

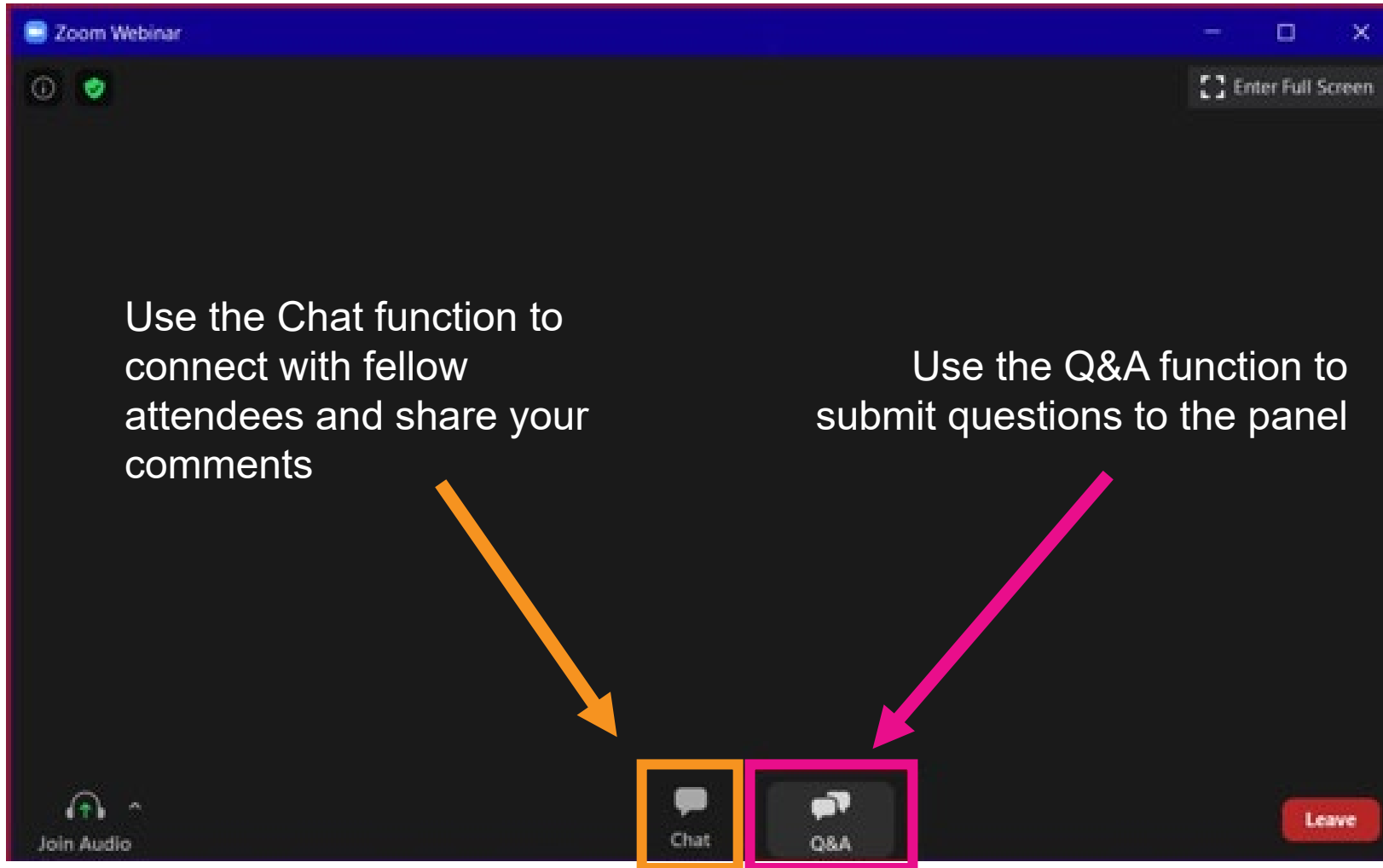
WBENC 

MOMENTUM NATIONAL CONFERENCE

March 20-23, 2023 | Nashville, TN



Q&A and Chat Icon



WBENC

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



WBENC
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

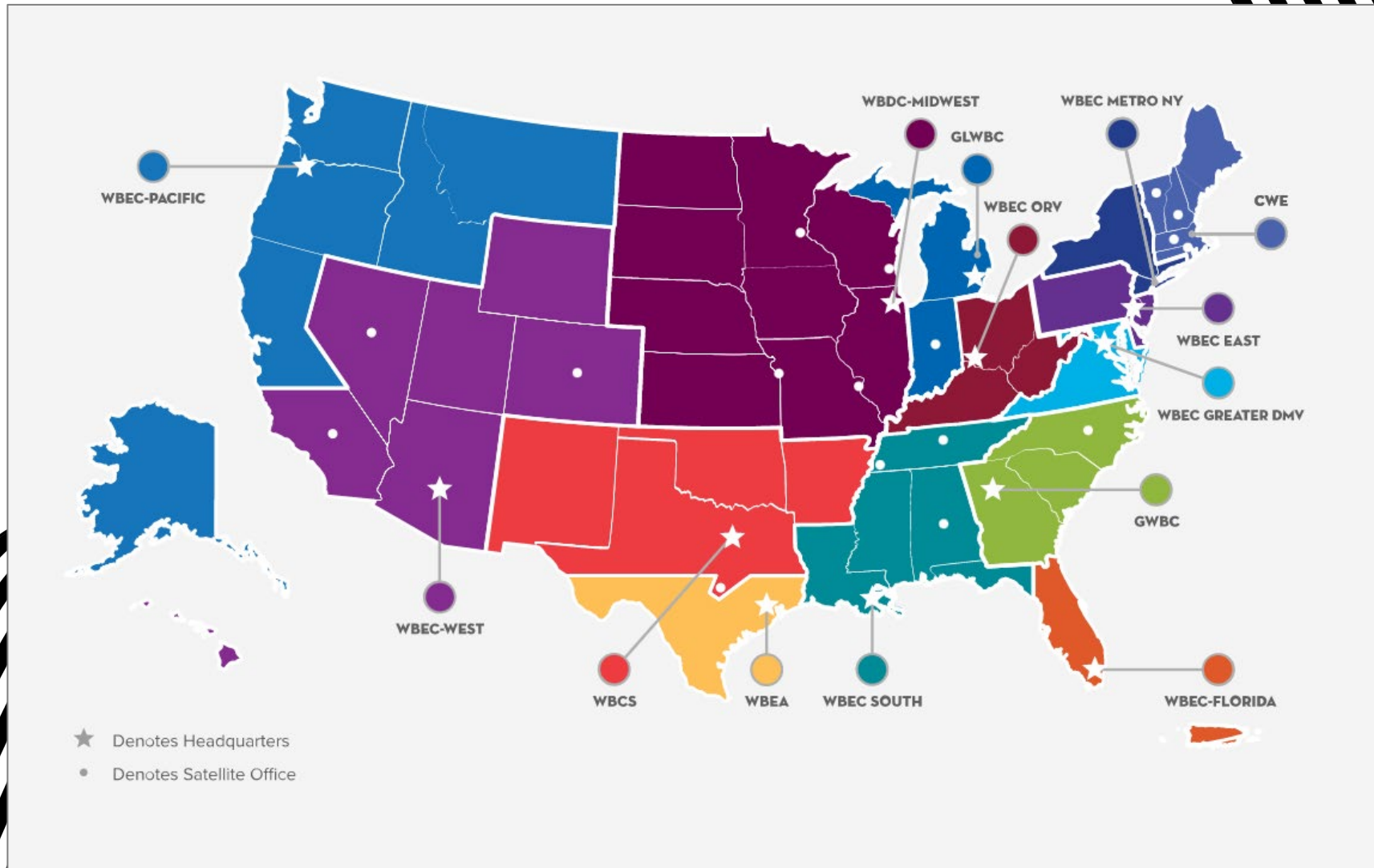
After 8:00pm CT

Open for partner and sponsor receptions



WBENC
NATIONAL
CONFERENCE
MOMENTUM

WBENC Regional Partner Organization Territories



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



WBENC
NATIONAL
CONFERENCE
MOMENTUM

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



WBENC
NATIONAL
CONFERENCE
MOMENTUM

Thursday, March 23

THURSDAY | MARCH 23

8:30am – 11:30am CT

Open Expo

12:00pm – 1:30pm CT

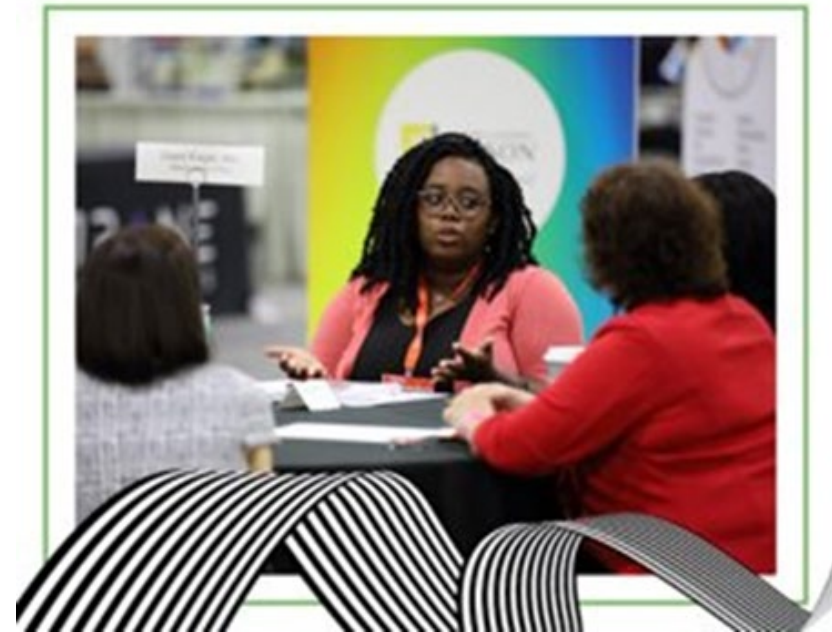
Luncheon & General Session

2:00pm – 4:00pm CT

Meet & Greet

6:00 pm – 10:00pm CT

Offsite Reception & Celebration



WBENC
NATIONAL
CONFERENCE
MOMENTUM

Industry Labs feature:

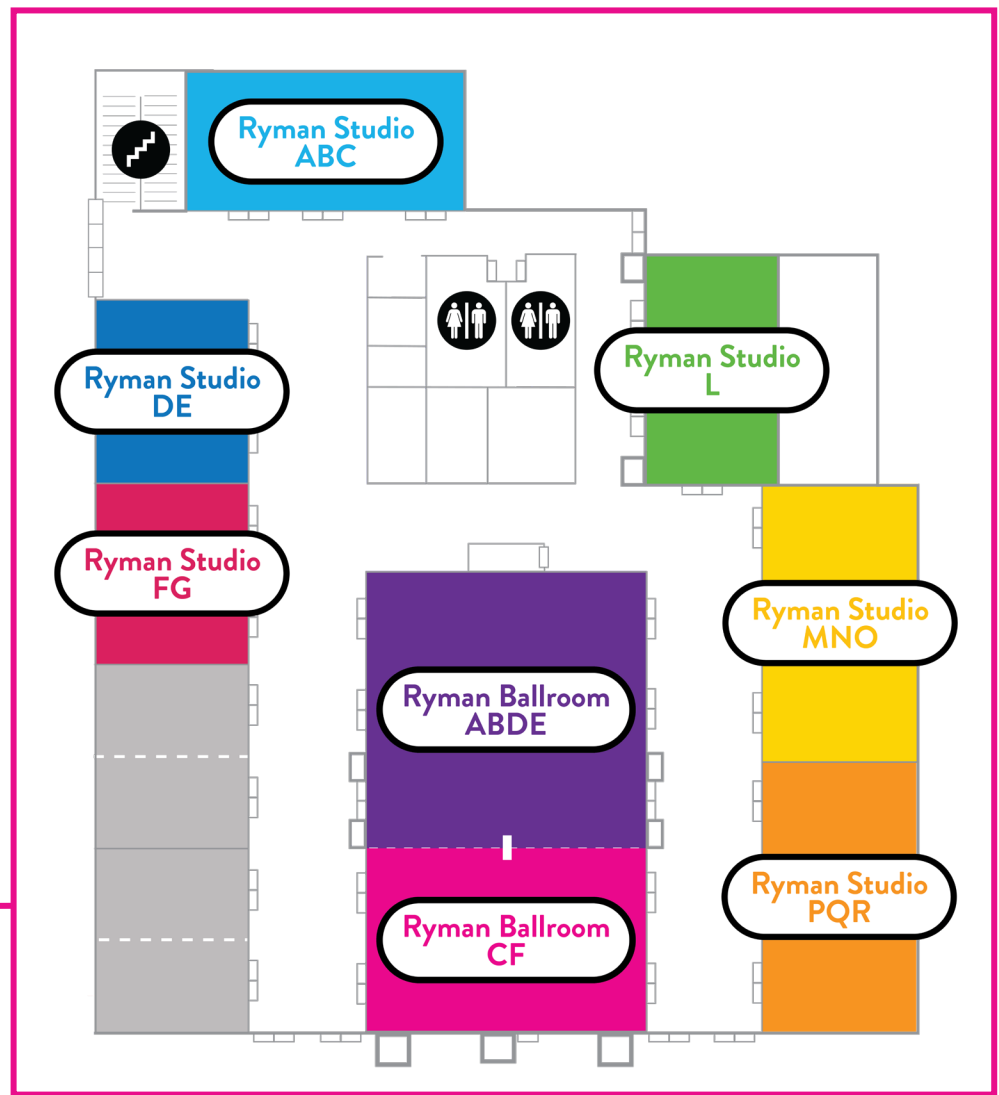
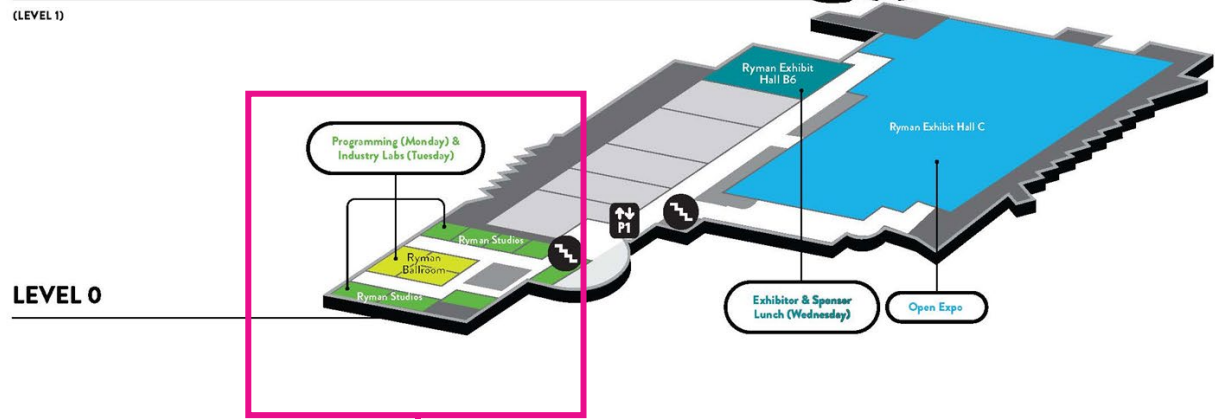
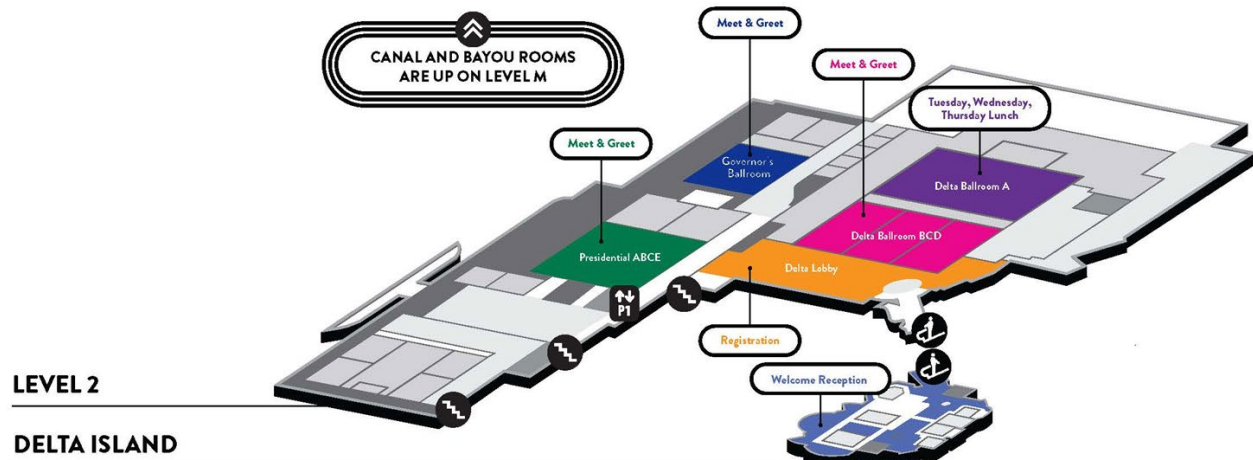


- Automotive Industry
- Chemical Industry
- Energy Industry
- Financial Services Industry
- Food & Beverage Industry
- Healthcare Industry
- Retail Industry
- Utilities Industry

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



Meet & Greet

brought to you by:

CENTENE[®]
Corporation



Meet & Greet: The Basics

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

No preregistration needed for WBEs

Doors open 30 minutes before session start time

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

Corporate Members host the tables

Up to 6 WBEs per table

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

	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 3-minute Elevator Pitch
 - Personal Introduction
 - Company Overview
 - Capabilities
 - Innovations & Solutions
- 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
- You are welcome to bring capability statements, but they are not required
- WBENC will post the list of participating Corporate Members in the Conference Mobile App one week prior to Conference
- Create a target list and be open to meeting other corporations
- Make sure your LinkedIn is up to date if using that for connections

At Meet & Greet

- You may arrive when the doors open to get the lay of the land and get to your first table
- If your first choice is full, go to your second choice-Be open to meeting new corporations
- Check the conference mobile app for the most up to date list of Meet and Greet participants
- Be respectful of your 3-minute time limit
- Make sure to connect with the other WBEs at your table



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



WBENG
**NATIONAL
 CONFERENCE**
MOMENTUM

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!

















WBENG
**NATIONAL
 CONFERENCE**
MOMENTUM

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!

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
						

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

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

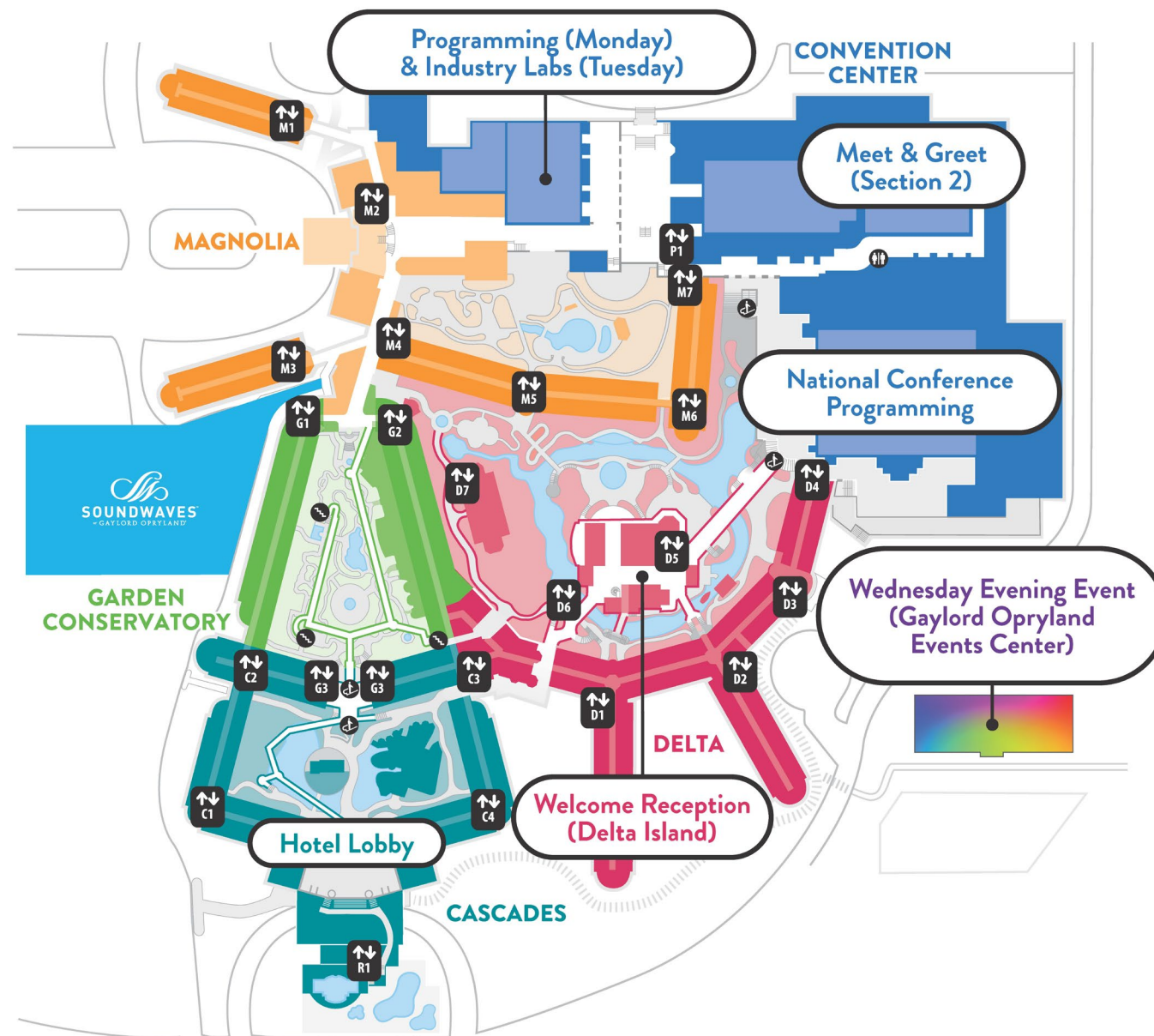


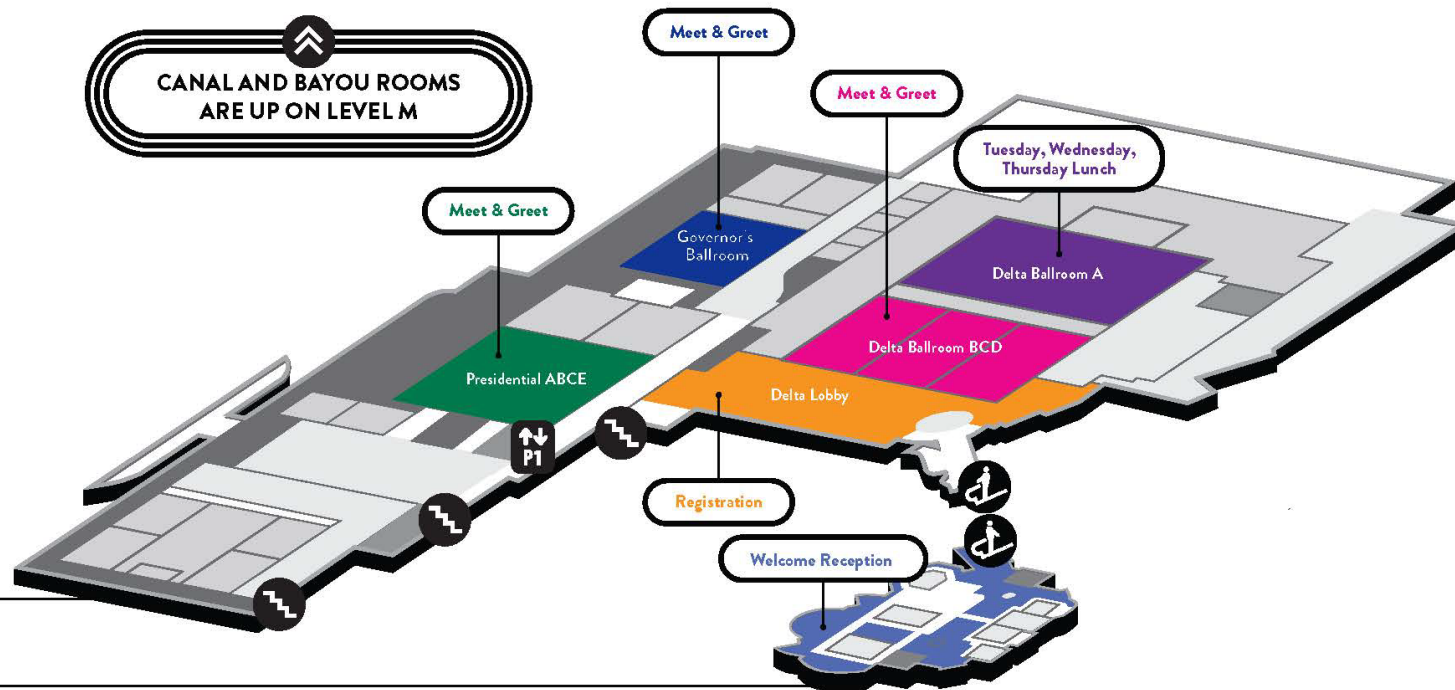
WBENC
NATIONAL
CONFERENCE
MOMENTUM

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

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

GAYLORD OPRYLAND RESORT AND CONVENTION CENTER

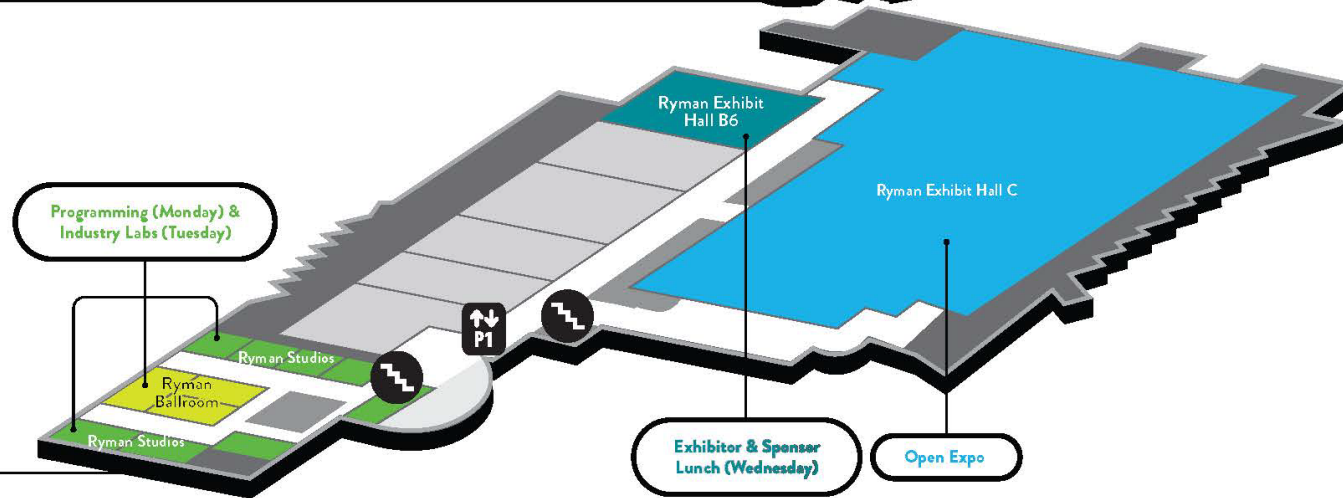




LEVEL 2

DELTA ISLAND

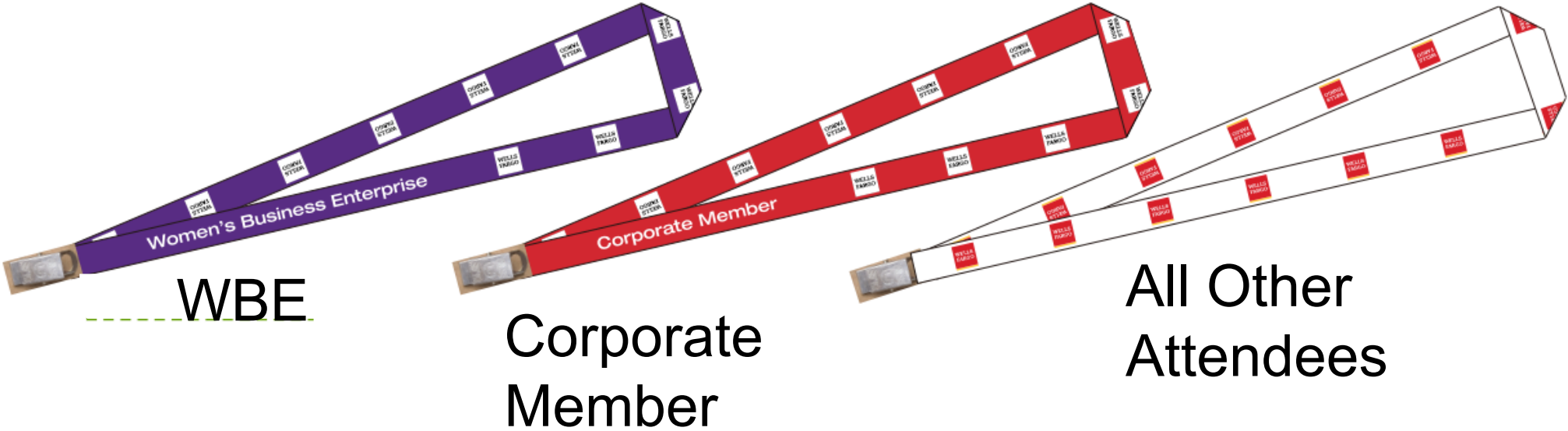
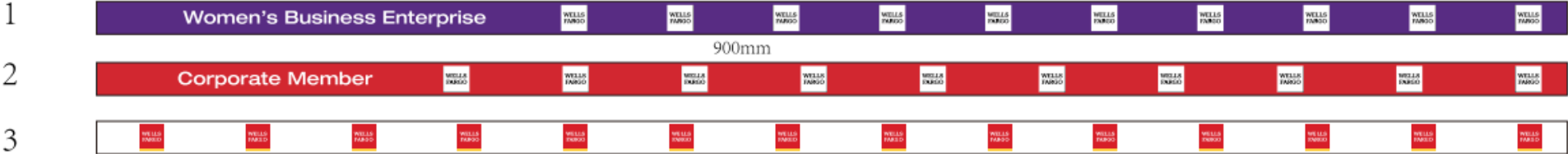
(LEVEL 1)



LEVEL 0



Conference Lanyards





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.

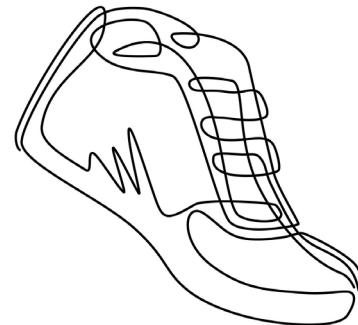


**Masks are not required –
but are always welcomed!**

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!



Attire

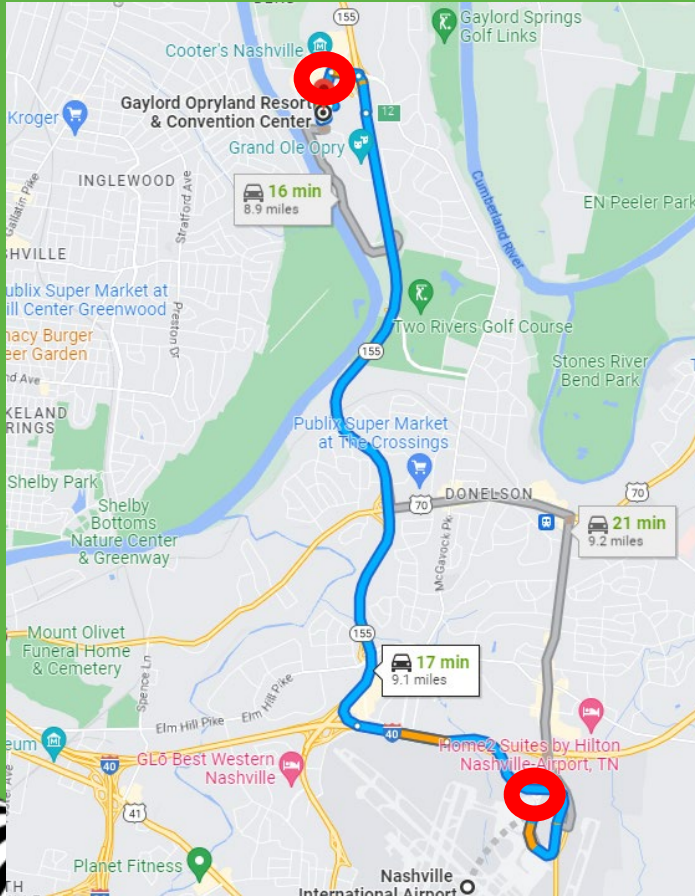
	Monday	Tuesday	Wednesday	Thursday
Day	Business Casual	Business Casual	Business Casual	Business Casual
Evening	Business Casual	Business Casual	Rep Your RPO	Nashville Night Out Casual

Sneakers welcome & encouraged all week!



Transportation

WBENC
NATIONAL
CONFERENCE
MOMENTUM



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

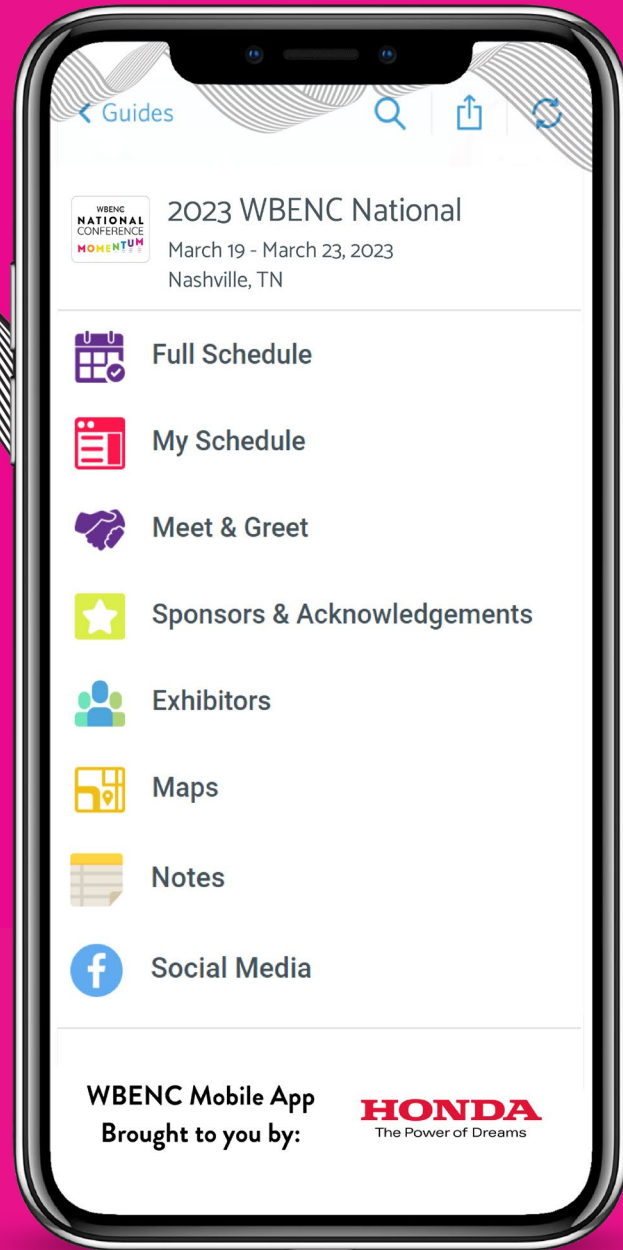
ATTENDEE REGISTRATION
NOW OPEN

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.

WBENC
NATIONAL
CONFERENCE
MOMENTUM

Social Media

THE LARGEST EVENT
OF ITS KIND FOR
WOMEN BUSINESS
OWNERS

MARCH 20-23 | NASHVILLE, TN

wbenc.org/conference

MOMENTUM



WBENC
MOMENTUM NATIONAL
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



WBENC
NATIONAL
CONFERENCE
MOMENTUM

RPO Conference Prep Sessions

WBENC EAST



Getting Ready for Conference
February 28 | 2 – 3:30 PM ET

AGENDA

- Part 1: Sneak Peek of WBENC in Nashville:** Colleen LaCoss, WBENC-East
- Part 2: The Pitch:** Heather Fritzsche, The Spearhead Group, Inc.
- Part 3: The Capability Statement:** Cassandra Bailey, Slice Communications
- Part 4: The Navigation Plan & Follow-up:** Cate Heaman, Prelude Solutions
- Part 5: The Corporate Perspective:** Natily Santos, Aramark & Lawrence Wooten, American Water

Momentum Bootcamp

- February 17 – Session 1 **Basic Training**
- February 24 – Session 2 **Staging Base**
- March 3 – Session 3 **Communications Intelligence**
- March 10 – Session 4 **Boots on the Ground**

This is an interactive, exciting series with subject matter experts providing the content. Though geared to our WBEs, everyone is welcome to attend to glean the important information given.

Forum Conference Prep Sessions

Hannah Kain joins us
Tuesday, March 7th at 3:00 PM EST



Hannah Kain

President and CEO
ALOM

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
- Attendee prep sessions and boot camps from our incredible RPOs
- 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

NATIONAL
CONFERENCE

M O M E N T U M