



9TH ANNUAL
CREATE CAMPAIGN FORUM

CERTIFIED FOR BUSINESS



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SATURDAY, JULY 22, 2023 | WSU WOOLSEY HALL

PROGRAM AGENDA

- 8:30 AM-9 AM** CHECK-IN // VENDOR VISITATION // HEADSHOT CLINIC//
NETWORKING // BREAKFAST
FIDELITY BALLROOM 104
- 9 AM-9:15 AM** WELCOME, CALL TO PURPOSE
- 9:15 AM - 9:35 AM** **KEYNOTE SPEAKER VANESSA BRAXTON**, BLACK MOMMA VODKA
CERTIFIED FOR BUSINESS: THE BLACK MOMMA VODKA STORY
- 9:35 AM -9:45 AM** AGENDA OVERVIEW
9:45 AM-9:50 AM CERTIFIED FOR BUSINESS PANELIST INTRODUCTION
9:50 AM-10:30 AM PANEL: CERTIFIED FOR BUSINESS
- **RHONDA HARRIS** - KANSAS DEPARTMENT OF COMMERCE OFFICE OF MINORITY & WOMEN BUSINESS DEVELOPMENT
 - **CHRIS HAISLETT** - CITY OF WICHITA
 - FACILITATOR: TI'JUANA HARDWELL, MAMARAZZI COMMUNICATIONS
- 10:30 AM-10:45 AM** TRANSITION// VENDOR VISITATION
- 10:45 AM-11:25 AM** **WORKSHOP ROTATION 1 SESSIONS** (PLEASE SELECT ONE)
OPTION 1: ROOM 134
FROM IDEAS TO ACTION: BUILDING A STRONG BUSINESS PLAN
BRANDY WILLETT, WSU KANSAS SMALL BUSINESS DEVELOPMENT CENTER
- OPTION 2:** ROOM 135
BUSINESS CERTIFIED: HOW TO PREPARE A CAPABILITIES STATEMENT
SCOTT KNAPP, KANSAS APEX ACCELERATOR
- OPTION 3:** AUDITORIUM
SECURING THE BAG WITH WEALTH-BUILDING KNOWLEDGE
MARGARET DECHANT, 6 MERIDIAN
- 11:25 AM-11:40 AM** TRANSITION// VENDOR VISITATION
- 11:40 AM-12:20 PM** **WORKSHOP ROTATION 2 SESSIONS** (PLEASE SELECT ONE)
OPTION 1: AUDITORIUM
LET'S TALK TECH: HOW BUSINESSES CAN MAXIMIZE TECHNOLOGY
JOSH ENLOW, PROTECH
- OPTION 2:** ROOM 135
NEW MARKETS - SELLING OUTSIDE OF WICHITA
LAURA LOMBARD, KANSAS GLOBAL
- OPTION 3:** MARKETING 101: DEVELOPING A MARKETING PLAN
BRIDGETTE WEST-WILLIAMS, BASELINE CREATIVE

PROGRAM AGENDA

- 12:20 PM-12:45 PM** **LUNCH SERVICE//** BALLROOM 104 + VENDOR VISITATION
- 12:45 PM-1:15 PM** **FIRESIDE CHAT** AUDITORIUM
HOW TO BUILD A CRAZY-LOYAL FOLLOWING
CHRIS JACKSON, JACKSTACKS.EATS
WIN CRABTREE, DJ 4THEWIN
SAMANTHA LUCCIARINI, BE LOCAL
- 1:10 PM-1:20 PM** **TRANSITION**
- 1:20 PM-1:50 PM** **INTERACTIVE PANEL: AUDITORIUM**
ENTREPRENEUR TO EMPLOYER
CASSANDRA BRYAN, CASSANDRA BRYAN DESIGN
STEPHEN REED, ELITE ELECTRIC
SHAKEENA CHAMBERS, BAILEY'S LEARNING ACADEMY
JAMES CHAMBERS, MIRACLE HOMES
GARRISON MATTHEWS, MARTIN PRINGLE
- 1:50 PM-2 PM** **BREAK**
- 2 PM-2:30 PM** **SPARK INFORMATION SESSION**
ALEJO CABRAL AND SANA CHRISTMANN, CREATE CAMPAIGN
- 2:30 PM-3 PM** **CLOSING, PRIZE GIVEAWAYS**

Presenters



VANESSA BRAXTON
President/CEO,
BLACK MOMMA BRANDS
WHICH INCLUDES
BLACK MOMMA VODKA



CASSANDRA BRYAN
FOUNDER & CREATIVE DIRECTOR,
CASSANDRA BRYAN DESIGN



JAMES CHAMBERS
PRESIDENT,
MIRACLE HOME CARE



SHAKEENA CHAMBERS
OWNER & DIRECTOR,
BAILEY'S LEARNING ACADEMY



LAURA LOMBARD
PRESIDENT & CEO,
KANSAS GLOBAL TRADE SERVICES



WIN CRABTREE
DJ4THEWIN,
DJ & PRODUCER



SAMANTHA LUCCIARINI
OWNER/PUBLISHER,
BELOCAL WICHITA



CHRIS HAISLETT
CONTRACT COMPLIANCE
OFFICER,
CITY OF WICHITA



MARGARET DECHANT
PARTNER, FOUNDER & CEO,
B MENTORIA



**BRIDGETTE
WEST-WILLIAMS**
VICE PRESIDENT,
BASELINE CREATIVE INC.



JOSH ENLOW
CEO,
PROTECH



RHONDA HARRIS
DIRECTOR OF THE OFFICE OF MINORITY
& WOMEN BUSINESS DEVELOPMENT,
KANSAS DEPARTMENT OF COMMERCE



STEPHEN REED
OWNER & CEO,
ELITE ELECTRIC COMPANY



CHRISTOPHER JACKSON
CONTENT CREATOR,
JACKSTACKS.EATS



SCOTT KNAPP
GOVERNMENT PROCUREMENT
PROFESSIONAL WITH
KANSAS APEX ACCELERATOR



GARRISON MATTHEWS
ATTORNEY,
MARTIN PRINGLE

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CERTIFIED FOR BUSINESS BLACK MOMMA VODKA

Our Keynote Speaker



VANESSA BRAXTON

Vanessa Braxton, CEO/President of Black Momma Vodka and Brands. Ms. Braxton is one of the first and only African-American Women in the United States who 100 percent owns her own distillery, manufacturing facility and 15-acre farm grow house. She has earned numerous proclamations and accolades as a Master Distiller and Master Blender and, in 2020, earned national press for taking steps to have her company listed on the New York Stock Exchange.

Braxton, who is a devoted wife and mother, was born and raised in Brooklyn, NY. She comes from a background in Corporate and Government Industry and has managed Construction and Engineering contracts worth more than \$350 million dollars for the NY State government prior to her retirement from Engineering and Construction. Now, she's building an entrepreneurial empire not only with her own brands of vodka, teas and coffee, but she's also building others' including the famous Ron Isley of the Isley Brothers whose brandy, Contagious, was released through her company.

For more information, please visit: www.blackmommavodka.com



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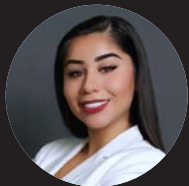
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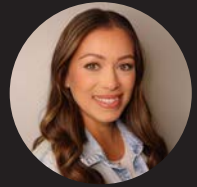
Aaron Bastian, Dell Gines, Angie Franklin, Shawn Bauman, Dave Seiler, Darrius Wright, Steve Radley and Coleen Jennison

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Evergy

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AVP
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Dioane Gates
KLC Teaching Team
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TO UNLOCK A NEW LEVEL OF
BUSINESS SUCCESS**

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& APPLY!**

**FOR MORE INFORMATION, VISIT:
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APEX ACCELERATORS

The APEX Accelerators program, formerly known as Procurement Technical Assistance Program (PTAP), under management of the Department of Defense (DoD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and helps a wide range of businesses enter and participate in the defense supply-chain. The program provides the education and training to ensure that all businesses become capable of participating in federal, state, and local government contracts.

www.apexaccelerators.us/#/

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www.baselinecreative.com/

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We believe that local businesses are the heart of our community, and are privileged to have supported countless small businesses on their path to lasting success. We're here to assist you with personalized service and an expansive set of banking solutions and tools, tailored to your needs and designed to grow along with your business.

intrustbank.com

KANSAS NONPROFIT CHAMBER OF SERVICE

The Kansas Nonprofit Chamber serves as a catalyst for individuals and organizations to engage in creating and implementing solutions for the biggest challenges faced by communities across Kansas. By supporting their efforts we contribute to the growth of resources and services that elevate quality of life.

ksnonprofitchamber.org/

MIDAMERICAN CREDIT UNION

Our mission at Mid American Credit Union is to be the best choice for quality financial services, above and beyond all other alternatives. Mid American is dedicated to bringing a full range of convenient and economically priced services to its membership nationwide.

midamerican.coop

NETWORK KANSAS

NetWork Kansas' mission is to promote an entrepreneurial environment by providing a central portal that connects entrepreneurs and small business owners with the right resources-expertise, education and economic resources- when they are needed the most.

networkkansas.com

NXTUS

NXTUS is a catalyst for the Wichita startup ecosystem. We help entrepreneurs build companies of significance through various (often free) programs connecting them to capital, community and customers.

nxtus.io

SCORE

Free mentors for entrepreneurs.

Wichita.score.org

THE COMMUNITY VOICE

A local African-American print and digital news and information source that educates, connects and empowers our readers to make positive change.

communityvoiceks.com

WSU CENTER FOR ENTREPRENEURSHIP

The Center for Entrepreneurship supports the startup community from pre-seed to early-stage development. Whether you have an idea, a prototype, or your business is already started - we can help you go further.

www.wichita.edu/academics/innovation_and_new_ventures/cfe/index.php

WSU KANSAS SMALL BUSINESS DEVELOPMENT CENTER

The Kansas Small Business Development Center at Wichita State University will help you start, operate, and grow your business. We offer no-cost advising services and dozens of free webinars to current and prospective business owners. We will help you with marketing, market research, obtaining funding, business plans, human resources issues, cash flow, and other aspects of your business.

wichita.edu/ksbdc



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