



Sixth Annual Cape Fear Region

MINORITY ENTERPRISE DEVELOPMENT WEEK

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.	2020 Cape Fear MED Week Vendor Business Expo (Virtual) <i>Presenters: Minority Small Business Owners in the Region.</i> A virtual minority business enterprise showcase targeted to all business owners and the community. Expo goes live at 8 a.m.	The Coalition's Business Roundtables (Physical) <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.				
8:30 a.m.						
9 a.m.						
9:30 a.m.			1 Million Cups Wilmington (Physical with Virtual Option) <i>Presenters: Genesis Block Members</i> Event designed to educate, engage and inspire entrepreneurs and business development in the region. Open to the community.	How to Virtualize your Business and Maintain Community (Virtual) <i>Presenter: Oleras Technologies</i> Learn how to use technology to grow and thrive during and post-crisis. For mid-sized businesses.		
10 a.m.		By the Book(keeping) (Virtual) <i>Presenter: Tammika Brown Accounting and Tax Services</i> Hear about the importance of good bookkeeping and learn some tips and tricks at this session.				
10:30 a.m.					Financing Seminar: Show me the Money (Physical with Virtual Option) <i>Presenter: Small Business and Technology Development Center</i> Gain insights about capital and the process of securing it. For small and mid-sized businesses.	
11 a.m.			Social Entrepreneurship Panel (Virtual) <i>Presenters: TBD</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.	Doing Business with Government Entities (Virtual) <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.		Flipping Femininity: Misconceptions of Us (Physical with Virtual Option) <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.
11:30 a.m.						
Noon	Digital Marketing: Marketing Post COVID-19 (Virtual) <i>Presenter: NexGeneration Digital Marketing Agency</i> Small business owners and entrepreneurs will learn how to attract more customers post COVID-19 pandemic.					
12:30 p.m.						
1 p.m.		The Effective and Successful Leader (Physical with Virtual Option) <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 (Physical with Virtual Option) <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.	How Women Lead: The Rise of Women Leaders and the Organizations they Lead (Physical w/ Virtual Option) <i>Presenter: Harris Whitesell Consulting</i> Gain insights, tips and tools for women in leadership. For mid-sized businesses.		
1:30 p.m.						
2 p.m.	Resiliency as a Business Owner (Physical with Virtual Option) <i>Presenter: Healing Your Almond</i> Participants will leave with tangible skills to utilize immediately. Open to all businesses.				What's All the Hubbub about HUB: A HUB Certification Workshop (Virtual) <i>Presenters: NC State HUB Office</i> Learn how to become HUB certified, its benefits and how to use the certification to help market your business and develop relationships.	
2:30 p.m.						
3 p.m.			From One Storefront to Many More: A Discussion with Latinx Business Owners (Virtual) <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.			
3:30 p.m.						
4 p.m.						
4:30 p.m.	Employing UNCW Students (Virtual) <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.					
5 p.m.						
5:30 p.m.		What it means to be a Veteran Friendly Business (Physical with Virtual Option) <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.	Flipping the Couch: Rethinking Therapy-Screening (Physical with Virtual Option) <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.	Intentional Collisions Networking Event (Physical) <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.		
6 p.m.						
6:30 p.m.	Empowering Women for Today's Retirement (Physical) <i>Presenter: Carolina Retirement Planners</i> Gain insight to prepare women for the retirement they envision. For women and mid-sized businesses.					
7 p.m.						
7:30 p.m.						



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.

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