



ENTERPRISING
WOMEN OF COLOR
INITIATIVE
Virtual Series

MINORITY BUSINESS DEVELOPMENT AGENCY

**ENTERPRISING WOMEN OF
COLOR VIRTUAL SERIES**

MAY 13 - JUNE 3, 2020





Carla A Harris



Adrienne Trimble

SERIES OVERVIEW

The Minority Business Development Agency (MBDA), in partnership with the National Minority Supplier Development Council (NMSDC), powered by The Coca-Cola Company hosted the Enterprising Women of Color Forum: The Formula For a Winning Comeback.

The 4-week virtual series empowered and promoted women of color entrepreneurs looking to reevaluate their business strategies during these challenging times and to help them to formulate a WINNING COMEBACK strategy.

Session 1: Wednesday, May 13 *Get Money: The Comeback Edition*

The first session focused on access to capital and funding, one of the key hurdles women minority business enterprises (WMBEs) face today. The discussion provided real-time resources on how to get the capital needed to move to the next phase of growth.

The session featured four financial and capital industry executives: **Carla A. Harris**, Vice Chairman of Wealth Management and Senior Client Advisor at Morgan Stanley, **Monika Mantilla**, Co-founder and Managing Partner at SBCC, **Carmen Ortiz-McGhee**, Executive Vice President at National Association of Investment Companies, and **Regina Heyward**, Senior VP and Head of Supplier Diversity at Wells Fargo & Company.

“ You need to make sure you are clear on what you absolutely must have in order to maintain or to continue to run your business. ”

- CARLA A. HARRIS

Session 2: Wednesday, May 20 *Fireside Chat: Lisa Price, Founder of Carol's Daughter*

Lisa Price, Founder of Carol's Daughter, joined the Virtual Series on week two and spoke about her personal experiences as a working mother, career woman and entrepreneur.

Lisa shared her story on the economic uncertainty she endured upon starting her business and what she did to grow her brand to a multi-million-dollar hair care empire!

The discussion was bubbling with affirmations and wisdom that helped sustain Lisa Price's more than 25-year growth and domination of the beauty industry and provided a looking glass for all the entrepreneurs working in their passion.

“ When you build something slowly and organically, you hit different levels. ”

- LISA PRICE



Session 3: Wednesday, May 27 *Creating Growth and Success Strategies for Your Comeback*

Keynote speaker **Valeisha Butterfield-Jones**, renowned business leader and philanthropist, and Terrez Thompson, Vice President of Supplier Diversity at The Coca Cola Company, kick-started a fantastic discussion centered around resiliency and knowing your value.

Valeisha's wealth of knowledge and experience showed us how vulnerability is a crucial factor to success. From a struggling intern to a thriving successful executive, Valeisha is the epitome of what an enterprising woman of color can truly represent with drive, passion, and commitment.

A panel discussion concluded the virtual session and covered topics on financing and defining your brand as well as knowing what questions to ask when starting a new business.

Session 4: Wednesday, June 3 *The Mental, Emotional, Physical Comeback for Women in Business*

Over 2,000 women of color and minority business owners from around the world tuned into the final edition of the virtual series the day after **#BlackoutTuesday!**

Terrez Thompson from The Coca-Cola Company led the first half of the series and interviewed mental health expert and celebrity therapist, **Dr. Sherry Blake** who provided some AMAZING insight on trauma, the importance of self-care, and the fundamentals of mental health.

The series ended with a remarkable conversation between author and business strategist, **Nic Cober Johnson**, and celebrity actress and hair care entrepreneur, **Taraji P. Henson**. The candid discussion focused on the importance of overall physical and mental health care for women of color in your personal and professional life and the balance between strength and vulnerability.

“ One of the things that has been my secret sauce is knowing when to pivot. I'm always thinking about the next while very present in the now.

- VALEISHA BUTTERFIELD-JONES ”

“ You have to allow yourself to be right where you are. Just let fear come to you. Your strength is your vulnerability.

- TARAJI P. HENSON ”

A Huge thanks to all our Enterprising Women of Color participants!

Thank you for making this virtual series a success!

SESSION 1: GET MONEY: THE COMEBACK EDITION



CARLA A. HARRIS

VP Chairman of Wealth Management and Senior Client Advisor, Morgan Stanley
Featured Speaker



REGINA HEYWARD

Executive Senior VP and Head of Supplier Diversity, Wells Fargo & Company Well
Panelist



CARMEN ORTIZ-MCGHEE

Executive VP, National Association of Investment Companies
Panelist



MONIKA MANTILLA

Co-Founder and Managing Partner, SBCC
Panelist

SESSION 2: FIRESIDE CHAT: LISA PRICE, FOUNDER OF CAROL'S DAUGHTER



LISA PRICE

Founder, Carol's Daughter
Featured Speaker



ANGELA GUY

Senior VP, Diversity and Inclusion, L'Oréal USA
Featured Speaker

SESSION 3: CREATING GROWTH AND SUCCESS STRATEGIES FOR YOUR COMEBACK



VALEISHA BUTTERFIELD-JONES

Business Leader and Philanthropist
Featured Speaker



TERREZ THOMPSON

VP Global Supplier Diversity, The Coca-Cola Company
Moderator



JUDY CHU

U.S. Representative for California
Feature Speaker



ROSA SANTANA

Founder and CEO, Santana Group
Panelist



PSYCHE TERRY

Founder and CEO, Urban Hydration
Panelist



SELENA CUFFE

President, SodexoMAGIC
Panelist



ALISA BOWENS-MERCADO

CEO, Brewmaster Rhythm Brewing, Co
Panelist

SESSION 4: THE MENTAL, EMOTIONAL, PHYSICAL COMEBACK FOR WOMEN IN BUSINESS



TARAJI P. HENSON

Actress and Entrepreneur
Featured Speaker



DR. SHERRY BLAKE

Therapist and Mental Health Expert
Featured Speaker



NIC COBER JOHNSON

Author and Business Strategist
Moderator