



Virtual Cape Fear Region

MINORITY ENTERPRISE DEVELOPMENT WEEK

Presented by the UNCW Center for Innovation and Entrepreneurship

October 5-10

	MONDAY, OCTOBER 5	TUESDAY, OCTOBER 6	WEDNESDAY, OCTOBER 7	THURSDAY, OCTOBER 8	FRIDAY, OCTOBER 9	SATURDAY, OCTOBER 10
7:30 a.m.						
8 a.m.						
8:30 a.m.						
9 a.m.						
9:30 a.m.						
10 a.m.	What it Means to be a Veteran-Friendly Business <i>Presenters: The Honor Foundation Graduates</i> Learn how to build your position as a military-friendly business. Open to veterans and veteran-friendly businesses.	The Coalition's Business Roundtables <i>Presenters: Regional Subject Matter Experts in Variety of Business Topics</i> Obtain valuable resources from subject matter experts in a range of industries. Open to all businesses.	1 Million Cups Wilmington <i>Presenters: NALA Systems and the 1MC Wilmington Community</i> Event designed to educate, engage and inspire entrepreneurs and business development in the region. Open to the community.	Swain Center's Economic Outlook Conference <i>Presenters: Adam Jones, UNCW Regional Economist</i> Learn best practices to navigate changing business realities, strengthen resiliency and leadership agility. For all businesses.		
10:30 a.m.						
11 a.m.						
11:30 a.m.						
Noon	Digital Marketing: Marketing Post COVID-19 <i>Presenter: NexGeneration Digital Marketing Agency</i> Small business owners and entrepreneurs will learn how to attract more customers post COVID-19 pandemic.	Business Bookkeeping for Entrepreneurs <i>Presenter: Tammika Brown Accounting and Tax Services</i> Hear about the importance of good bookkeeping and learn some tips and tricks.	Social Entrepreneurship Panel <i>Presenters: Visit website for a list of panelists</i> Learn more about social entrepreneurship causes and ways your existing business can influence change in your community or start a new one to implement change in our society.	Virtualizing Your Business and Maintaining Your Community on a Budget <i>Presenter: Oleras Technologies</i> Learn how to use technology to grow and thrive during and post-crisis. For mid-sized businesses.		
12:30 p.m.						
1 p.m.						
1:30 p.m.						
2 p.m.	Resiliency as a Business Owner <i>Presenter: Healing Your Almond</i> Participants will leave with tangible skills to utilize immediately. Open to all businesses.	The Effective and Successful Leader <i>Presenter: Harris Whitesell Consulting</i> Gain leadership insight, tips and tools on how to become a more effective and cognitive leader. For all leaders.	Setting Strategic Leadership Goals <i>Presenter: Harris Whitesell Consulting</i> Learn how to set strategic goals to align an organization's vision, mission, values and culture. For mid-sized businesses.	Doing Business with Government Entities <i>Presenters: Cape Fear Public Utility Authority, New Hanover County, UNCW and Procurement Technical Assistance Center</i> Panelists will discuss topics including how to register as a vendor, purchase orders, government contracts, conflict resolution and address some FAQ's.	Financing Seminar: Show Me the Money <i>Presenters: Jody Edwards, John Hunter, Diane Lantz</i> Gain insights about capital and the process of securing it. For small and mid-sized businesses.	
2:30 p.m.						
3 p.m.						
3:30 p.m.						
4 p.m.						
4:30 p.m.	Employing UNCW Students <i>Presenters: UNCW Career Center and Financial Aid Office</i> Learn how to hire UNCW students for federal work study jobs and internships. Open to all businesses.	Rapid Realignment: Moving from Crisis to Opportunity <i>Presenter: UNCW Swain Center</i> Leaders must address the challenges caused by COVID-19 and prepare to move from crisis to opportunity. Open to businesses of all sizes.	From One Storefront to Many More: A Discussion with Latinx Business Owners <i>Presenters: Wilmington Chamber of Commerce Latin American Business Council Members and Business Owners</i> Business owners share their stories of how they grew from one restaurant, one market, one shop to creating a brand within the community.	How Women Lead: The Rise of Women Leaders and the Organizations They Lead <i>Presenter: Harris Whitesell Consulting</i> Gain insights, tips and tools for women in leadership. For mid-sized businesses.		
5 p.m.						
5:30 p.m.						
6 p.m.						
6:30 p.m.	Empowering Women for Today's Retirement <i>Presenter: Carolina Retirement Planners</i> Gain insight to prepare women for the retirement they envision. For women and mid-sized businesses.	2020 Cape Fear MED Week Vendor Business Expo <i>Presenters: Minority Small Business Owners in the Region.</i> A virtual minority business enterprise showcase targeted to all business owners and the community.	Flipping the Couch: Rethinking Therapy-Screening <i>Presenter: Healing Your Almond</i> Screen a previously recorded therapy session to provide participants with a new way to think about therapy screening. For mid-sized businesses.	What's All the Hubhub about HUB: A HUB Certification Workshop <i>Presenters: NC State HUB Office, Tammie E. Hall and Melissa Terrell</i> Learn how to become HUB certified, its benefits and how to use the certification to market your business and develop relationships.		
7 p.m.						
7:30 p.m.						
		Genesis Block Demo Day <i>Presenters: 15 MWBE's</i> Minority Women Business Enterprises will present their companies to a room full of selected investors, judges, press and other members of the community. Winners will receive cash prizes, mentorship and networking opportunities. Registration is for attendance, not participation.		Intentional Collisions Networking Event <i>Presenter: Wilmington Chamber of Commerce African American Business Council and Latin American Business Council</i> Formal and informal networking opportunities focused on the creation and development of intentional relationships. For small businesses.		Flipping Femininity: Misconceptions of Us <i>Presenter: Healing Your Almond</i> A space for women to explore topics including business owner, motherhood, being single and body image to engage the audience. For mid-sized businesses.



For all program details and registration information [CLICK HERE](#)

UNCW is an EEO/AA Institution. Accommodations for disabilities may be requested by calling 910.962.2691 at least three days prior to the event.