

2022 CRMCC DIVERSITY EQUITY AND INCLUSION SUMMIT

Location:

Mercer Community College Conference Center

Vendor tables available

OVERVIEW:

The Capital Region Minority Chamber of Commerce has been a leading voice for minority-owned business enterprises in the Mercer County region since 2004. We provide active support to small businesses owned by minority ethnic groups, women (SMWBE), members of the LGBTQIA community, veterans, people with disabilities, and others with an overarching goal of driving economic development and prosperity in our region.

As the focus on culturally responsive business practices increases, CRMCC is poised to serve as the conduit to provide DEI engagement and learning for New Jersey's business community. Our Inclusion, Diversity, Equity, and Accessibility (IDEA) strategy will offer ongoing learning and insight on inclusive and equitable business standards, policies, and practices across various industries. Diversity is critical in expanding a company's diverse workforce and earning potential.

This Diversity Summit focuses on generating greater access and opportunities for small minority-owned businesses. This year we are bringing together national leaders and experts with experiences that have built stronger alliances and more extraordinary strategic partnerships to expand their businesses. As small and minority-owned companies being proactive instead of reactive is essential. There's talk of another recession just as folks rebound from the pandemic. We know that specific industries thrived during these unprecedented times because they reimagined their work. Join us as we explore the value of strategic alliances, leveraging relationships, and how the entertainment/film industry coming to New Jersey will provide additional opportunities.

KEYNOTE SPEAKER

Marc Morial serves as the CEO of the National Urban League and is a member of the International Civil Rights Walk of Fame in Atlanta, GA. Morial is best described as one of the few national leaders with "street smarts" and "boardroom savvy" and is the current President and CEO of the National Urban League, the nation's most significant historic civil rights and urban advocacy organization. He served as the highly successful and popular Mayor of New Orleans and the President of the U.S. Conference of Mayors.

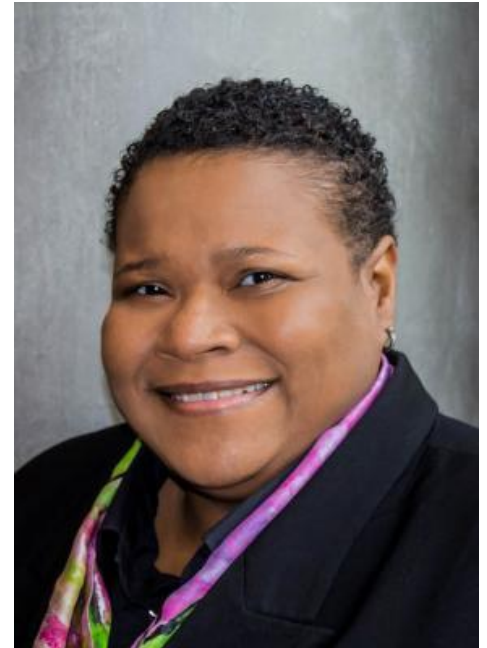
Morial is a former Louisiana State Senator and a lawyer in New Orleans with an active, high-profile practice. He is a leading voice on the national



stage in the battle for jobs, education, housing, and voting rights equity. As a graduate of Georgetown University Law Center and the University of Pennsylvania, Ebony Magazine has recognized him as one of the 100 most influential Black Americans. In addition, he is one of the top 50 Non Profit Leaders by the Non-Profit Times, one of the 100 Most Influential Black Lawyers in America.

RESPONSE PANEL MODERATOR Felicia L. Ganther, J.D., Ph.D.

Dr. Felicia L. Ganther has nearly three decades in academia and currently serves as the President of Bucks County Community College. She brings remarkable dedication, passion, and urgency for improving the lives of her students and their families at Bucks County Community College. Within her first ten months, she successfully led the College through the reaccreditation process and instituted a DEI Advisory Board to improve relations with communities of color in the County. Throughout her career, Dr. Ganther has focused on developing collegiate diversity, equity, and inclusion programs to support the recruitment and retention of African American, Latino, Native, and underserved students. Her work is highlighted in national and local organizations for developing and scaling best practices.



Dr. Ganther closed a 7.5 million dollar budget deficit without laying off any current employees and increased the number of grants and philanthropic requests to mark the College’s record number of grants secured (24% increase) and the highest amount of donations received to the College Foundation in the history of the College. Dr. Ganther increased the number of transfer partnerships to include 50% tuition discounts for Bucks graduates enrolling in these transfer institutions. In addition, she raised the number of high school partners to redeploy the College’s dual enrollment program and has been working with county and state legislators to secure additional funding for specialized programs to support her new Center for Advanced Technology.

FEATURED RESPONSE PANELISTS

“I am a seasoned veteran in television and film production. I am a visionary and creative nurturer. I am passionate about the business of storytelling, and I am able to balance creative and business. I believe in bringing together the best group of creative people and talent for each project and giving them the space and tools to create magic!” – Tracey Baker-Simmons



Tracey Baker-Simmons, Executive Producer/CEO, is an Emmy-nominated production veteran in film and television. Baker-Simmons has nearly three decades of experience in the industry and created the pop culture phenomenon -Bravo reality series **Being Bobby Brown**, starring controversial music legends Bobby Brown and Whitney Houston. Tracey recently served as the Head of Development for the New York production company Jarrett Creative and oversaw the development of all non-scripted projects. While at Jarrett, she was responsible for developing series such as TNT's **Boston Finest** and **Alaska Women Looking for Love**, LMN's **I killed my BFF**, and TVGN's **Rock the Boat** (featuring New Kids on the Block), and several other series. She also brought Jarrett the Lifetime's series "**The Houstons: On Our Own**," which starred the family of the late Whitney Houston. She has several projects in development at various networks and has been working as a Co-EP on multiple projects for networks such as Vh1, Lifetime, A&E, and WeTV.

Sandip Mehta is Associate Director for Merck's Integrated Account Management Team.

In this role, which he assumed in December 2020, Sandip leads the negotiations with some of the largest pharmaceutical benefit managers in the country.

Before joining Merck, Sandip held Allergan, Sanofi, and Johnson & Johnson positions. At Allergan, Mehta managed the contracting and pricing strategies for the Federal Government and State Medicaid Contracts.

One of his achievements includes negotiating a new Federal Supply Schedule agreement award.

Sandip's work includes analytics and pricing strategies that enabled Sanofi's products to gain substantial market access positions. At Johnson & Johnson, Sandip was responsible for contract negotiation and account management for various GPO's.

Sandip received his Master's in Chemical Engineering from Imperial College, London (UK), and an MBA from the Tepper Business School at Carnegie Mellon University.



Ramona Blake
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