATIONAL CONFERENCE

March 20-23, 2023 | Nashville, TN



# Q&A and Chat Icon



Zoom Webinar

Enter Full Screen

Use the Chat function to connect with fellow attendees and share your comments

Use the Q&A function to submit questions to the panel

Join Audio

Chat

Q&A

Leave

The image shows a screenshot of a Zoom Webinar interface. At the top, there is a blue header with the text "Zoom Webinar" and standard window controls (minimize, maximize, close). Below the header, there are two small circular icons (a clock and a green checkmark) and a button labeled "Enter Full Screen". The main area of the interface is dark. In the bottom left corner, there is a "Join Audio" button with a speaker icon. In the bottom center, there are two buttons: "Chat" and "Q&A". The "Chat" button is highlighted with an orange border, and the "Q&A" button is highlighted with a pink border. Two arrows point from text boxes to these buttons: an orange arrow points from the text "Use the Chat function to connect with fellow attendees and share your comments" to the "Chat" button, and a pink arrow points from the text "Use the Q&A function to submit questions to the panel" to the "Q&A" button. In the bottom right corner, there is a red "Leave" button.



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# MOMENTUM NATIONAL CONFERENCE

March 20-23, 2023 | Nashville, TN



# Meet the Host Committee



**Host Committee Chair**  
**Tara Abraham**  
Accel inc  
WBEC ORV



**Lynn Perenic**  
Argent International  
GLWBC



**Lianne Lami**  
Bocci Engineering  
WBEA



**Marianne Ellis**  
CEO Success  
Community  
WBEC West



**Elisabete Miranda**  
CQ Fluency  
WBEC Metro NY



**Sharon Reynolds**  
DevMar  
WBEC South



**Marlene Kelly**  
Exhibits South  
GWBC



**Nancy Geenen**  
Flexability  
WBEC Greater DMV



**Mindy Holman**  
Holman Enterprises  
WBEC East



**Cassandra Sanford**  
Kelly Mitchell  
WBDC Midwest



**Michele Adams**  
Levy Recognition  
WBEC FL



**Kathleen Hunt**  
Personalized  
Payroll Services  
WBEC



**Sandra James**  
Private Eyes  
WBEC Pacific



**Laura Qureshi**  
ZAAZEY  
CWE

# CONFERENCE DAY BY DAY



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**MOMENTUM** NATIONAL  
CONFERENCE

# Monday, March 20

## MONDAY | MARCH 20 – PRE-CONFERENCE PROGRAMMING

1:00pm – 3:00pm CT	Women of Color	Women & Pride
3:15pm – 5:00pm CT	Women's Enterprise Forum	Learn About WBENC
5:00pm – 5:45pm CT	Joint Session & Speakers (Forum, Women of Color, Women & Pride, NextGen and guests)	
6:00pm CT	Reception (Forum, Women of Color, Women & Pride, NextGen and guests)	



# Tuesday, March 21

## TUESDAY | MARCH 21

11:00am – 1:00pm CT

Kickoff Luncheon & Networking by RPO

1:30pm – 5:15pm CT

Industry Labs

6:00pm – 8:00pm CT

Welcome Reception

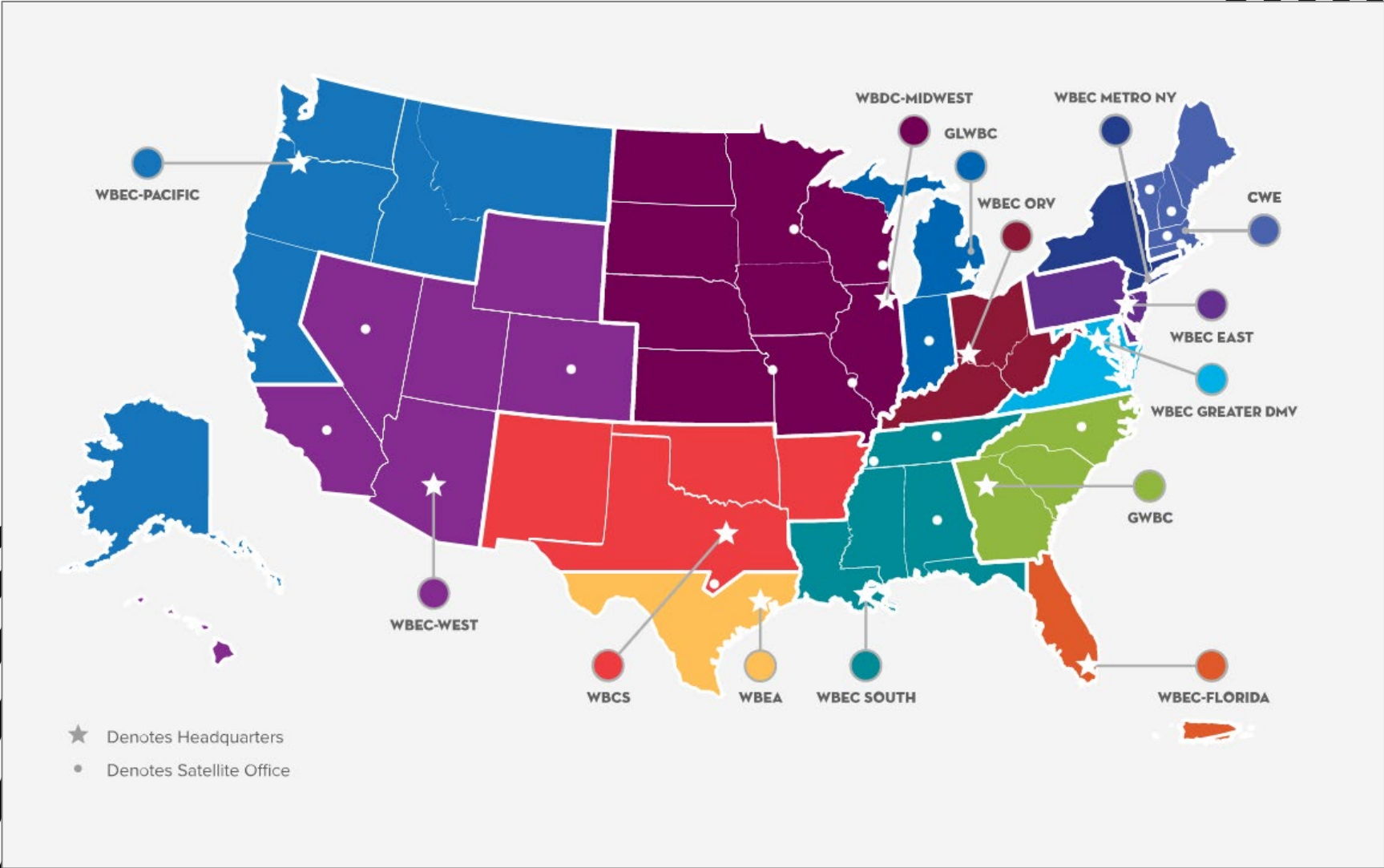
After 8:00pm CT

Open for partner and sponsor receptions



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# WBENC Regional Partner Organization Territories





# Tuesday, March 21

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Kickoff Luncheon & Networking by RPO

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Industry Labs

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Welcome Reception

After 8:00pm CT

Open for partner and sponsor receptions



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# Wednesday, March 22

## WEDNESDAY | MARCH 22

9:00am – 11:00am CT

Meet & Greet

11:30am – 4:30pm CT

Open Expo

11:00am – 1:00pm CT

Lunch Available

5:30pm – 10:30pm CT

Evening Event



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# Thursday, March 23

## THURSDAY | MARCH 23

8:30am – 11:30am CT

Open Expo

12:00pm – 1:30pm CT

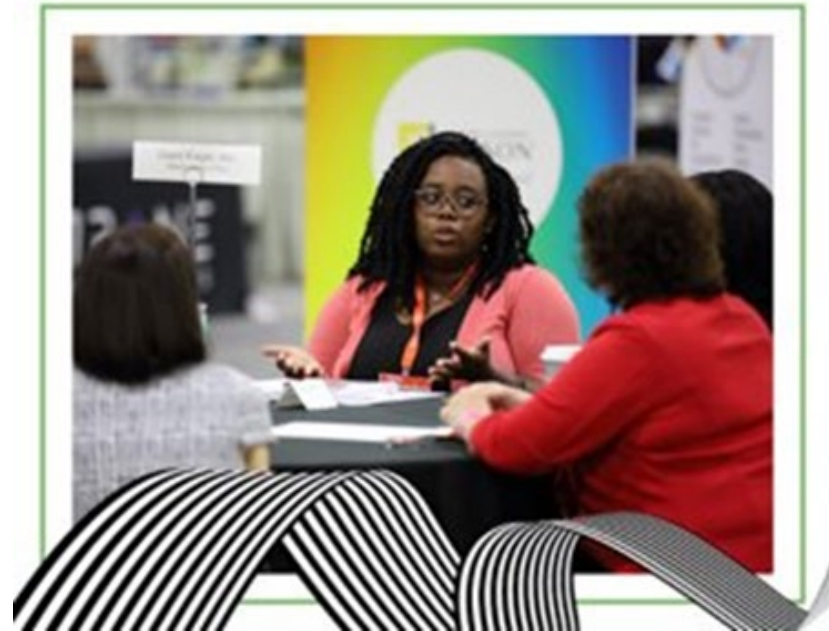
Luncheon & General Session

2:00pm – 4:00pm CT

Meet & Greet

6:00 pm – 10:00pm CT

Offsite Reception & Celebration



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# Industry Labs feature:

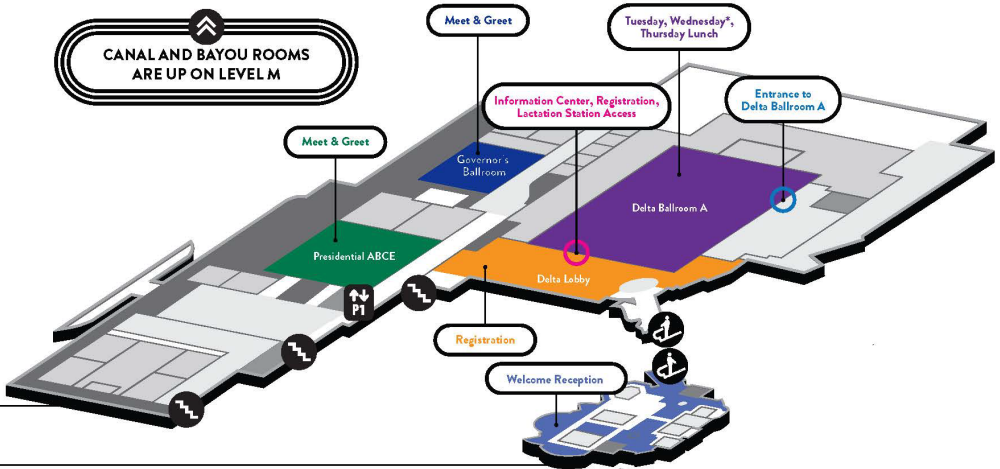


- Automotive Industry
- Chemical Industry
- Energy Industry
- Financial Services Industry
- Food & Beverage Industry
- Healthcare Industry
- Retail Industry
- Utilities Industry

***Session descriptions & additional  
info available on the website!***

# Industry Labs Schedule

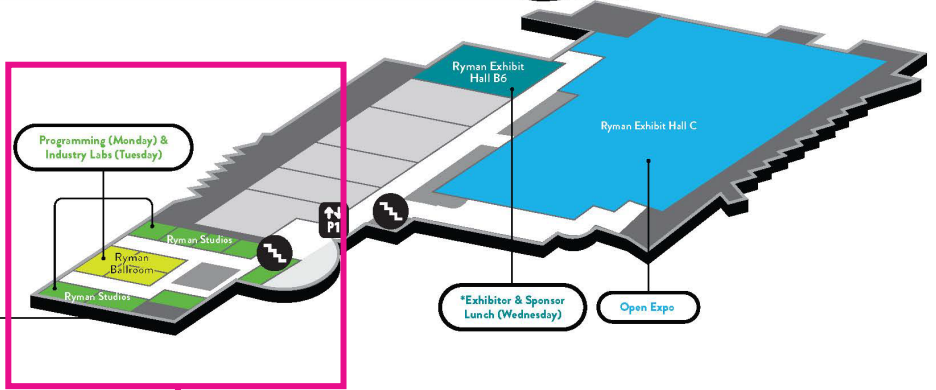
RYMAN							
	BALLROOM ABDE	BALLROOM CF	STUDIO ABC	STUDIO DE	STUDIO FG	STUDIO MNO	STUDIO PQR
TUESDAY	<b>1:30 PM–2:15 PM</b> 2023 WBENC Women Owned in Retail Program Kickoff Panel	<b>1:30 PM–2:15 PM</b> How Chemicals Connect the World: Auto & Consumer Goods		<b>1:30 PM–2:15 PM</b> Retail with Amazon	<b>1:30 PM–2:15 PM</b> WBE Leadership, Growth & Development Program	<b>1:30 PM–3:15 PM</b> Utilities: Tackling Barriers Together to Create Opportunities	<b>1:30 PM–2:15 PM</b> Access to Capital with Bridge built by Citi
	<b>4:30 PM–5:15 PM</b> Target's Live Fireside Chat on "Building Your Ecosystem"	<b>2:30 PM–3:15 PM</b> Influence of ESG on Chemical Industry and the Impact on WBEs	<b>2:30 PM–3:15 PM</b> The State of Food & Beverage	<b>2:30 PM–3:15 PM</b> Fueling the Supplier Diversity Pipeline for WBEs	<b>2:30 PM–3:15 PM</b> WBE Leadership, Growth & Development Program		<b>2:30 PM–3:15 PM</b> Growth through Acquisition and Joint Venture
	<b>3:30 PM–4:15 PM</b> Walmart Early Payment Program for WBEs	<b>3:30 PM–5:15 PM</b> Healthcare of the Future: Defining the New Normal	<b>3:30 PM–4:15 PM</b> Being Bold in the Energy Transition		<b>3:30 PM–4:15 PM</b> WBE Leadership, Growth & Development Program	<b>3:30 PM–4:15 PM</b> The Automotive Industry: 2030 and Beyond	<b>3:30 PM–4:15 PM</b> Succession Planning - Bringing Your Business to the Next Level
			<b>4:15 PM–5:15 PM</b> Major + Prime: Multiple Points of Entry for Energy Industry Success	<b>4:30 PM–5:15 PM</b> The State of the WOSB Federal Contracting Program	<b>4:30 PM–5:15 PM</b> WBE Leadership, Growth & Development Program	<b>4:30 PM–5:15 PM</b> Automotive Procurement 101	



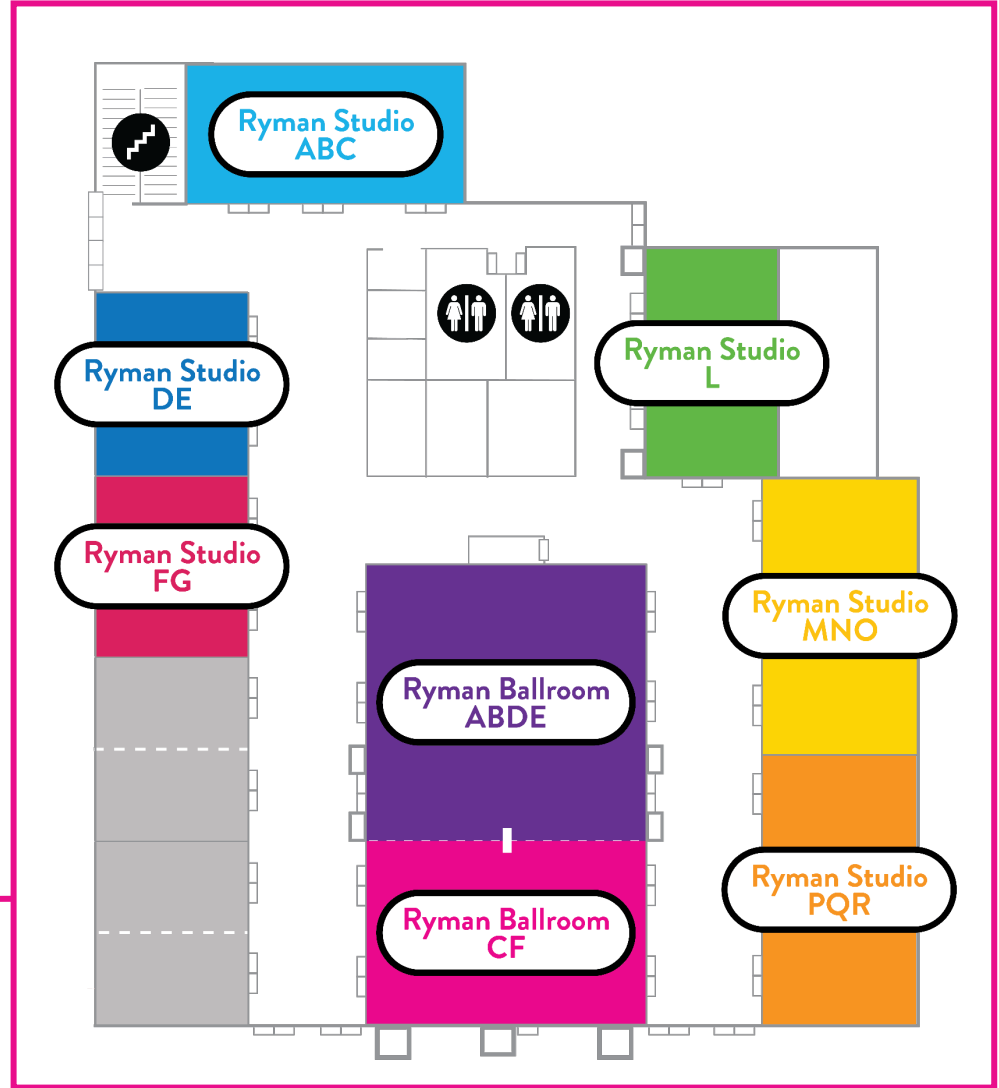
LEVEL 2

DELTA ISLAND

(LEVEL 1)



LEVEL 0



# Meet & Greet

brought to you by:

**CENTENE**<sup>®</sup>  
Corporation



# Meet & Greet: The Basics

Helping WBEs and Corporate Members network in an open but structured format

Each room is set up with numbered tables organized alphabetically by Corporation name

Corporate Members host up to 6 WBEs per table

For each round, WBEs select the Corporation they want to meet and go to that table

Following check-in there will be a designated area available for Corporate Members

	Wednesday, March 22	Thursday, March 23
Doors Open	8:30 AM CT	1:30 PM CT
Meet and Greet Starts	9:00 AM CT	2:00 PM CT
Rounds (5-minute transition between rounds)	Round 1 @ 9:00-9:25 Round 2 @ 9:30-9:55 Round 3 @ 10:00-10:25 Round 4 @ 10:30-10:55	Round 1 @ 2:00-2:25 Round 2 @ 2:30-2:55 Round 3 @ 3:00-3:25 Round 4 @ 3:30-3:55

## Round Timing

4 mins Corporate Member Introduction & Overview

3 minutes for each WBE

3 mins Q&A and Wrap Up



# Meet & Greet: Getting Ready

## Before You Come to Conference

- Prepare your 4-minute Introduction
  - Personal Introduction
  - Company Overview
  - Sourcing Needs (If applicable)
  - How to Engage
- Bring business cards to exchange. We also recommend putting one on the back of your conference badge, so others can take a photo of it
- WBENC will post the list of participating Corporate Members in the Conference Mobile App one week prior to Conference
- Make sure your LinkedIn is up to date if using that for connections
- Prepare direction on follow-up action for the WBEs after the session: Email, Supplier Portal, etc.

## At Meet and Greet

- **Remember to check in with WBENC-there will be signs**
- Please arrive 30 minutes prior to the session beginning
- There will be instructions on the table
- Best practice is to have the person following the speaker keep time
- Some WBEs will bring Capability Statements; be prepared to accept those
- Give direction to WBEs on follow-up action

# GENERAL SESSIONS



**Tuesday, March 21  
11am – 1 pm CT**

**Thursday, March 23  
12 – 1:30 pm CT**



# Evening Receptions & Events



**Tuesday, March 21**  
**6 – 8 pm CT**  
*Delta Island*

**Wednesday, March 22**  
**5:30 – 10:30 pm CT**  
*Gaylord Opryland Events Center*

**Thursday, March 23**  
**6 – 10 pm CT**  
*The Wildhorse Saloon*



**PLEASE NOTE!** Badge Required for Entry at ALL Events | No Badge = No Fun



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REPRESENT YOUR  
**REGIONAL PARTNER  
 ORGANIZATION**

Wear the color of your RPO  
 on Wednesday Evening,  
 3/22, at conference!

The most **COLORFUL** will be  
 awarded prizes!

















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WBES Cherry Red	WBEC ORV Brick Red	WBEC FL Orange	WBEA Sunshine Yellow	WBDC Midwest Mustard	GWBC Green Apple	WBEC South Forrest Green
						
WBEC Greater DMV Teal	WBEC Metro NY Turquoise	GLWBC Royal Blue	WBEC Pacific Navy	WBEC East Lilac	WBEC West Royal Purple	CWE Hot Pink
						

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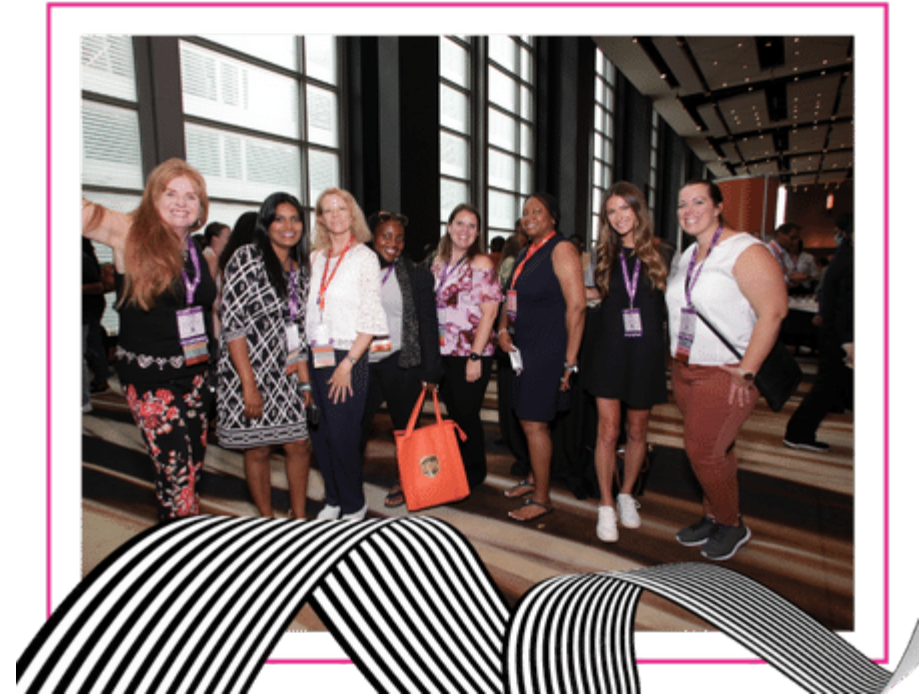
# Companion Passes

Pass for guest of registered attendee to attend an evening event

Includes 2 drink tickets

Day	Event	Cost
Tuesday	Welcome Reception	\$100
Wednesday	Evening Event	\$140
Thursday	Wildhorse Saloon	\$75

\*Visit Full-Service Registration On-Site To Purchase



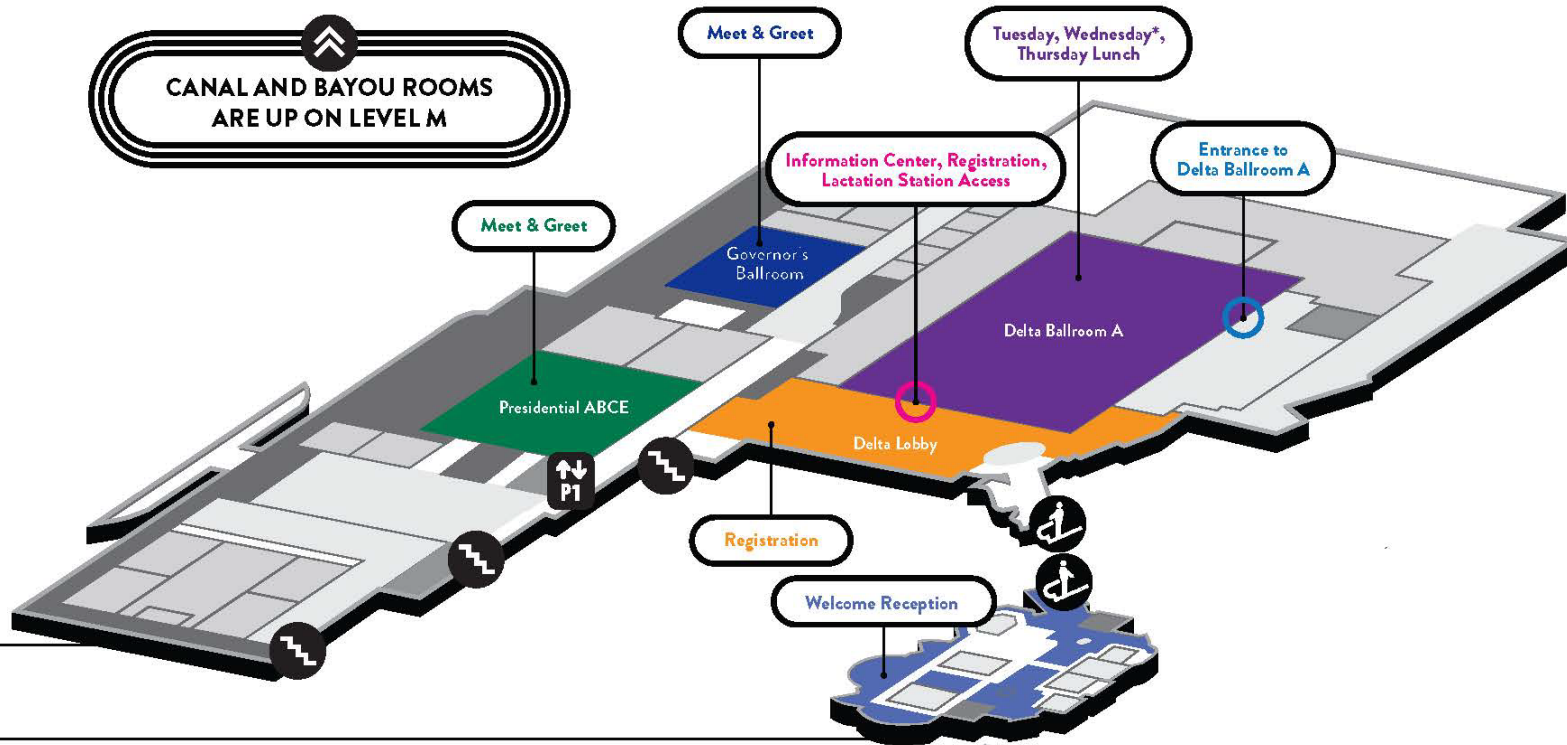
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Event programming will take place at the Gaylord Opryland Resort & Convention Center.

Thursday evening, we head offsite to the Wildhorse Saloon in downtown Nashville.



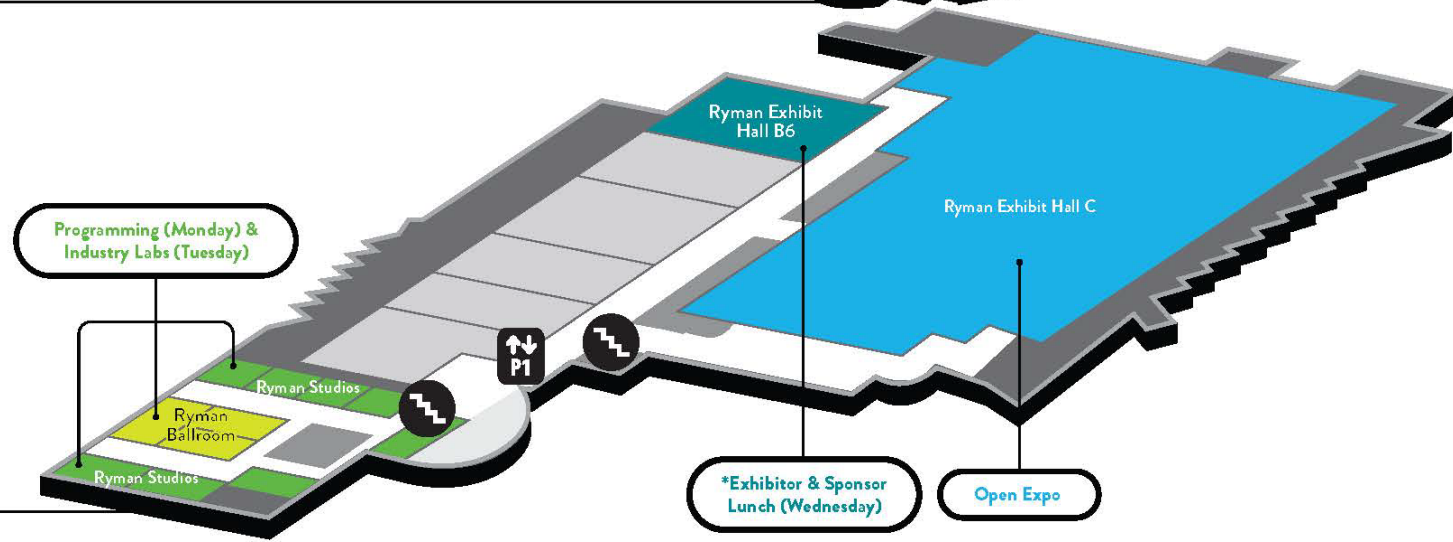
CANAL AND BAYOU ROOMS  
ARE UP ON LEVEL M



**LEVEL 2**

**DELTA ISLAND**

(LEVEL 1)

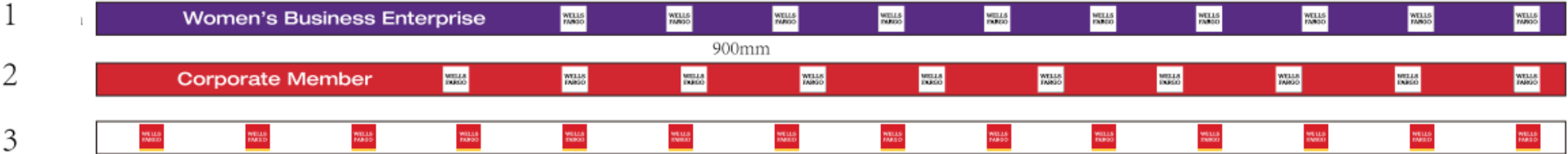


**LEVEL 0**

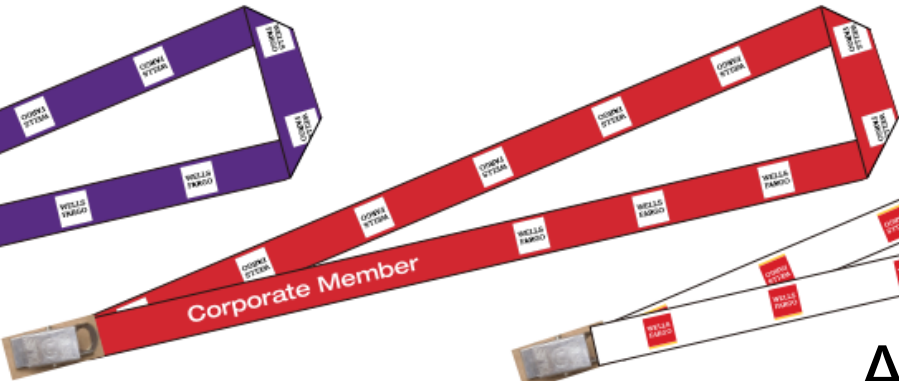




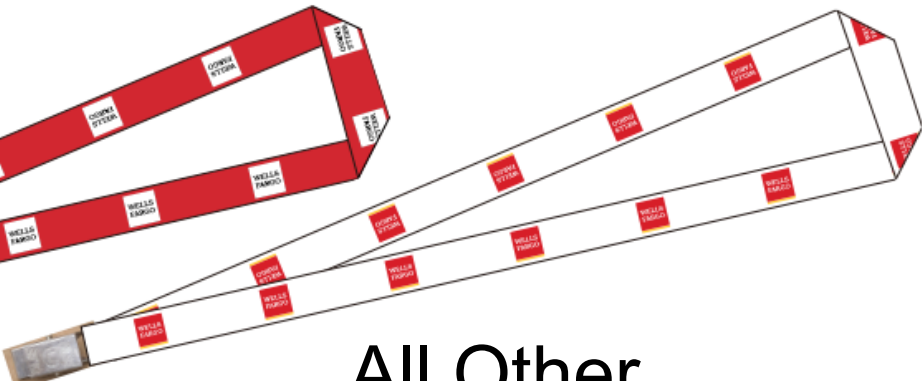
# Conference Lanyards



WBE



Corporate Member



All Other Attendees





# Health & Safety FIRST & FOREMOST



WBENC will enforce its “Be Well” policy which stipulates that if you feel sick or are experiencing COVID-like symptoms prior to traveling to or while onsite in Nashville you will reconsider your participation at the event.

**Your well-being is our #1 priority.**

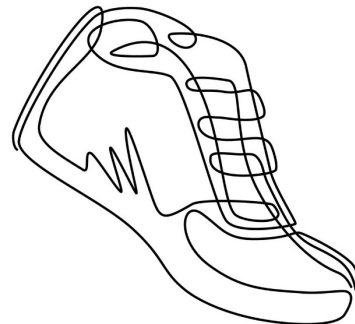


**Masks are not required –  
but are always welcomed!**

# Attire

	Monday	Tuesday	Wednesday	Thursday
Day	Business Casual	Business Casual	Business Casual	Business Casual
Evening	Business Casual	Business Casual	Rep Your RPO	Nashville Night Out Casual

**Sneakers welcome & encouraged all week!**





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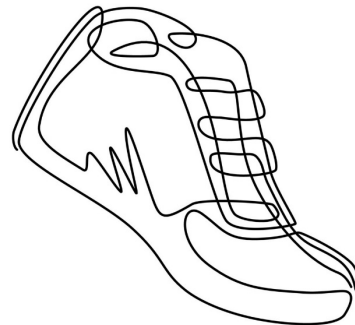
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# Attire

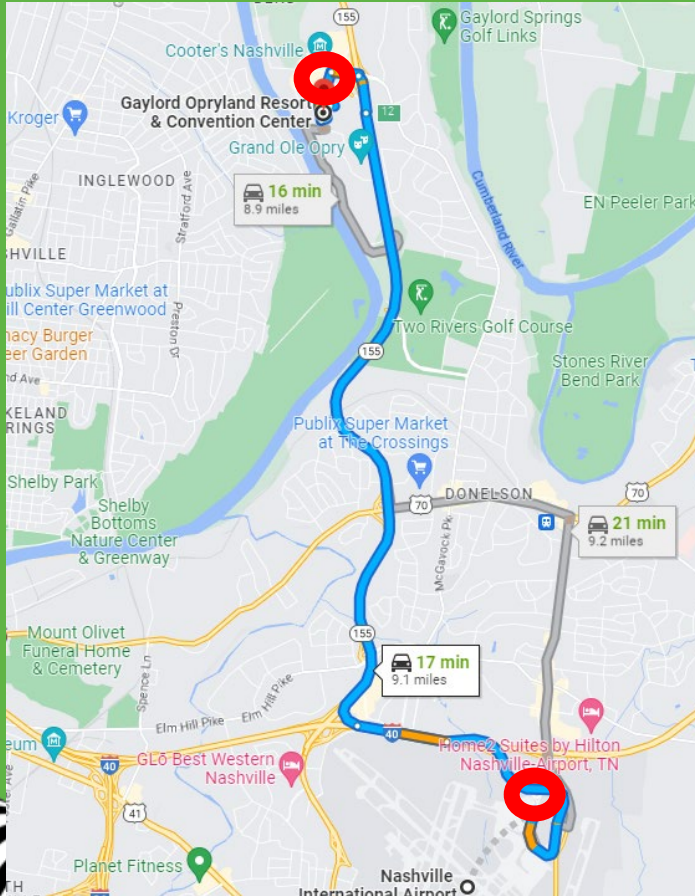
	Monday	Tuesday	Wednesday	Thursday
Day	Business Casual	Business Casual	Business Casual	Business Casual
Evening	Business Casual	Business Casual	Rep Your RPO	Nashville Night Out Casual

**Sneakers welcome & encouraged all week!**



# Transportation

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## Parking at Gaylord Opryland

Self Parking | \$33/per day

Valet Parking | \$45/per day

## Airport Transfers

Taxi | \$30 Fixed Rate  
Uber or Lyft | Approx \$20

## Daily Shuttle

Inn at Opryland and  
the Gaylord Opryland &  
Conference Center

6:50 AM and 8:00 PM.  
Runs every thirty (30)  
minutes

# WBENC MOMENTUM NATIONAL CONFERENCE

March 20-23, 2023 | Nashville, TN

ATTENDEE REGISTRATION  
**NOW OPEN**

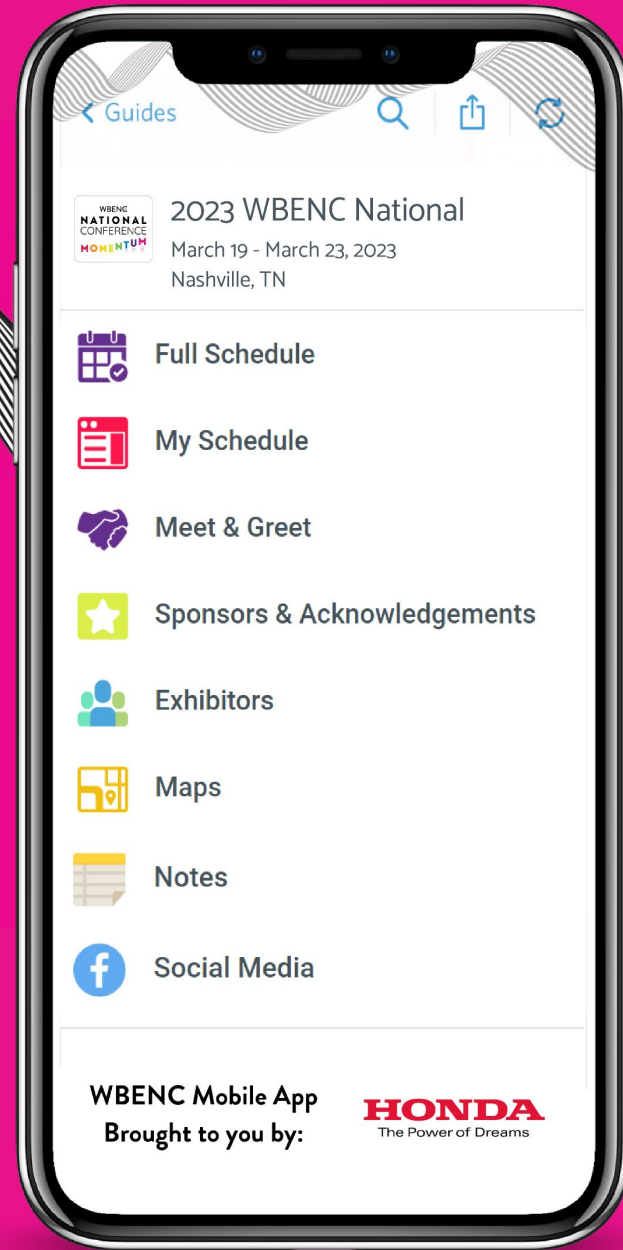
**Conference Location: Gaylord Opryland Resort & Convention Center**  
**Nashville, TN**  
*March 20-23, 2023*



SCAN THE QR CODE



THE GUIDEBOOK APP IS COMPATIBLE WITH APPLE AND ANDROID



## USE THE MOBILE APPLICATION TO:

View the full conference schedule, Meet & Greet details and companies, Expo floor plan, sponsors and more!

Create your own personalized event schedule to maximize the Conference!

Get real-time updates and schedule reminders.

Connect and interact with other attendees.

Access and share official WBENC National Conference social media posts and images.

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# Social Media

THE LARGEST EVENT  
OF ITS KIND FOR  
WOMEN BUSINESS  
OWNERS

MARCH 20-23 | NASHVILLE, TN

[wbenc.org/conference](https://wbenc.org/conference)

MOMENTUM



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CONFERENCE

March 20-23, 2023 | Nashville, TN

Attendee Registration Now Open!

**REGISTER NOW!**

Follow **WBENC** &  
**Women Owned**  
on social media!

#WBENCConf

#WBENC

#WBENCNetwork

#BuyWomenOwned



# WBENC Community Impact Campaign



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# Planning Checklist

- Review the Expo Floorplan and Meet & Greet lists (once published) and build your strategy
- Download the mobile app – check in and say hello
- Pack your comfy shoes/sneakers
- Assemble your Rep Your RPO outfit
- Share that you're attending the National Conference on your favorite social media channel - #WBENCconf
- Pack your bags & get excited and ready to network and celebrate!

WBENC

SEE YOU IN NASHVILLE!

#WBENCconf | [www.wbenc.org/conference](http://www.wbenc.org/conference)

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CONFERENCE

**M O M E N T U M**