Fifth Annual Cape Fear Region
MINORITY ENTERPRISE DEVELOPMENT WEEK

“Getting Unstuck, Reaching the Next Level”

October 2-4
University of North Carolina Wilmington
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| Wednesday, Oct. 2 | **Business Coalition Roundtables**  
Cape Fear Community College Union Station  
SPONSORED BY the Greater Wilmington Business Journal and The Coalition  
Business Coalition Roundtables bring together subject matter experts from a range of industries as resources to local companies. |
| 8 a.m.      | **Keynote**  
Hops, Hurricanes and Hiring: Operating in a Hyper-Competitive Environment  
Jud Watkins, owner of Wrightsville Beach Brewery, will discuss how a simple idea turned into one of the region’s largest breweries. Watkins will share lessons learned, including the power of local music, the building permit process and how an orange zest and vanilla Kölsch can be a best-seller. |
| Thursday, Oct. 3 | **Networking Reception at tekMountain**  
SPONSORED BY tekMountain  
Join us for a networking reception to meet our sponsors and other small business owners. Light refreshments will be served. Businesses attending include tekMountain/Castle Branch, Balfour Beatty Construction, Bordeaux Construction and the North Carolina Minority/Women Business Enterprise Coordinator’s Network. |
| Friday, Oct. 4 | **Cape Fear Region MED Week Conference**  
**UNCW Center for Innovation and Entrepreneurship Breakfast Exchange**  
SPONSORED BY UNCW Center for Innovation and Entrepreneurship  
If you missed the Coalition Roundtable event, the CIE Breakfast Exchange is another opportunity to meet local resources that can help grow your business. Organizations and businesses attending the breakfast are:  
AARP  
Balfour Beatty Construction  
Bordeaux Construction  
Brian Hamilton Foundation  
Brunswick Community College Small Business Center  
Cape Fear Community College Small Business Center  
Coastal Women’s Ventures  
Corning  
MWBE Coordinators Network  
New Hanover County  
North Carolina Military Business Center  
Small Business Administration  
Small Business and Technology Development Center  
SCORE  
tekMountain  
UNCW Center for Innovation and Entrepreneurship  
UNCW Purchasing Services |
8:30 a.m.  Welcome and Opening Remarks
Welcome   Jose V. Sartarelli, Chancellor, UNCW
Opening Remarks  Harry Eason, Interim HUB Coordinator, UNCW

8:45 a.m.  Minority Business Enterprise Spotlight Presentation
Recipient: Rachel Bodkin-Fox, CEO, The Foxes Boxes and
The Foxes Boxes Externship Academy Executive Director
Presenting: Diane Lantz, Business Counselor,
UNCW Small Business and Technology Development Center

9-10:15 a.m.  Fireside Chat and Panel Discussion:
“Getting Comfortable with Capital Acquisition”
Access to Capital: As an existing business or start-up it can be difficult to find
capital for your business. This session brings experiences both from the
lending and receiving perspectives.
Facilitator: Robert Campbell, Senior Pastor, New Beginning Christian Church
Panelists:
Leslie L. Lewis, Business Development Officer and Disaster
Resiliency Specialist, Carolina Small Business Development Fund
Diane Lantz, Business Counselor,
UNCW Small Business and Technology Development Center
John Hunter, Owner, Green Clean Auto Spa
Gia Todd Long, Owner, Wine & Design, Leland
Kevin Lane, Owner, CXL Transportation Services

10:15 a.m.  Minority Business Enterprise Spotlight Presentation
Recipient: Calvin Stevens, Director of Business Development and Diversity,
Balfour Beatty Construction
Presenting: Harry Eason, Interim HUB Coordinator, UNCW

10:30 -11:15 a.m.  Session 1 Concurrent Workshops
11:30 a.m.  Session 2 Concurrent Workshops
-12:15 p.m.
Social Media Marketing – Build Your Brand
Ballroom A
This workshop focuses on social media marketing and advertising designed with
local business owners and entrepreneurs in mind. Learn more about paid social
media advertising with a primary focus on Facebook, Instagram and YouTube.
The presenter will share an example of a paid social media campaign that will take
participants from budgeting to planning, execution, results analysis and subsequent
fine-tuning, adjustments and campaign tweaking. Learn how to invest $10/week to
attract new customers and sell more products. Get insights on what’s working now
on social media, free marketing strategies and how to increase visibility online.
Presenter: Toya Wilson-Smith, M.B.A., Chief Marketing Officer and Co-founder,
NexGeneration Digital Marketing Agency
EVENTS

Avoiding Human Resources Nightmares

Ballroom B

Everyone has a human resources nightmare or two to share. Your HR nightmares cross the spectrum of funny, sad, illegal, crazy, terrible, boring, disturbing, wild, unethical or dumbfounding! We’ll discuss and solve for situations in this interactive workshop with a career HR professional.

- Common HR Nightmares
- The Cost of Bad Behavior
- Prevention and Protection

Presenter: Lisa Leath, President, Leath HR Group

How to Do Business with Local, State and Federal Contractors Panel Discussion

Ballroom C

Getting Started: Is selling to the local, state and federal government right for your business? This session will cover what is needed and how to sell your products and services to the government.

Facilitator: Diane Lantz, EDFP, Business Counselor, UNCW Small Business and Technology Development Center

Panelists: Jeremy Stroud, Division Maintenance Engineer, Division 2, NC DOT
Mary Moore, PE, Division Contract Engineer, NC DOT
Donna Warren, Procurement Technical Assistance Center Counselor, UNCW Small Business and Technology Development Center

12:15 p.m. Luncheon, Ballroom C

12:40 p.m. Minority Business Enterprise Spotlight Presentation

Recipient: Frankie Roberts, Co-founder and Executive Director, LINC, Inc.
Presenter: Dr. Kent Guion, Chief Diversity Officer, UNCW

12:45-1:45 p.m. Keynote Speaker

Introduction of Keynote Speaker: Dr. Kent Guion, Chief Diversity Officer, UNCW

1:45 p.m. Presentation of Keynote Gift and Closing Remarks

Laura Brogdon-Primavera, Programs and Operations Manager, UNCW Center for Innovation and Entrepreneurship

*Brigadier General James R. Gorham (Ret.) will be available for a book signing of Sharecropper's Wisdom: Growing Today's Leaders the Old Fashioned Way immediately after the closing remarks.
Brigadier General James R. Gorham (Ret.) became the first African American General in the history of the North Carolina National Guard when he was promoted to that rank in 2008. Now retired after 38 years in the military, Gorham is leading others as a motivational speaker and author.

Gorham joined the Army after high school and served for three years as an enlisted soldier in the mid-1970s. After being discharged, he attended East Carolina University, earning his bachelor’s degree in 1981. Gorham was commissioned as a second lieutenant in the NC National Guard in 1980 after completing Officer Candidate School, where he was named Distinguished Honor Graduate of his OCS class.

In more than three decades of military service, Gorham commanded at the company, battalion and brigade levels, in addition to service in various staff positions. He served as joint staff director of the NC Joint Force Headquarters in Raleigh and as commander of the NC National Guard Joint Task Force, where he was responsible for joint training and deployment. While in the National Guard, Gorham earned a master’s degree from the U.S. Army War College.

Gorham had a successful 29-year civilian career in banking, retiring in 2010 as a vice president and manager of retail banking at First Citizens Bank. After his banking career, he served as director of special projects for the NC Department of Public Safety. In this leadership role, he provided oversight to the NC Center for Safer Schools and directed departmental initiatives involving military affairs and suicide prevention.

John Hunter serves as the Chairman, CEO and President of Green Clean Auto Spa, where he is responsible for the company’s operations, human resources and marketing functions. Hunter is also an active-duty U.S. Marine Corps Captain with more than 22 years of service. He earned his bachelor’s degree in building science from Auburn University.

Kevin L. Lane, founder and CEO of CXL Transportation Services LLC, in Leland, NC. Lane has 16 years of experience with a combination of working with families and providing transportation in our communities. He is a graduate of NC A&T with a degree in health and human services with a concentration in child development.
**SPEAKERS AND PANELISTS**

**Diane Lantz** is a General Business Counselor with the Small Business and Technology Development Center at UNCW. A graduate of Penn State University, Lantz has extensive experience assisting small businesses. Prior to joining the SBTDKC, she was employed with M&T Bank as assistant vice president, business lender and as executive director of REDEC, a private nonprofit economic development agency that provided financial and technical assistance to start-up and expanding businesses in a three-county region. She is a certified economic development finance professional.

**Lisa Leath**, President of Leath HR Group, is a strategic human resources leader with clients across industries, from start-ups to $1 billion in revenue. Before starting the business in 2017, Leath spent 13 years in the HR industry. She has worked as vice president of human resources at an international pharmaceutical organization and before that, as human resources manager/labor relations lead across multiple locations with a Fortune 300 manufacturing and engineering company. Leath is a senior certified professional through the Society of Human Resource Management.

**Leslie L. Lewis** serves as a Business Development Officer and Disaster Resiliency Specialist for Carolina Small Business Development Fund. In this position, Lewis aids the small business community through strategic disaster relief support, counseling and lending in southeastern North Carolina. Lewis has more than 15 years of experience in marketing and development, business advisory and project management. She brings knowledge of disaster case file management and settlement negotiation. Lewis earned a bachelor’s degree in business with a certificate in small business development and entrepreneurship and a project management professional certification from the University of Phoenix. She is also certified as an NC Real facilitator and in ice house facilitation and theory.

**Gia Todd Long**, along with her husband Michael, are the owners of Wine and Design Leland. Long earned a bachelor’s degree from UNC Wilmington and an MBA in technology management from the University of Phoenix. Long is a graduate of Leadership Wilmington as well as the County’s Citizens Academy.
Mary Moore is a Contracts Engineer and has worked in Division 2 Department with the North Carolina Department of Transportation for 15 years, first as the assistant and later as the Deputy Traffic Engineer. She has served in her current position since February 2017. Moore is a 1997 graduate of NC State University with a bachelor’s degree in civil engineering.

Toya Wilson-Smith, Chief Marketing Officer and Co-founder of NexGeneration Digital Marketing Agency, has coached hundreds of business owners to use social media and video marketing to grow their business, tested the newest online marketing strategies and built systems to shorten clients’ learning curve.

Jeremy Stroud is the Division Maintenance Engineer for Division 2 with the North Carolina Department of Transportation and a graduate of NC State University. Stroud is responsible for maintenance operations within Division 2, ranging from repairing potholes and grading ditches to coordinating hurricane recovery efforts and snow/ice removal operations. Stroud has experience in disaster response efforts following hurricanes Irene, Matthew and Florence.

Donna J. Warren, a Procurement Technical Assistance Center Counselor, educates business associates about local, state and federal contracting. She has 36 years of experience as a contracting professional in the Department of Defense and in private industry, with two Fortune 500 companies and with an 8(a), woman-owned, disabled veteran-owned, minority-owned IT company. Warren is an Acquisition Corps member in the Department of Defense and has certifications in program management.
MBE SPOTLIGHT

Minority Business Enterprise Spotlight recognizes entrepreneurs who have experienced business success during the past year or have sustained business excellence, and demonstrated excellence in business standards and ethics while possessing the ability to bridge strategic partnerships. Recipients are recognized in the areas of construction/manufacturing, services (general or professional) and innovation. Each recipient receives a handcrafted plaque from “Kids Making It,” a nonprofit youth woodworking program that teaches valuable vocational, entrepreneurial and life skills.

Rachel Bodkin-Fox ’16M is a business owner, nonprofit Executive Director and advocate for community engagement. Bodkin-Fox holds a master’s degree in public administration with a public policy concentration from UNCW and a Bachelor of Science in Nursing from Indiana University-Purdue University at Indianapolis. She is the founder of The Foxes Boxes, a unique fresh-food restaurant and home of the TFB Externship Academy, whose mission aims to inspire and empower individuals with employment barriers by providing innovative on-the-job training, building leadership, communications, and job skills that lead to self-sufficiency, professional fulfillment, and a confident value added workforce for the always growing hospitality and service industry.

Frankie Roberts owned and operated a community-based barbershop for approximately 18 years, where he received his informal education in community organizing, job development, relationship building and individual/family counseling. Since 2000, Roberts has been the Executive Director of Leading Into New Communities (LINC) Inc., a nonprofit organization that provides shelter and services for men and women returning from prison. He co-founded LINC, Inc. with Tracey Ray after he lost his brother to incarceration and addiction. LINC’s mission is to educate and motivate youth to make positive life choices while empowering men and women returning from incarceration to be productive members of our community. He is the Vice Chairman of the Department of Social Services Board of Directors, and a member of the NC Association of County Board of Social Services.

Calvin Stevens serves as the Director of Business Development and Diversity for Balfour Beatty Construction, a $11 billion international construction company offering construction management, general contracting, cost consulting, design-build, preconstruction services and public-private partnerships. The company has been identified as a Top Ten Green Builder and was named one of Fortune magazine’s “100 Best Companies to Work For” for four consecutive years.

His work has been recognized with numerous distinctive awards and honors, including appointment by Governor Roy Cooper to the Governor’s Advisory Council on Historically Underutilized Businesses, Businesses Owned by Minorities, Women, Disabled or Veterans; Board of Directors of the United Minority Contractors of North Carolina; Board of Visitors for North Carolina A&T State University as well as awards from The Triangle Business Journal, City of Charlotte Office of the Mayor, the Charlotte Chamber of Commerce and the State Construction Office.

Stevens earned a bachelor’s degree in construction management from North Carolina A&T State University. He also served his country with four years of military service in the United States Air Force and later graduated from Leadership North Carolina.
Honoring 2015-18
Minority Business Enterprise Spotlights

For the past five years, the Cape Fear Region Minority Enterprise Week has recognized minority business enterprises for their business growth and development, operational success, support of other minority businesses and active participation in the community. Recipients are recognized in the areas of construction/manufacturing, services (general or professional) and innovation. Each recipient receives a handcrafted plaque from “Kids Making It,” a nonprofit youth woodworking program that teaches valuable vocational, entrepreneurial and life skills. Previous awardees are:

2015
Barboza Builders, Inc. – Residential and Commercial Contractors
Ivory’s Accessible Transport Service, Inc.
SEPI Engineering

2016
Lapetus Solutions
Karl Ricianek Jr., Ph.D., Co-Founder and Chief Data Scientist
Jennifer Lancaster, Owner/Operator Stonehenge Building Inc.
Joe and Mary Bryant, Owners/Operators, C&J Cleaning Company
Freda Porter, President and CEO, Porter Scientific

2017
In recognition of UNCW’s 70th anniversary,
Cape Fear MED Week recognized firms that have served the Cape Fear region for 70 years or more.
The Wilmington Journal
John H. Shaw’s Sons Funeral Home

2018
Wilma Daniels, Founder and CEO of Daniels Development LLC
Aaron Thomas, President and CEO of Metcon
Lexie Alston  
Manager of Member Experiences  
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Robin Bennett  
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African American Business Council  
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WILMINGTON, NORTH CAROLINA  
KMI Kids Making It Work Program  
NORTH CAROLINA PORTS  
TEK MOUNTAIN

CENTER FOR INNOVATION AND ENTREPRENEURSHIP, SBTDC, PURCHASING SERVICES, OFFICE OF INSTITUTIONAL DIVERSITY AND INCLUSION, OFFICE OF UNIVERSITY RELATIONS, OFFICE OF FACILITIES
Cape Fear Region MED Week

Since 2015, the University of North Carolina Wilmington, along with community partners, has hosted a Minority Enterprise Development Week to recognize the economic impact of minority- and women-owned businesses. The conference promotes the growth and success of these firms by providing avenues for networking, educational workshops and business development.

Cape Fear MED Week celebrates and affirms a commitment to equal opportunity and economic inclusion. It also convenes business leaders and business development advocates, promotes business opportunities, reports industry trends and recognizes outstanding minority business firms in the region. The conference is a part of the national observance of Minority Enterprise Development Week, created by presidential proclamation in 1983.