



CRMCC Equity Summit 2024 Overview/Workplan

Dimension of AI and Business Advancement

September 17, 2024

8:00 am -12:00 pm

Cure Insurance Arena

Hamilton, NJ

Co-Chairs

Elizabeth Williams-Riley

Nathaniel Gainey



**NJSBDC at
The College of New Jersey**

Highlights include:

- **AI Trends and Tools:** Gain insights on the latest AI trends and products that support business growth and competitiveness.
- **Resource Expansion:** Acquire new resources, training opportunities, certification programs, and counseling services tailored for small and minority-owned businesses.
- **Networking Opportunities:** Connect with business owners and leaders to foster strategic partnerships and collaborations.
- **Hands-on Learning:** Engage in practical exercises and demonstrations with AI tools to advance business operations and success.
- **Panel Discussions:** Learn from industry experts, entrepreneurs, legal experts, and AI practitioners on overcoming barriers to AI adoption, including financial constraints, resource access, and skill gaps.
- **Strategic Insights:** Discover strategies to maximize productivity and competitiveness through AI, specifically for minority-owned and women-owned businesses.
- **Social Justice and DEI:** Explore the implications of AI on social justice and Diversity, Equity, and Inclusion initiatives.
- **Interactive Sessions:** Participate in exercises designed to address the unique challenges and opportunities faced by minority-owned and women-owned businesses.

10th Anniversary Equity Summit: Dimensions of AI and Business Advancement

Join the Capital Region Minority Chamber of Commerce and SDBC at the College of NJ for the 10th Anniversary Equity Summit, a pivotal annual event focused on leveraging AI trends and products to drive business development for small and minority-owned enterprises. This summit offers many opportunities to expand resources, training, and counseling services through CRMCC and NJSBDC affiliates. This summit is a must-attend for those looking to enhance their business operations, network with industry leaders, and harness the power of AI to drive success. Proceeds from this event support the efforts to position small businesses owned by minority ethnic groups, women (SMWBE), members of the LGBTQ+ community, veterans, people with disabilities, and others with an overarching goal of driving economic development and prosperity in our region.



Summit Promotional Packets

- Sponsorship Letter
- Small Businesses Table Solicitation
- 10th Anniversary Letter
- Save the Date
- Social Media Hashtags
- Press Release



Eventbrite Registration Link

Eventbrite Link

<https://www.eventbrite.com/e/10th-anniversary-equity-summit-dimensions-of-ai-and-business-advancement-tickets-929470299687>

SBDC Website Link

<https://www.sbdcnj.com/events/equity-summit-ai-business-advancement/>

Individual registrations and small business vendors can pay online.

Sponsorships can register online but are asked to mail their checks in to avoid high fees

Small Business Vendors must be registered with the state of NJ



Capital Region Minority Chamber of Commerce

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 LGBTQ+ community, veterans, people with disabilities, and others with an overarching goal of driving economic development and prosperity in our region.

This year marks the Chamber's 20th Anniversary and the 10th year anniversary of the DEI Summit.

Lead Partner SBDC College of NJ

America's Small Business Development Centers (SBDC) were established in 1977 and can be found in every state in the U.S. Twelve SBDC regional offices are located throughout New Jersey. The SBDC at The College of New Jersey began serving area small business owners in 1981.

We offer complimentary and low-cost counseling services to businesses, programs, and demand resources and webinars



CRMCC Major Accomplishments



- Members
- Leading Sponsors
- Partnerships
- Numbers Served
- Programs
- Events
- Board
- Community/Advocacy

Summit Planning Timeline



- Planning & Prep Mtgs. **Tuesdays 11 am – 1 pm**
- Engage/Volunteer Support Intern by **July 8**
- Announcement of Speakers **July 30**
- Final Confirmation letters with conference details to be distributed by **July 30**
- Conference Speaker/Panelists Mtg. TBD
- Collect Speaker/Panelists Bios and headshots by **July 12**
- Make phone calls and personal emails for attendees – **August 1 – 30**
- Send out Sponsorship Letters **August 1**
- Solicit door prizes – **July – August**
- Send out Save the Date – **July 17**
- Weekly and bi-weekly posts on social media platforms with hashtags – **July – Sept. 17**



SUMMIT SCHEDULE

Bi-weekly Meetings for Board Updates Starting August 8th at 11:30 am

Time	Activity	Point Person	Status
7:00 – 7:30 AM	Vendor Check-in/Setup	Nate Gainey, Co-Chair	Vendors/Sponsors Needed
7:30 – 8:00 AM	Registration	SBDC	Volunteers Needed
8:00 – 8:45 AM	Breakfast & Networking		Cure
9:00 – 9:15 AM	Summit Kickoff & Networking Activity – Wayne	Co-Chairs Elizabeth & Nate Herb, Lilian, Lead Sponsor	Elizabeth Introduces Herb Herb introduces Lilian
9:15 – 10:15AM	Introduction of Guest Speaker Dr. David Jones (45 mins presentation 15mins Q&A)	Dr. David Jones	Confirmed
10:15 – 11:00	Empowerment Panel Audience Q & A (30 mins and 15 Q &A)	<i>Questions will be provided in advance to all panelists</i>	Elizabeth Welcomes the Panel to the stage
11:00 – 11:45	SBDC AI Practice	Lilian Mauro, SBDC	Confirmed
11:45- 12:00	Door Prizes and Conference Closing	Lilian Mauro, SBDC	CRMCC/SBDC



Speaker Highlights



Major Accomplishments



20th Anniversary



Sponsors



10-year Summit Anniversary



Photos from past events

B-Roll/Virtual
PowerPoint
Display during
Summit

Summit Networking

- Each Participant will receive a palm card with ten business activities as they enter the main meeting room
 1. *Used AI tools for your business*
 2. *Have been in business for less than 2 years*
 3. *Increased their clients or expanded business*
 4. *Secured a new contract*
 5. *Has attended the CRMCC Summit before*
 6. *Has participated in DEI professional development*
 7. *Not sure about the implications of AI on your business*
- **Instructions**
 - Within 15 minutes, each business must connect with 6 different people who have taken on the business activities on their card
 - The person you connect with must sign your card and share a business card (if available) or business information
 - No person can sign anyone's card twice
 - Once all 7 connections are made, they must drop the card in the designated box for a drawing to receive a prize at the end of the conference



Herb Ames



President and CEO at Devin Group Inc

CRMCC – Chair

Herb Ames is President and CEO of Devin Group, and is the CRMCC Chair. Mr. Ames incorporated Devin Group, Inc. in 1988 with a vision for the future. In January 2004, the Devin Group organization, with divisions and affiliate companies, opened for business. His areas of expertise include new business development, sales and marketing, turnaround management, strategic planning, construction management, collective bargaining agreements, real estate development, professional sports and event venue management, government relations and contracts, urban planning and economic development, not-for-profit management, fundraising, and grant writing.

Prior to founding Devin Group Inc, Mr. Ames served as Director, Division of Economic Development for the County of Mercer, responsible for new and existing business growth, relocation, and development. For six years, he managed and directed a 40-person staff in various Divisions, including Housing and Development, Cultural and Heritage, Workforce Investment Board, One-Stop Career Center, and Small Business Opportunity and Affirmative Action.

Mr. Ames fulfilled the responsibilities of Corporate Vice President over ten years for Yardville Supply Company, a \$20 million building material company, and he is also the founder of First Choice Bank, a local community bank headquartered in Mercer County, New Jersey, and assisted in growing the bank to over \$1 billion.

Lilian Mauro



Regional Director at America's Small Business Development Center - New Jersey at The College of New Jersey

Lilian Mauro, a dedicated SBDC Director, currently leads one of the 10 SBDC centers in the state of New Jersey. Lilian brings a profound commitment, passion, and dedication to community empowerment. Since joining the SBDC in 2010, she has applied her expertise to foster growth and success in the local business landscape. Her determination to make a positive impact guides her strategic leadership.

Not only does Lilian lead the SBDC, but she also excels at working with others. She is adept at bringing people together and reaching out to different groups. Currently, she leads a nationwide, multi-stage Latino event in collaboration with other SBDC centers beyond New Jersey. Concurrently, she partners with state centers to amplify her influence and reach a broader audience, providing support.

Throughout her tenure, Lilian's center has emerged as a guiding light, actively encouraging engagement from Latinos, women, and minorities, while championing inclusivity and progress.

Elizabeth Williams-Riley, Co-Chair

Summit Moderator



Elizabeth Williams-Riley is an award-winning diversity, equity, and inclusion expert. Since 1995, her work has transcended from playgrounds to boardrooms and now neon lights on Broadway. Elizabeth Williams-Riley is the President & CEO of D.A.S.H. Consulting, LLC, which focuses on developing assets for successful habits™. Mrs. Williams-Riley has been featured in Diversity Journal and Diversity Best Practices magazines. In 2013 Diversity Journal featured her as a Woman Worth Watching. She has also received an NAACP Corporate Community Service Award and the South Asian Business Association Network (SABAN) Chairman's Award.

Elizabeth serves on the boards of the Capital Region Minority Chamber of Commerce and Urban Bush Women Dance Company. She is also a member of Delta Sigma Theta Sorority Inc. and the National Association of Professional Women. She served as the former President of the NAACP Perth Amboy Area Branch and a 2014 Edward J. Bloustein School of Public Policy Lead New Jersey Fellow.

Nathaniel Gainey, Co-Chair



Nate is a Multiple presidential award-winning sales professional with 18 years of Telecom and IT experience. He is passionate about IT and helping Small Business to Large Enterprise increase productivity. Nate served as a Senior Channel Manager at Verizon for 16 years. He is currently working at Kings III Emergency Communication helping businesses maintain code-compliant emergency communications.

In his free time, he serves on the Capital Region Minority Chamber of Commerce; Princeton Friends School Technology Board, and the Borough of Hightstown Zoning & Planning Board.



Sofia Staub,
CRMCC

sofia7015@gmail.com



Michelle Lawlor,
SBDC

michelle@sbdcnj.com



Gregg Smith and
Michael DeCamillis
CRMCC Website

gregg@greggsmith.com

msd@dolvin.com

Social Media Liaisons

LinkedIn

Facebook

X – formerly Twitter

Instagram – will be set up ASAP

Hashtags

#EquitySummit

#CapitalRegionSummit

#CRMCC

#SBDC

#AIDEI2024



SPEAKERS & PANELISTS

Keynote Speaker

- [David Jones](#) is the Chief Diversity Officer at NJIT. Appointed as NJIT's Chief Diversity Officer in 2022, he cultivates healthy relationships with internal and external campus partners to help advance institutional diversity, equity, inclusion, and belonging in the areas of curriculum development, training, and learning development, faculty recruitment and engagement, policy, programming, organizational culture, community engagement, student engagement, and grant and sponsorship acquisitions. He has been actively leading and supporting numerous initiatives at NJIT including establishing the Office of Inclusive Excellence and serving as Chair of the institutional Committee on Inclusive Excellence. Before joining NJIT, he served in New Jersey public higher education for six years as Chief Diversity Officer at William Paterson University and Director of the Paul Robeson Cultural Center at Rutgers University-New Brunswick. He received his doctorate in organizational leadership from Northeastern University, a master of education in college student affairs from the University of South Florida, and a bachelor of science in communications from Eastern Connecticut State University.





Business Development & Empowerment Panel

Panel Theme: *Journey to AI Effectiveness –
Have NO FEAR AI is Here!*

Panelists & Moderator

Elizabeth Williams-Riley, President & CEO
D.A.S.H. Consulting LLC - Moderator

Nicol Nicola-Director, Division of
Economic & Demographic Research
Office of Research and Information, New
Jersey Department of Labor and
Workforce Development

Dominique Carrol, Partner Fox Rothschild

Shakira M. Brown, Business Consultant
NJSBDC at TCNJ

Daniela Velez,

Panel Focus

- Trends in AI and Business Development
- Tools for AI
- Access, barriers, and bridges with AI
- Strategic Partnerships- business relationships
- Privacy and legal matters related to AI
- AI Workforce Labor
- DEI and AI

Panelist Questions

1. Tell us about your journey to the role you play today in the business world. (2 mins or less)
 - a. Where you started
 - b. How long
 - c. Most valuable lesson learned
2. What is your motivation or the driving force behind the work that you are doing?
3. How does your organization respond to the most significant advantages for small businesses with AI?
4. How does your organization respond to the most significant challenges small businesses face with AI?
5. What can businesses learn from the efficiencies of AI?
6. What are some of the policies and/or practices that you feel create barriers to achieving equity?

Optional if time permits

- What has been your most rewarding experience in working with AI use?
- What has been the most critical lesson learned in working with AI? (about yourself or the business industry in general)
- What are your recommendations for small businesses as they try to build and grow by using AI?
- What are the resources that you suggest all businesses are aware of and gain access to for greater success?

Dominique Carrol, Partner at Fox Rothschild



Dominique is a skilled litigator and trial lawyer with experience representing clients in state and federal courts across multiple jurisdictions. Dominique focuses his practice on complex intellectual property litigation involving patents, trademarks, and copyrights. He provides strategic representation to small, medium, and large businesses in manufacturing, retail, media, and other industries, assisting them with matters of trademark and copyright infringement, unfair competition, and false advertising. Beyond intellectual property, Dominique also serves as outside general counsel to privately held businesses. He provides legal advice on a wide range of matters including contract negotiations, risk mitigation, and regulatory compliance, in addition to providing management and staff training. His experience extends to:

- contract and partnership disputes
- fiduciary duties issues
- commercial leasing disputes
- fraud
- directors' and officers' liability
- labor and employment disputes
- environmental litigation

Dr. Nicol Nicola
Director, Division of Economic & Demographic Research
Office of Research and Information
New Jersey Department of Labor and Workforce Development



Dr. Nicola brings more than ten years of experience in policy and economic research with the State of New Jersey, the New Jersey Business & Industry Association, and the MIDJersey Chamber of Commerce. I currently serve as the Director of Economic and Demographic Research for the State of New Jersey, where I lead a team in assessing national, statewide, and local trends to inform policy decisions.

Previously, I was a Research Scientist for the Department of the Treasury, where I used complex analytical methods such as regressions to analyze relationships between multiple variables and their impact on tax revenues. I also served as the Director of Economic Research for the New Jersey Business & Industry Association, where I leveraged data insights using IMPLAN economic impact software to help inform policy decisions.

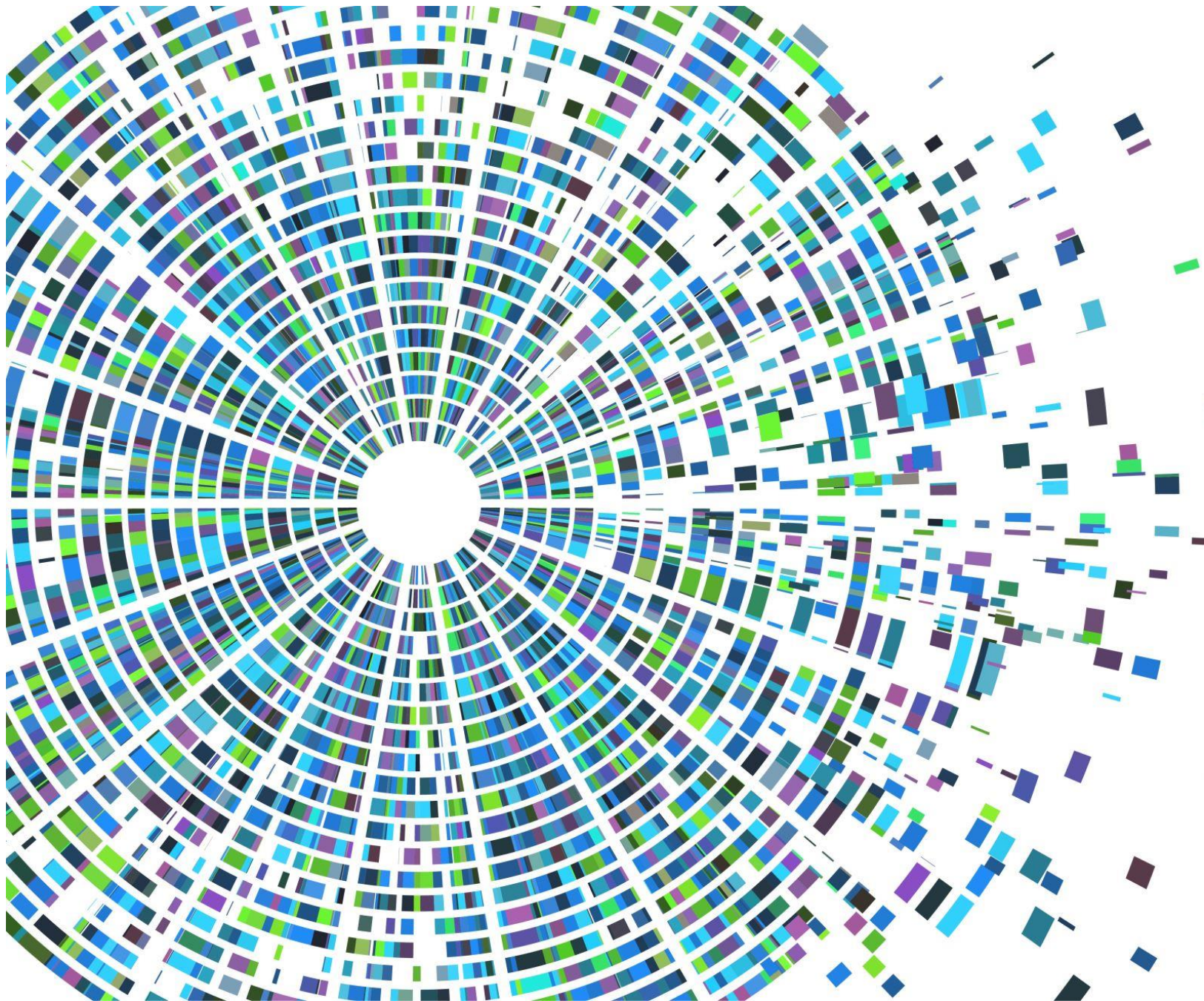
Daniela Velez

Shakira M. Brown



- Shakira M. Brown is a business consultant for NJSBDC at TCNJ for nearly 10 years specializing in business growth, startup operations, and marketing business development strategy. Shakira has over 25 years as a Communication Strategist and is a Former News Producer for MSNBC and other international TV networks. She has won over 13 industry awards for her work. As a strategic communication consultant, recently she has led earned media and grassroots community engagement for the NJ Dept. of Health, NJ Office of Insurance Fraud Prosecutor, and NJ Dept. of Treasury, among others.

Her previous experience includes leading public relations initiatives at a New York City Madison Avenue public relations firm where Microsoft and HGTV were among her clients. Shakira has also directed external and internal communications for two international accounting firms and an international waste-to-energy sustainable waste management company. She has been a featured thought leader in NJBIZ; American Express Open Forum; Star Ledger; PR Week; Brandweek; Institutional Investor; Smart Money and Association Leadership, among others. In addition, Shakira is a national professional speaker who is tapped to speak for the National Association of Government Communicators; Federal Deposit Insurance Corporation (FDIC); Americas Small Business Development Center National Conference; Pennsylvania Small Business Development Center; Syracuse University; University of Nebraska; Newark Department of Education; National Association of Women in Construction; The College of New Jersey; University of Maryland Project Management Institute; American Association of Orthodontists; and many more



Vendors & Sponsorships

Contact: (732) 789-6704

Email:

Elizabeth@dashriley.com

Sponsorship Levels

Titanium Anniversary Sponsor \$10,000

- Introduction of Keynote Speaker and 5-minute Company Introduction
- 12 Tickets
- Event Banner Display, Vendor Table, and Promotional Materials
- Podium Recognition
- Social Media postings

Diamond Sponsor \$5,000

- Audience Welcome and 3-minute Company Introduction
- 10 Tickets
- Event Banner Display, Exhibit Table, and Promotional Materials
- Podium Recognition
- Social Media postings

Gold Sponsor \$4,000

- 8 tickets
- Workshop Introduction
- Event Banner Display, Exhibit Table, and Promotional Materials
- Podium Recognition
- Social Media Promotions

Silver Sponsor \$3,000

- 6 tickets
- Event Banner Display, Exhibit Table, and Promotional Materials
- Podium Recognition
- Social Media postings

Bronze/ Lunch Sponsor \$2,000

- 4 tickets
- Program Listing and Webpage
- Podium Recognition
- Social Media Promotions

Basic Sponsor/ Breakfast Sponsor \$1,500

- 3 tickets
- Program Listing and Webpage
- Social Media Promotions

Supporter Sponsor \$1,000

- 2 Tickets
- Logo displayed at the event
- Podium Recognition

Small Business Vendor Table \$250

- One Table and Program Listing
- 2 Tickets

Vendor Tables

- Small Business Tables - \$250
(two tickets and table)
- Most sponsorships include
Tables

Sponsors & Partners

Partners – Name listed

- Small Business Development Center at The College of NJ,
- D.A.S.H. Consulting, LLC

Sponsor- Logos on promotions





Door Prize Donations

Gift baskets

Event Tickets

Dinners

Entertainment

Gift cards

Wine

Goody Bags

Social Media/Media Outreach

- 101.5
- Community Calendar
- Trentonian
- Trenton Times
- NJ
- Press Release – word
- Small Business Development
- National Minority Supplier Diversity Council
- LinkedIn
- Facebook
- Instagram
- X
- NJBIA
- Latino Merchants Association
- Mercer County Small Businesses
- Trenton Start-Up
- Trenton Downtown Association
- Trenton Journal
- Trenton Talks
- Trenton Pop-Up Market
- BIPOC NJ Chambers
- NJ local and state Chamber

Next Steps

1. Secure List and partner to promote with Mercer Count Small Businesses - Herb
2. Send out promotional documents to the Board- Elizabeth
3. Follow regional business associations and chambers on Social Media- Sofia and Michelle
4. List of Past Sponsors – Herb
5. List of Past Keynote Speakers – Send Special Invitation w/ Free admission and request to anniversary message – Herb and Elizabeth
6. Social Media Handles for all speakers – Elizabeth and Sofia
7. Board Members Social Media Handles- Board Members
8. Coordinate CRMCC and SBDC Social Media efforts – Sofia, Michelle, Michael and Gregg
9. Next Meeting Dates Aug. 8 at 11:30 am
10. Secure Videographer or photographer

Board Summit Update Meetings

Every 2 weeks on Thu, until Sep 19, 2024

Aug 8, 2024 11:30 AM

Aug 22, 2024 11:30 AM

Sep 5, 2024 11:30 AM

Sep 19, 2024 11:30 AM (Summit Debrief)

- Join Zoom Meeting

<https://us06web.zoom.us/j/89383695593?pwd=LXq2blAgfoMp6lnWNU6SpjJ6t7Egbk.1>

Meeting ID: 893 8369 5593

Passcode: 980503