

MINORITY ENTERPRISE DEVELOPMENT WEEK 2024

PHILADELPHIA, PENNSYLVANIA

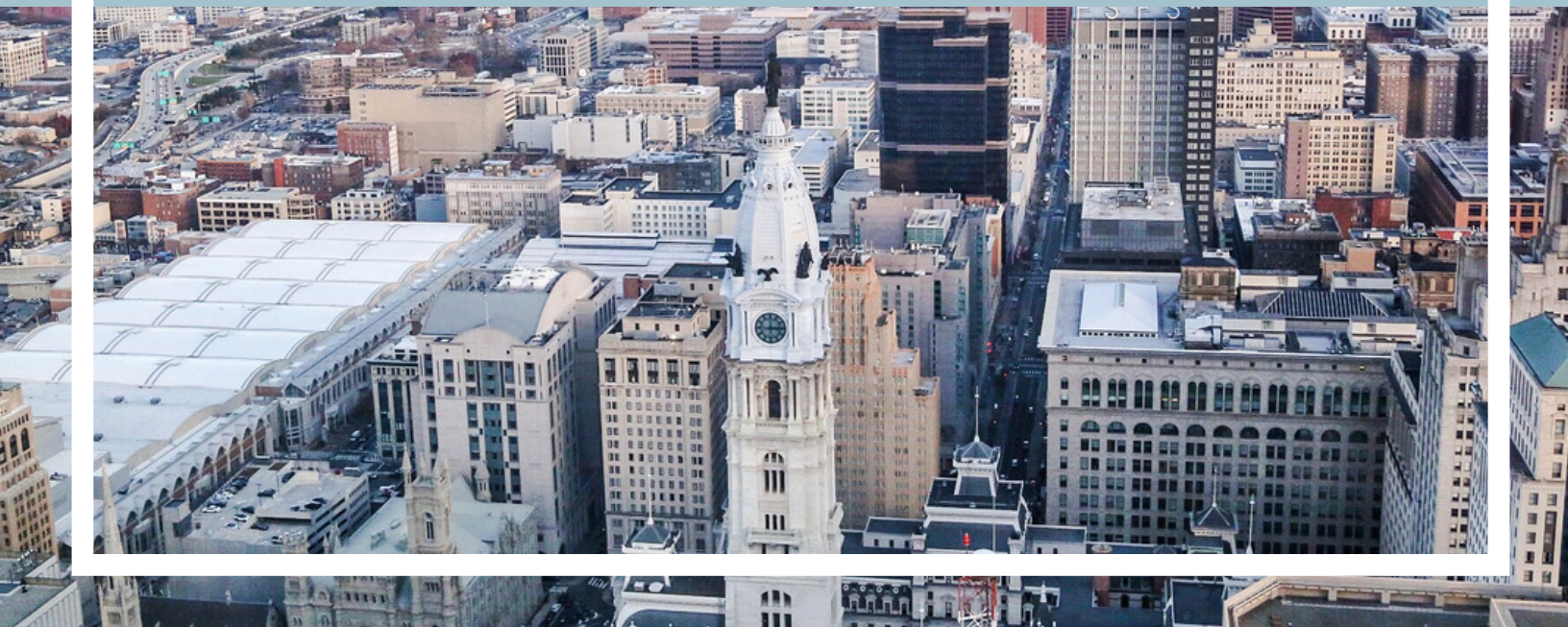


PHILADELPHIA ANNUAL
MED WEEK
MINORITY ENTERPRISE DEVELOPMENT

Investing in the Future
40 Years of Helping Minority Businesses Lead the Way

MED WEEK KICKOFF BREAKFAST + AWARDS CEREMONY PROGRAM

OCTOBER 7, 2024
NATIONAL CONSTITUTION CENTER • 9AM



Save the Date

October 6-10, 2025



**41ST ANNUAL MINORITY
ENTERPRISE DEVELOPMENT
(MED) WEEK**



Department of
Commerce

CITY OF PHILADELPHIA

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LETTER FROM MAYOR OF PHILADELPHIA



Happy Minority Enterprise Development (MED) Week, the 40th annual here in Philadelphia! For four decades, MED Week has provided Philadelphia minority-owned businesses with supportive connections and the resources that help them grow while celebrating their tremendous achievements.

Our City is committed to cultivating diversity, equity and inclusion by promoting Minority, Women and Disabled Business Enterprises (M/W/DSBE) contracting opportunities in City projects. In comparison to FY 2022, the City spent \$283,406,977 more in FY 2023, a sign of recovery from the COVID-19 pandemic's effect on the City's economy. The City of

Philadelphia is committed to achieving our Administration's goal of at least 35 percent participation for City and quasi-City contracts.

My Administration envisions Philadelphia as an equitable place to do business. We are bolstering the services currently provided to minority businesses by removing regulatory burdens, reducing bureaucratic red tape, streamlining processes and increasing access to procurement opportunities. I am also proud of our Mayor's Business Roundtables to bridge the gap between this Administration and the business community. The Administration is leveraging unprecedented levels of funding from the federal Bipartisan Infrastructure Law to enhance public and private partnerships aimed at lifting wealth building initiatives in Black and brown communities. The City is dedicated to ensuring Philadelphia enterprises benefit from these resources.

We are leading the effort to make the City of Philadelphia a model buyer by advocating for the removal of practices that can stand in the way of minority businesses thriving. The Economic Opportunity Review Committee (EORC), established by City Council, continued its quarterly meetings to review the implementation, effectiveness and enforcement of the City's Economic Opportunity Plan.

The City's Department of Commerce is a catalyst of inclusive economic growth in Philadelphia. MED Week helps support the growth and success of minority-owned businesses in zip codes throughout the city. Learn more and register for MED Week events: phila.gov/med-week

I am committed to building an efficient local government that is responsive to the needs of our businesses and residents. Through my Administration, we are working closely with economic development partners to strengthen meaningful partnerships that advocate for and make it easier to do business in Philadelphia.

Our Administration—with the support of the Mayor’s Office of Minority Business Success, and the Department of Commerce under the leadership of Commerce Director Alba Martinez, remains committed to building a stronger, more inclusive and equitable economy with opportunities for all Philadelphians. One of the things that makes my administration so vibrant and reflective of our City at large is the diversity of our team. I consider it a core strength of my administration.

Through our diverse team, we will continue to make Philadelphia Safer, Cleaner, Greener Philadelphia, with Economic Opportunity for All.

Sincerely,

A handwritten signature in black ink that reads "Cherelle L. Parker". The signature is written in a cursive, flowing style.

Cherelle L. Parker
Mayor

LETTER FROM THE OFFICE OF ECONOMIC OPPORTUNITY (OEO)



GREETINGS FROM THE DEPUTY COMMERCE DIRECTOR FOR THE OFFICE OF ECONOMIC OPPORTUNITY, DEPARTMENT OF COMMERCE

It is my distinct honor and pleasure to welcome you to the 40th Anniversary of the Philadelphia Annual Minority Enterprise Development Week, or MED Week, here in our vibrant city.

This week, we come together to celebrate the remarkable achievements of our minority and women-owned businesses, whose innovation, resilience, and dedication have significantly contributed to the economic vitality of our city.

As the Deputy Commerce Director for the Office of Economic Opportunity, I am proud to represent an office that has been a steadfast advocate for diversity, equity, and inclusion in our business community. Our journey began as the Minority Business Enterprise Council (MBEC), and over the years, we have evolved, but our mission remains the same: to support and empower minority and women-owned businesses to grow and thrive.

This week, we not only celebrate the accomplishments of our minority and women business enterprises but also pay tribute to the past directors of the Office of Economic Opportunity. Their visionary leadership and unwavering commitment have laid the foundation for the successes we witness today. They have been instrumental in creating an environment where minority and women-owned businesses can flourish, and for that, we owe them a debt of gratitude.

This year's theme, **"Investing in the Future: 40 Years of Helping Minority Businesses Lead the Way"** is a testament not only to that commitment but also the incredible potential that lies within our minority and women-owned businesses. Their contributions are not just vital to our local economy but also to the broader narrative of economic opportunity and social justice. They are the trailblazers, the innovators, and the leaders who have the potential to shape a more inclusive and prosperous future for all.

As we reflect on the past 40 years, we are reminded of the progress we have made and the challenges we have overcome. But we are also reminded that our work is far from finished. Together, we must continue to advocate for policies that promote equity, provide access to capital, and create opportunities for all businesses to succeed. We must continue to support each other, to mentor the next generation of entrepreneurs, and to build a community where everyone has the chance to achieve their dreams.

I want to extend my heartfelt congratulations to all the businesses being recognized this week, and thank our partners, sponsors, and everyone who has contributed to making the 40th anniversary of MED Week a success.

Let us celebrate our achievements, honor our past, and look forward to a future filled with promise and possibility. Together, we can continue to build a city where every business, regardless of size or background, has the opportunity to thrive.

Thank you and enjoy the Week!



Lynn T. Newsome
Deputy Commerce Director,
Office of Economic Opportunity





Department of
Commerce
CITY OF PHILADELPHIA

GROW PHILLY

THE DEPARTMENT OF COMMERCE'S ROADMAP FOR INCLUSIVE ECONOMIC GROWTH IN PHILADELPHIA

MISSION

The Department of Commerce is a catalyst of inclusive economic growth in Philadelphia. We are committed to Mayor Cherelle L. Parker's vision of making Philadelphia the safest, cleanest, and greenest big city in the nation with access to economic opportunity for all.

VALUES

- ✓ Impact-Focused
- ✓ Business-Centered
- ✓ Inclusive Growth-Oriented
- ✓ Collaborative

STRATEGIES

Deliver Service Excellence to Businesses

Offer Business Education and Capacity Building

Provide Direct Capital to Businesses

Proactively Attract and Retain Businesses

Activate Neighborhood Economic Growth

Advance Innovative Workforce Solutions

Enable Efficient & Effective Operations

SERVICE EXCELLENCE



MAYOR'S BUSINESS ACTION TEAM

The Mayor's Business Action Team (MBAT) in the Department of Commerce provides personalized assistance in multiple languages to entrepreneurs for all aspects of doing business in Philadelphia. MBAT Business Navigators help businesses resolve complex challenges in navigating City regulations.

SCAN ME



PHILADELPHIA PERMIT NAVIGATOR

The City is expanding the online Permit Navigator tool to help users determine what permits and approvals are necessary for their residential and commercial projects. This interactive tool makes information about the permit process clearer and more accessible.

SCAN ME



CONTACT US



business@phila.gov



215-683-2100



www.phila.gov/commerce

PHL PNE

**The Department of Aviation Congratulates the
Office of Economic Opportunity
for 40 Years of MED Week**

Join Us For

**BUSINESS
OPPORTUNITY**

FORUM (BOF)

Friday, October 11, 2024

8 a.m. - 12 p.m.

Philadelphia Airport Marriott



Scan here for BOF details



HISTORY OF THE MINORITY BUSINESS ENTERPRISE (MBE) AND WOMEN BUSINESS ENTERPRISE (WBE) PROGRAMS

Chronology of MBE and WBE Programs

1969	President Richard Nixon issued Executive Order 11458 which established the Office of Minority Business Enterprise (OMBE).
1973	OMBE establishes a national business service network of business development organizations and provides seed funding to numerous minority advocacy organizations, such as the National Minority Purchasing Council (now known as the National Minority Supplier Development Council), Hispanic Chamber of Commerce, National Economic Development Association, Chicago Economic Corporation, and the National Council of LaRaza.
1979	OMBE became Minority Business Development Agency (MBDA).
1979	President Jimmy Carter issued Executive Order 12138, creating the National Women’s Business Enterprise Policy and requiring each agency to take affirmative action to support women’s business enterprises.
1981	The Minority Business Development Center program was established and became MBDA’s primary method for delivering technical and management services to MBEs. MBDA served 94 Metropolitan Statistical Areas, and an Information Center was created, which collected, published, and disseminated data and information pertinent to MBEs.
1983	President Ronald Reagan signed Executive Order 12432 giving the Department of Commerce and the U.S. Small Business Administration, in consultation with the Cabinet Council on Commerce and Trade, broad authority to oversee the establishment, preservation, and strengthening of federal MBE programs. President Reagan also signed a Presidential Proclamation designating the first week of October as Minority Enterprise Development Week (MED Week).
1988	The Supreme Court set provisions that guide programs first in City of Richmond v. J.A. Croson Co. for local government.

<p>1993</p>	<p>The Supreme Court further defined provisions in Adarand v Pena for federal programs stating that MBE/WBE programs must: be race and gender neutral, set aside programs can only be for states that have a current Disparity Study, and established the standard of goal setting to increase MBE/WBE participation.</p>
<p>2009</p>	<p>As the economy continued to present challenges to minority business enterprises, access to capital became a primary focus. MBDA held several meetings with MBEs, financial services companies, and minority business community stakeholders to find ways to best serve the needs of MBEs during a critical time. Congress Passes Resolution Honoring MBDA's 40th Anniversary.</p>
<p>2021</p>	<p>MBDA is made a permanent Agency and is expanded and elevated with the passage of this historic legislation, the Infrastructure Investment and Jobs Act signed by President Joe Biden on November 15, 2021. Congress and the Biden Administration mandated the elevation of the MBDA as the leader for America's MBEs. The Act granted MBDA a bold new mission to evolve and to both strengthen their efforts serving individual businesses and break down the systemic barriers holding back minority business enterprises.</p>
<p>2023</p>	<p>The Supreme Court struck down race-based admissions at Harvard and other schools in the landmark ruling Students for Fair Admissions v. Harvard (The Harvard Ruling).</p>
<p>2024</p>	<p>One year after Students for Fair Admissions v. Harvard, court rulings have forced the removal of racial preferences from: two major covid relief programs, a federal contracting program that doles out \$20 billion a year, and even the U.S. Minority Business Development Agency, a 55-year-old agency that was ordered in March to open its doors to all races.</p>

LEGACY OF LEADERSHIP

FROM THE MINORITY BUSINESS ENTERPRISE COUNCIL (MBEC) TO THE OFFICE OF ECONOMIC OPPORTUNITY (OEO)

Minority Business Enterprise Council (MBEC)

1980 to 1984

Dr. Edward Robinson

1984 to 1985

Melvin LeGrande

1985 to 1987

Albert A. Childs

1987 to 1989

Curtis Jones, Jr.



1989 to 1994

Marla S. Hamilton



1994 to 2004

James Roundtree



2004 to 2006

Michael Williams



2006 to 2008

Carolyn Nichols



Office of Economic Opportunity (OEO)

2008 to 2009

Michael Bell



2009 to 2010

Curtis Gregory



2010 to 2017

Angela Dowd-Burton



2017 to 2021

Iola Harper



2021 to Present

Lynn Newsome





**INVESTING IN THE FUTURE:
40 YEARS OF HELPING
MINORITY BUSINESSES
LEAD THE WAY**

2024 MED WEEK KICKOFF BREAKFAST + AWARDS CEREMONY AGENDA

8:30am

Registration, Networking, and Breakfast

WELCOME + REMARKS

9:00am

Lynn Newsome, *Deputy Commerce Director, Office of Economic Opportunity*

City Council

Reverend Doctor John A. Dawkins III

Mayor Cherelle L. Parker

AWARDS CEREMONY

10:20am

Presentation of Chambers of Commerce Awards

SUCCESSION PLANNING PANEL DISCUSSION

11:00am

Passing the Torch: Succession Planning in Family-Owned Businesses

SPEAKER BIOGRAPHY

Reverend Doctor John A. Dawkins III



Reverend Doctor John A. Dawkins III, a third-generation preacher, and a dedicated Minister who God is using to recapture, reframe, and reinvest the hearts and minds of the people of God who are challenged to believe that God is in the midst of their struggles. As a preacher, he is committed to being a biblically faithful, creative, and an inspiring presenter of God's word. Worshippers who experience Rev. Dr. Dawkins' homiletical gifts are left informed, equipped, and encouraged. Additionally, Reverend Dawkin's congregation has witnessed firsthand how he has provided pastoral care, counsel, and spiritual guidance since he has been with us. Individuals are drawn to his maturity, calm demeanor, enthusiasm, and unifying persona.

Rev. Dr. Dawkins is married to Mrs. Barbara A. Dawkins. They have a daughter, Danielle, who with her husband, Andre A. Alston, and their three daughters, Madison, Mackenzie and Milan are active in the lives of the Dawkins family, and they experience Christ's teachings both at home and daily in their Christian school settings. They have mentored their daughter Danielle to continue the family's entrepreneur legacy as she takes over the helm of the business, The Dawkins Management Group LLC.

Rev. Dr. Dawkins' educational background includes multiple earned degrees. He holds an Associate Degree in Chemical Engineering Technology from Temple University, a Bachelor of Science Degree in Science Education from West Chester University, a Master of Science Degree in Secondary Education, Counseling and Psychology from West Chester University, a Master of Divinity Degree from Palmer Theological Seminary, and a Doctorate of Ministry Degree from Palmer Theological Seminary in Leadership and Church Renewal.

Rev. Dr. Dawkins served for many years as Associate Minister at Tenth Memorial Baptist in North Central Philadelphia and the Canaan Baptist Church of Germantown; also an Associate Minister at the Shiloh Baptist Church in Waynesboro, VA. In addition, Rev. Dr. Dawkins successfully served as the Transitional Pastor of the Mount Zion Baptist Church of Germantown.

Rev. Dr. Dawkins brings spiritual innovation and concrete spiritual planning from a biblical perspective. He has remained grounded in biblical principles while navigating the rough waters of Corporate America. This is one of the reasons that the Pulpit Search Committee felt he is best to position Pinn Memorial to be at the forefront of change and to be the change agent that we so desperately needed.

Rev. Dr. Dawkins is a leader. In addition to his spiritual calling, Rev. Dr. Dawkins brings a solid sense of business acumen to his role. He and his wife, Barbara, have owned and operated 17 restaurants in the Delaware Valley. A respected local small business owner in his own right, Rev. Dr. Dawkins brings a balanced approach to his pastorate at Pinn Memorial, prioritizing spiritual growth while responsibly using his business training skills to approach problem solving and strategic goals.

Rev. Dr. Dawkins' experiences demonstrate his ability to look for new approaches to old concerns. He is the kind of leader who is willing to ask hard questions and has the courage to take the risk to try new ways. In this season in which Pinn Memorial and other congregations must grapple with how they can serve in new ways, Rev. Dr. Dawkins shows the ability to think "outside the box." Rev. Dr. Dawkins brings his success with the Teen Fellowship Breakfast Ministry to the youth at Pinn which was started by he and his wife Barbara in 2016. This missional experience spreads an inspirational fellowship and timely message to teens that may not be involved in Christian activities. The venue which started in the Hunting Park Section of Philadelphia will commence in the Wynnefield section of Philadelphia at the McDonald's family restaurant in the Park West Shopping Plaza. The Dawkins Family totally funds this Ministry which has nothing but upside potential for enriching the lives of our youth from the ages of 13 to 18 years old which is desperately needed in the City of Philadelphia.

Rev. Dr. Dawkins demonstrates a love for people and he loves making people feel welcome. This ability has helped our congregation grow stronger and strengthen our witness in the wider community. Rev. Dr. Dawkins' vision is that Pinn Memorial will be a body of Christ that encompasses our members and the community, all for kingdom building. He shared that "Pinn Memorial's ministry is beyond this campus. We have to develop a strategy so that we will be visible in the community 10, 20, 30 years from now."

Rev. Dr. Dawkins' spiritual outlook stems from Philippians 4:13 and he believes that anyone "can do all things through Christ who strengthens them."

A favorite expression of Rev. Dr. Dawkins – "There are no problems in life, only challenges to solutions."

MED WEEK 2024 AWARDEES

MED Week is a national observance that recognizes the outstanding achievements of minority business owners. These MED Week 2024 awards are provided by the, African American Chamber of Commerce of PA, NJ, and DE, the Asian American Chamber of Commerce of Greater Philadelphia, the Greater Philadelphia Hispanic Chamber of Commerce, and the Independence Business Alliance (Greater Philadelphia's LGBTQ+ Chamber of Commerce).

Meet the Awardees



Jason Ray, *Founder & Investment Director of Zenith Wealth Partners*

Awarded by the African American Chamber of Commerce

Jason founded Zenith Solutions to deliver accessible, high quality financial education and advice to individuals and institutions. His work is inspired by racial and age wealth inequality that exists in society. Prior to founding Zenith, Jason helped renovate a longstanding independent wealth advisory firm, Carnegie Wealth Management, by building new technology, private placement structures, and research capabilities.

He delivered investment advice and financial plans to families with a net worth upwards of \$10M. Earlier in his career, Jason also gained extensive experience evaluating and creating solutions for financial advisors at Lincoln Financial and FS Investments.

Jason grew up in Michigan and holds a Bachelor of Science degree in Politics from Princeton University. At Princeton, Jason was an all-conference football player and league champion. Outside of Zenith, Jason serves on the boards of the Vetri Foundation and Cannon Dial Elm Foundation. He currently lives in Philadelphia with his wife Rukiya, daughter Juniper and dog Coco. When you meet with Jason, make sure to ask him about his favorite places downtown to run, bike, and read in the park.



David S. Mirabel, *Green North Studio LLC*

Awarded by the Greater Philadelphia Hispanic Chamber of Commerce

David S. Mirabal is a Creative Designer, Architectural Surveyor & Drafter with 38 years of experience in the Construction industry. David impacted over 750 businesses & homeowners in Puerto Rico & the Greater Philadelphia area, providing a high grade of precision & accuracy in his work. His major strengths include documentation of existing buildings through meticulous on-site surveys & through a vast experience in Architectural Design including space optimization & ADA compliance, where he has assisted with success a

great number of small businesses and homeowners.

Seeking new opportunities, David relocated to Pennsylvania after the passing of Hurricane María in 2017, and is presently at the head of his design studio, Green North Studio LLC in the city of Philadelphia & has successfully worked in collaboration with the Greater Philadelphia Hispanic Chamber of Commerce as Curriculum Consultant, Planner & Instructor of the Build Latino program.

Recent notable accomplishments include having served as Construction Analyst & Loss Verifier for the SBA to assist victims of Hurricane María in 2017 and 2018, and has being hired to complete projects for various prestigious organizations in Puerto Rico & the Greater Philadelphia area, including Courtyard Marriott hotels, Mc Donald's, Banco Popular of Puerto Rico, Meera Thomas Interiors, Menna Engineers & Associates, Ashford Presbyterian Hospital, Red Mango Smoothies, Janssen Ortho LLC & Eli Lilly pharmaceuticals, among others.

David in the process to complete a MA in Interior Architecture, which he had paused previous to his relocation to Philadelphia. Having graduated from the University of Phoenix with a BA in Business Administration, David has studies in Project Management, a Certification as Retrofitting expert & is a licensed Design-Drafter in Puerto Rico as well.



Jason Evans, *JD Evans Solutions*

Awarded by the Independence Business Alliance (IBA)

Jason Evans founded JD Evans Solutions in 2021 while fighting to reopen Philadelphia bars & restaurants during the pandemic. While the business is relatively new, Jason's experience is not.

A two-time graduate of the University of Pennsylvania, Jason received his undergraduate degree in Sociology, minoring in Political Science while completing a certificate program from Penn Law. Jason also completed his Master of Public

Administration from the University of Pennsylvania's Fels School of Government, specializing in Government Relations and Politics.

Jason has been a community activist, leader, and volunteer in Philadelphia since the mid-1990s. Jason has recently served on several high-profile boards, including Philly AIDS Thrift, the Independence Business Alliance (Philly's LGBTQ+ Chamber of Commerce), and PHL CVB's Diversity Board.

Jason has worked with Philadelphia's City Council members on legislation for bars and restaurants, been appointed to task forces for COVID-19 and MPX by the Health Department, and served as an inaugural member and Co-Chair of the Mayor's Commission on LGBT Affairs. His work continues now as a lifeline for businesses in and beyond Philadelphia's gayborhood as they navigate entrepreneurship and ease of doing business. In addition, Jason has planned and executed several fundraisers and events and hosted online town halls to educate and inform the community about priority issues from health crises to technical business assistance.

Jack Chen, Co-Founder & Co-CEO at Geward, Inc and Co-Founder at Gusto AI Tech, Inc.



Awarded by the Asian American Chamber

A seasoned professional with over 20 years of experience in the tech and hospitality industries, Jack Chen immigrated to the USA from China at a young age. He pursued higher education at Cornell University, where he graduated with a degree in Computer Science and Economics. Jack's career includes positions at prominent companies such as Oracle, Computer Science Corporation (DXC Technology), and DuPont Capital.

Currently, he holds the roles of Co-Founder & Co-CEO at Geward, Inc and Co-Founder at Gusto AI Tech, Inc. Jack is also known as a serial entrepreneur, with ownership of eight restaurants in the Greater Philadelphia area.

In addition to his professional pursuits, Jack Chen is an active member of the community. He serves as a Board Director for the Asian American Chamber of Commerce of Greater Philadelphia, an Executive Member and the Chairperson of the Public Affairs and Policy Committee . He also serves as a Board Director for the Philadelphia Chinatown Business Association.



Tiffanie Stanard, CEO & Founder of Stimulus

Awarded by the Minority Business Development Agency

Tiffanie Stanard is an award-winning entrepreneur, executive, and corporate advisor with 20 years of experience. Tiffanie is the CEO & Founder of Stimulus, a venture-backed technology company with a remote team across cities and countries. Stimulus transforms B2B collaboration by harnessing AI to nurture a billion relationships within the supply chain, enabling seamless connections between buyers and suppliers for unparalleled efficiency. We're tackling buyer and supplier

challenges by minimizing manual tasks, capturing missed spending opportunities, and streamlining processes to shorten sales cycles. As a corporate advisor, Tiffanie brings her wealth of experience to the table, providing invaluable insights and strategic direction.

Stanard's dedication to creating a more inclusive supply chain ecosystem not only drives positive social impact but also unlocks the untapped potential of diverse suppliers, fostering economic growth and innovation. Through her initiatives and partnerships, she has helped companies diversify their supplier base, leading to increased economic opportunities for underrepresented businesses and enhanced market responsiveness. Stanard has a proven track record of successfully raising over \$5M to-date for Stimulus from partners and top-tier investors including Morgan Stanley, Northwestern Mutual Future Ventures,

The Enterprise Center, Audible and more, showcasing her financial acumen and ability to secure significant investments.

Throughout her career, Tiffanie has been sought after to consult and advise influential global brands such as Microsoft, Salesforce, AT&T, Intuit, and other organizations on technology, vendor management, procurement, data & analytics, supply chain, and more. Stanard has received numerous awards for her work, including the Business Journal's Rising Star Award and Diversity in Business Award, Walker's Legacy's Women in Economic Development Award, Afrotech's 2023 Founder of the Year, and the Tribune's 10 under 40 Most Influential African Americans Award. Forbes recognized Tiffanie in their Next 1000 Leaders List, and she was named one of the 10 Business Leaders Transforming Supply Chain by Business Insider, among many other accolades.

Born and raised in Philadelphia, she holds a bachelor's degree in business management and has dedicated her career to serving others, actively participating as a board or committee member for numerous non-profit organizations.



Shiffon Grace Carroll, CHEFFON LLC.

Awarded by the Business Center

Shiffon Grace Carroll, better known as CHEFFON LLC, is an amazing, caring and talented young lady who is full of passion for preparing food. She took the initiative at 14 to work in a local restaurant's as a volunteer and then graduated to becoming an employee. Additionally, Shiffon took management courses at Community College of Philadelphia and recently Culinary classes at Philabundance to perfect her skills.

From an early age, Shiffon always knew entrepreneurship was her path. Being a part of The Business Center Youth Entrepreneurship Program (in numerous leadership roles), Special Events Coordinator, participant of The Business Center Business Plan Course and even receiving The Business Center Youth Best Practices In Action Award has helped enhance and develop Shiffon's leadership and communication skills, It has also helped Shiffon to realize her independence today.

She has been honored to be a part of The Business Center, which was a momentous stepping stone for her new business venture, CHEFFON LLC. CHEFFON LLC is a catering, private chef, and meal prep black owned, woman owned, small business.

Shiffon resides in Mt. Airy with her family and attends Crossroads Evangelistic Church where her father Larry Carroll is the Pastor.



Cindy Towers, *President and CEO of JURISolutions*

Awarded by Women Business Enterprise Center

Cindy Towers is the President and CEO of JURISolutions. JURISolutions is an award-winning legal services firm and trusted business advisor to forward thinking corporations, law firms and government entities.

Cindy is a Philadelphia resident; JURISolutions is headquartered in Philadelphia.

Cindy's commitment to minority enterprise development includes serving as:

- Co-Chair, National Legal Industry Council of the National Gay and Lesbian Chamber of Commerce (NGLCC)
- Vice-Chair, Board of Directors, Women's Business Enterprise Center-East (WBEC-East)
- Board Member, Women Owned Law
- Board Member – Region III Small Business Regulatory Fairness Board, U.S. Small Business Administration

Cindy's company is WOSB and WBENC-Certified. She is a frequent analyst and lecturer of supplier diversity and DEI issues. Cindy is well-known in the Greater Philadelphia network as the "go to" for connections/recommendations to minority, LGBTQ, and women-owned businesses. She is a passionate and proud supporter of and for diverse businesses.

**CONGRATULATIONS TO
THE MED WEEK 2024
AWARDEES**



WE SALUTE

The Philadelphia City Fund and The City of Philadelphia's Office of Economic Opportunity

Independence Blue Cross (IBX) is proud to sponsor the **40th annual Philadelphia Minority Enterprise Development (MED) Week**. We recognize the Philadelphia City Fund for investing in the future of minority businesses in our region, fostering an environment that empowers them to lead the way in innovation and success.

IBX remains steadfast in its support of individuals and community organizations dedicated to improving the lives and health of the people in our region.

Independence 

IBX

OFFICE OF ECONOMIC OPPORTUNITY PANEL DISCUSSION

Passing the Torch: Successful Succession Planning

This event's panel will feature two father-daughter pairs, who will share their experiences transitioning leadership within their family business.

Whether you're currently involved in a family business or considering how to plan for the future, this panel will provide valuable insights and practical advice to help you navigate the complexities of succession planning.

Meet the Moderator



Camille N. Simpkins, Relationship Manager, PIDC

Camille N. Simpkins is a Relationship Manager with PIDC. Starting in her role as Relationship Manager in 2022, Camille developed and executed strategic communications and marketing initiatives to support businesses in Greater Philadelphia with access to capital and technical assistance to invest, develop and grow. Camille is a small business advocate for community-based workforce and economic development in partnership with the City of Philadelphia.

As a member of the Financial Services team for PIDC, Camille

provides commercial and retail businesses in every area of the city the tools, knowledge, networks, financing and real estate resources they need to reach – and exceed – their business goals.

Camille has served as a trusted advisor in the financial services industry for the last 22 years managing operations in Philadelphia, PA; New York, NY and Boston, MA. Her previous roles include Banking Analyst, Branch Manager, Customer Experience Manager and Business Development Officer. Camille prides herself as a valuable resource and thought partner for business owners by providing managed support, strategic growth planning, and positive cash flow guidance. She consistently supports the growth of Minority, Women Owned, and Disabled business enterprises. Camille's motto is "Live to Give" and is a strong advocate for volunteerism. Camille is an executive in the sunlight, and a creative in the moonlight. Camille's spirit is stirred by creative concepts, poetry, prose, and praise for God's mercy and favor. *Black Licorice*, her debut novel, was guided by faith and blessed in the belief, "Self-love attracts true love." Camille is a servant to her community. She serves on the board of the following organizations of Dope Girls Inc. and The Business Center for Entrepreneurship & Social Enterprise.

Camille is from (West) Philadelphia born and raised, "The City of Brotherly Love and Sisterly Affection". Camille lives in Philadelphia with her 19-year-old son, Charles.

Meet the Panelists



Natasha Strother Lassiter, *Chief Strategy Officer*

As Chief Strategy Officer, Natasha is at the forefront of establishing strategic partnerships and driving company growth. With more than 20 years of experience, Natasha oversees the company's overall strategy, administration, community relations, future development, budget planning, and operations. Natasha provides executive leadership to uniquely position Strother Enterprises for long-term expansion to advance the company's mission of delivering food service solutions to clients anywhere.

Natasha is a graduate of Lafayette College with a Bachelor of Science degree in Chemical Engineering, and a graduate of Fox School of Business at Temple University with a master's in finance. Natasha is an alumnus of Goldman Sachs' 10,000 Small Businesses and is passionate about inspiring the next generation of entrepreneurs.



Ernest L. Strother, Jr., *Chairman and CEO*

Ernest L. Strother, Jr. is Co-founder, Chairman, and Chief Executive Officer (CEO) of Strother Enterprises Inc., which provides contract food service management solutions to a variety of industries, including sports & entertainment, government, healthcare, and education. For more than 30 years, he has provided consistent inspired direction and is recognized for his visionary and strategic leadership. Under Ernest's leadership, he has developed and executed a seamless executive management team,

collaborating closely with the President & COO and Executive Vice President to continuously evolve Strother Enterprises' model of excellence throughout all divisions. Ernest is a proud graduate of Saint Joseph's University.



Danielle Dawkins Alston, *Entrepreneur and Community Leader*

Education: Bishop McDevitt High School; Bachelor's Degree, International Business, Finance and Marketing, North Carolina State University; McDonald's Hamburger University
Business Enterprises: CEO of The Dawkins Management Group LLC & Jodan Madalisse Ltd, LLC, Franchisee and licensed owner of McDonald's Family Restaurants in North Philadelphia, West Philadelphia, and Fishtown. Second

Generation owner and part of the family's 35+ year business.

Civic and Community Involvement: Ronald McDonald House Charities of Philadelphia, Regional engagement team member: Board representative for Philadelphia & National Black McDonald's Owner's Association (PBMOA), (NBMOA); Next Gen Member of National Black McDonald's Owners Association (NBMOA). Women's Operator Network Philadelphia representative (WON); Digital Lead for Philadelphia Area McDonald's (PAM); Guest Speaker at various public and private primary and high schools throughout the City of Philadelphia. Donations made to numerous community groups and Scholarships awarded to high school students in my trading area. Mentoring single parents and my employees.

Recognitions and Awards: The Enterprise Center's Passing the Torch recipient; Philadelphia Tribune's Entrepreneur Under 30 Years Old to Watch; Philadelphia Urban League's Business Leader Spirit of Innovation recipient. Various McDonald's Awards

Business Outlook: Knowing that I am directly responsible for the employment and well-being of those in my employ and the financial security of their family members is an awesome responsibility that I do not take lightly. I am very grateful to my parents who taught me my work ethic; to my husband, Andre Alston who is very supportive of all of my endeavors and to my three daughters, Madison(16), Mackenzie(10), and Milan(6), who will be our company's third generation owners. Blessings that I have received, I am compelled to pass along to others.



Reverend Doctor John A. Dawkins III

Reverend Doctor John A. Dawkins III, a third-generation preacher, and a dedicated Minister.

In addition to his spiritual calling, Rev. Dr. Dawkins brings a solid sense of business acumen to his role. He and his wife, Barbara, have owned and operated 17 restaurants in the Delaware Valley. A respected local small business owner in his own right, Rev. Dr. Dawkins brings a balanced approach to his pastorate at Pinn Memorial, prioritizing spiritual growth while responsibly using his business training skills to approach problem solving and strategic goals.

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MED WEEK 2024 WORKSHOP SCHEDULE

OFFICE OF ECONOMIC OPPORTUNITY KICKOFF EVENTS

07
MONDAY

9:00AM - 11:00AM

MED Week Kickoff Breakfast and Awards Ceremony

11:00AM - 1:00PM

Passing the Torch: Succession Planning in Family-Owned Businesses

MONDAY, OCTOBER 7

4:00PM - 6:00PM

Lunch and Learn Work for Yourself

TUESDAY, OCTOBER 8

9:30AM - 11:30AM

Business Roundtable with Experts in Marketing, Finance, Legal and Human Resources

10:00AM - 12:00PM

Investing in Tomorrow: Acquisitions & Franchising Fueling Minority Enterprise Success

TUESDAY, OCTOBER 8

11:00AM - 12:30PM

State of Black-Owned Businesses in Urban Cities

11:00AM - 12:30PM

The Harvard Ruling: One Year Later

12:00PM - 1:30PM

Make the Internet Work for You

12:00PM - 1:00PM

Supplier Diversity Certifications: Why and How to Get Your Business Certified

3:00PM - 4:30PM

Introduction to Federal Government Contracting

4:00PM - 6:00PM

Meet your Bails Team

5:30PM - 7:00PM

IBA October ConnX: Laser Philly

6:00PM - 7:30PM

Creando Riqueza: ¿Cómo se define el éxito?

WEDNESDAY, OCTOBER 9

8:30AM - 10:30AM

The State of Supplier Diversity: A MED Week Event

8:30AM - 12:00PM

Investing in the Future

9:30AM - 12:00PM

Your Next Win...Starts Here and Now!

10:00AM - 1:00PM

We're the Philadelphia Water Department: Contractor Seminar

10:00AM - 1:00PM

Investing in Diversity: A Networking Brunch Celebration

11:30AM - 1:00PM

Creating Wealth: What Does Success Look Like?

12:00PM - 4:00PM

La Feria de Recursos del Emprendedor (The Entrepreneur's Resource Fair)

12:00PM - 1:00PM

Business for Impact Workshop: Foundation Funding for Businesses

12:00PM - 1:30PM

Lunch & Learn- Kickoff for Health & Beauty

1:00PM - 3:00PM

MED Week 2024 - Working with Unions

3:00PM - 5:00PM

Minority Enterprise Success Stories: Creating an Asian Brand

5:30PM - 7:30PM

Doing Business with PHA

6:00PM - 8:30PM

Art into Income: Monetizing Your Artistic Talents

7:00PM - 8:30PM

How to Sell by Building Relationships



THURSDAY, OCTOBER 10

9:00AM - 10:00AM

CHISPA- Boosting Sales through Online Presence

10:00AM- 12:00PM

Generational Wealth: Business Mentorship to Ownership

12:00PM - 12:45PM

Constructing Cybersecurity

12:00PM - 12:45PM

The Power of the Collective

3:00PM - 4:00PM

SBA Certification Overview

5:30PM - 9:00PM

Desserts & More: Annual Fundraising and Awards Ceremony

6:00PM - 9:00PM

Celebrating 40 Years of Minority Business Success

6:00PM - 7:30PM

Investing in the Future: 40 Years of Helping Minority Businesses Lead the Way

7:00PM - 8:30PM

Creating a Quick Business Plan

FRIDAY, OCTOBER 11

8:00AM - 12:00PM

Philadelphia International Airport - Business Opportunity Forum 2024

12:00PM - 3:00PM

Empower Her

12:00PM - 1:30PM

Federal Taxes: What You Need to Know as a Small Business

1:00PM - 2:30PM

Starting Your Own Small Business

For more information and to register for MED Week 2024 Events, visit: phila.gov/med-week



THANK YOU TO ALL PARTNERS
HOSTING EVENTS FOR THE 40TH
ANNUAL MED WEEK



PHILADELPHIA ANNUAL MED WEEK

MINORITY ENTERPRISE DEVELOPMENT

Investing in the Future
40 Years of Helping Minority Businesses Lead the Way

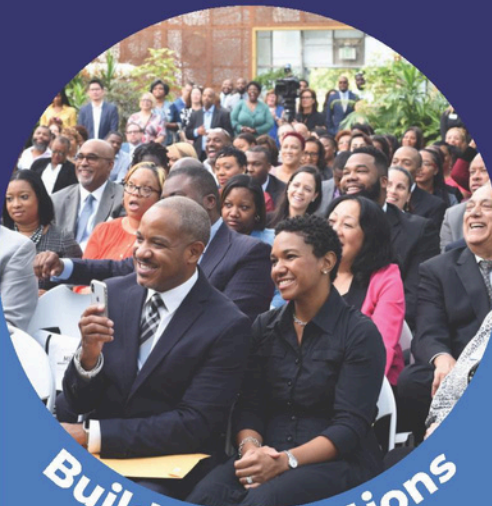
Providing education, resources and connections for minority-owned businesses to grow

REGISTER TODAY FOR 40+ EVENTS!



Attend Workshops

Attend 40+ business educational workshops, traditional webinars and community events throughout the first week of October to help your business grow.



Build Connections

Connect with minority business owners, subject matter advisors, government officials, industry leaders and community organizations to expand your community network.



Celebrate and Learn

Celebrate awardees at the intersection of history and progress. Learn from keynote speakers and like-minded attendees to forge the future of your business.

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Questions?

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PHILADELPHIA ANNUAL MED WEEK

MINORITY ENTERPRISE DEVELOPMENT

Investing in the Future

40 Years of Helping Minority Businesses Lead the Way

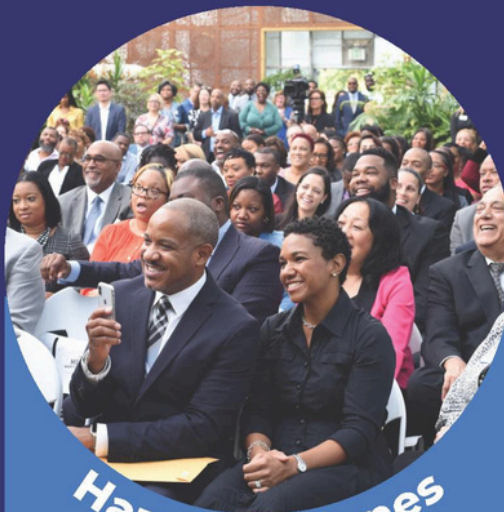
Ofreciendo educación, recursos y conexiones para que las empresas de propiedad minoritaria crezcan

INSCRÍBASE A MÁS DE 40 EVENTOS!



Asiste a Talleres

Asista a más de 40 talleres educativos empresariales, webinars tradicionales y eventos comunitarios durante la primera semana de octubre para ayudar a que su negocio crezca.



Haz Conexiones

Conéctese con propietarios de empresas de minorías, asesores en la materia, funcionarios del gobierno, líderes de la industria y organizaciones comunitarias para ampliar su red comunitaria.



Celebra y Aprende

Celebre a los homenajeados en la intersección de la historia y el progreso. Aprenda de los ponentes principales y de los asistentes con ideas similares para dar forma al futuro de su negocio.

ESCANEAR EL CÓDIGO PARA REGISTRARSE



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Preguntas?

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Providing education, resources and connections for minority-owned businesses to grow

សូមចុះឈ្មោះថ្ងៃនេះដើម្បីចូលរួមព្រឹត្តិការណ៍ជាង ៤០ កម្មវិធី



ចូលរួមវគ្គសិក្ខាសាលា

ដើម្បីជួយដល់ភាពរីកចំរើនដល់អាជីវកម្មរបស់លោកអ្នក សូមចូលរួមវគ្គសិក្ខាសាលាជាង ៤០ ប្រធានបទ និងកម្មវិធីនៅតាមសហគមន៍ដែលនឹងកើតមានឡើងនៅក្នុងសប្តាហ៍ទីមួយនៃខែតុលា ២០២២



កសាងបណ្តាញទំនាក់ទំនង

កសាងទំនាក់ទំនងជាមួយម្ចាស់ហាង អ្នកប្រឹក្សាពីប្រធានបទសំខាន់ៗ មន្ត្រីរដ្ឋាភិបាល ថ្នាក់ដឹកនាំឧស្សាហកម្ម និងអង្គភាពក្នុងសហគមន៍



អបអរសាទរ និងការអនុវត្ត

ប្រារព្ធនិងអបអរសាទរដល់ជនគំរូដែលឆ្លុះបញ្ចាំងពីចំណុចប្រសព្វនៃប្រវត្តិសាស្ត្រនិងការរីកចំរើន។ រៀនពីវាក្យសំខាន់ៗ និងអ្នកចូលរួមដែលមានគំនិតដូចគ្នាដើម្បីបង្កើតអនាគតអាជីវកម្មរបស់អ្នកទៅកាន់ភាពរីកចំរើន ។

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40 Years of Helping Minority Businesses Lead the Way

为促进少数族裔企业的发展
提供教育、资源和联系

今天就注册，**40+**活动等您参与！



参加研讨会

十月的第一周有丰富的商业教育研讨会、传统网络研讨会和社区活动，以帮助您的业务发展，欢迎参加。



建立联系

与少数族裔企业主、主题顾问、政府官员、行业领袖和社区组织建立联系，扩展您的人际关系。



庆祝和学习

与获奖者在历史与进步的交汇中一起庆祝。向主旨发言人和志同道合的与会者学习，打造企业的未来。

欢迎扫码注册



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请发送问题至

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MED Week 소수민족 소유기업이 성장할 수 있도록 교육 자원 및 네트워크를 제공해 드립니다.

40개 이상의 이벤트에 등록하실수있습니다



워크샵 참석

비즈니스 성장을 위해 교육 워크샵 및 기존 웨비나에 참석하십시오.



연결 구축

정부 관리, 주제 고문 등과 연결하고 네트워크를 구축하십시오. 같은 생각을 가진 사업주를 만나고 자원을 교환하십시오.



축하하고 배우십시오

소수민족 소유기업들 서로 돕고 격려하고 축하해 주세요.

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နိုင်ငံတကာကအသေးစားစီးပွားရေးလုပ်ငန်းရှင်တွေ လုပ်ငန်းစတင်နိုင်ဖို့လိုအပ်တဲ့အရင်းအမြစ်နဲ့အဆက်အသွယ်တွေကိုဒီမှာရရှိနိုင်မှာပါ

မြို့တော်တဝှမ်းမှာကျင်းပမယ့်ပွဲပေါင်း၄၀ကျော်မှာပါဝင်လေ့လာနိုင်ပါမယ်



အသိပညာဖလှယ်တဲ့ဆွေးနွေးပွဲတွေတက်ကြမယ်

အသိပညာပေးအစီအစဉ်တွေဆွေးနွေးပွဲတွေမှာမိမိတို့ရဲ့ လုပ်ငန်းကိုဘယ်လို တိုးတက်အောင်လုပ်နိုင်မလဲဆိုတာကို တိုက်ရိုက်မေးမြန်းဆွေးနွေးခွင့်ရမှာပါ



လုပ်ငန်းအတွက်အရေးပါတဲ့ အဆက်အသွယ်တွေရှာကြမယ်

အစိုးရအဖွဲ့အစည်းတွေ၊ ကျွမ်းကျင်ပညာရှင်တွေနဲ့အတူတိုက်ရိုက်ဆက်သွယ်မိတ်ဖွဲ့နိုင်မှာပါ
မိမိတို့လိုပဲကြိုးစားနေကြတဲ့အခြားသော လုပ်ငန်းရှင်တွေနဲ့ဆွေးနွေးနိုင်မှာပါ



မသိသေးတာတွေကိုသင်ယူရင်းအောင်မြင်မှုတွေကိုကြိုဆိုဆင်နွှဲကြမယ်

နိုင်ငံတကာကအသေးစားလုပ်ငန်းရှင်တွေ၊ ကူညီပံ့ပိုးပေးနေသူတွေ၊အောင်မြင်မှုတွေရရှိနေသူများနဲ့အတူဆင်နွှဲနိုင်မှာပါ

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The background of the image is a photograph of Philadelphia City Hall, viewed from a street-level perspective looking down the street. The building's iconic clock tower and statue on top are prominent. The entire image is overlaid with a semi-transparent green filter. The text 'Thank YOU' is centered in the middle of the image. 'Thank' is in a bold, white, sans-serif font, while 'YOU' is in a bold, yellow, outlined sans-serif font. A horizontal yellow line is positioned below the text.

Thank YOU

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Platinum Level



Gold Level



THANK YOU TO ALL MED WEEK PARTNERS

City partners

- Capital Program Office, Rebuild Initiative
- City Council
- Council President Kenyatta Johnson
- Councilmember Curtis Jones
- Councilmember Katherine Gilmore Richardson
- Councilmember Nina Ahmad
- Department of Aviation
- Department of Licenses and Inspections
- Department of Streets
- Office of Minority Business Success
- Procurement Department
- Water Department

Chambers of commerce

- African-American Chamber of Commerce
- Asian American Chamber of Commerce of Greater Philadelphia
- Greater Philadelphia Hispanic Chamber of Commerce
- Independence Business Alliance

Economic development partners

- The Business Center for Entrepreneurship & Social Enterprise
- Children's Hospital of Philadelphia
- Community College of Philadelphia
- Drexel University
- Eastern Minority Supplier Development Council
- The Enterprise Center
- Entrepreneur Works
- Marketplace PHL
- PIDC
- PECO
- Peirce College
- Philadelphia Gas Works
- Philadelphia Works
- School District of Philadelphia
- SCORE Philadelphia
- SEPTA
- Sustainable Business Network of Greater Philadelphia
- Temple University
- University of Pennsylvania
- Urban Affairs Coalition
- Urban League of Philadelphia
- The Welcoming Center
- Women's Business Development Center
- Women's Opportunities Resource Center

OFFICE OF ECONOMIC OPPORTUNITY RESOURCES

Become M/W/DSBE Certified and Join the OEO Registry

The Department of Commerce Office of Economic Opportunity (OEO) ensures that the City is working with diverse businesses to fulfill its needs for goods and services. Each year, the City aims to reach at least 35 percent participation from minority, women, and disabled-owned enterprises (M/W/DSBE's).

OEO does this through:

- Registering minority, women, disabled-owned businesses.
- Reviewing and monitoring contracts.
- Creating alliance within the City government and beyond.

OEO partners include:

- City of Philadelphia departments
- Quasi-public agencies
- Private industries
- Non-profit sector

Benefits for Businesses

Get certified

The process of certification verifies your business as a minority, women, disabled-owned (M/W/DSBE) business. M/W/DSBE Certification provides verification that at least 51% of a business is controlled, operated and owned by a minority, woman or disabled person.

Get opportunities

After registering as an M/W/DSBE, OEO can connect your business with opportunities. The OEO Registry is the lifeline of the Office of Economic Opportunity housing all businesses that participate in City of Philadelphia contracting process. The OEO Registry is essential in every aspect of the City contracting process, from setting project goals to outreach for upcoming opportunities and eventually tracking participation. Your company's information is listed in the OEO Registry, which is utilized by all City departments, public, private and non-profit industries.

Certify and Join the OEO Registry in Three Steps

Step One: Get Certified

To join the registry, you must first apply for certification by one of the approved external certifying agencies. OEO will review and consider certifications from municipalities and private organizations.

Find a certification agency such as,

- Eastern Minority Supplier Development Council
- Pennsylvania Unified Certification Program
- Women's Business Enterprise Council East
- The Enterprise Center — MBE/DSBE Certification

To view the full list of approved Certifications visit: phila.gov/oEO



Step Two: Join the Registry

After receiving your certification, you can sign up for the OEO's registry. To do this, go online and complete the FREE application, this will take roughly 30 minutes. Once the online application is completed and approved, your company will receive a registration letter by email.

For information on navigating the OEO registry visit the Department of Commerce YouTube channel



Step Three: Find Contracting Opportunities

Through the City's procurement websites, you can locate opportunities for your business.

For personal and professional services visit eContractPhilly



For Construction, Service, Supply, Equipment, and related trades, visit PHL Contracts

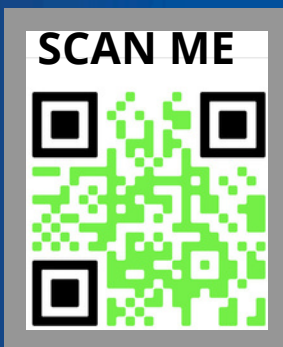




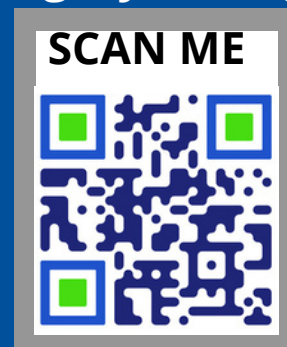
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