

# NATIONAL COALITION OF 100 BLACK WOMEN, INC. PHOENIX METROPOLITAN CHAPTER



# "Empowering Tomorrow's Shepreneurs"

2023 Madam C.J. Walker Economic Empowerment Expo & Luncheon

June 10, 2023

Arizona Broadway Theater 7701 W Paradise Lane Peoria, AZ 85382

#### National Coalition of 100 Black Women, Inc.®

1720 Peachtree Street NW, Suite 1020, North Tower • Atlanta, GA 30309 • 404-390-3982 • www.ncbw.org



June 10, 2023

Donna Williams, Esq. National Coalition of 100 Black Women, Inc. Phoenix Metropolitan Chapter

Dear President Donna Williams,

On behalf of the National Directorate, and all the activist women in our 62 chapters in 26 states that comprise the National Coalition of 100 Black Women, it is my immense pleasure to send greetings and applaud the Phoenix Metropolitan Chapter on its 2023 Madam C.J. Walker Economic Empowerment Expo & Luncheon. Best wishes to all for a productive and enjoyable program.

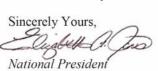
The National Coalition was founded in 1981 in New York City and is a 42-year-old advocacy organization whose vision is that black women and girls will live in a world where socioeconomic inequity does not exist.

Thus, we advocate on behalf of black women and girls to promote leadership development and gender equity in the areas of health, education, and economic empowerment. As a voice for millions of black women and girls in the United States, the Coalition believes in inclusion, respect, racial and social justice, integrity and accountability, and collaboration.

The Phoenix Metropolitan Chapter is deserving of praise for its contributions to empower African American women through access to education, health, economic empowerment, advocacy, and civic responsibility. Through your unwavering, commitment, you have impacted the lives of countless women and girls in your community. My hope is that chapter members continue to synthesize solutions for the improvement of women and girls in the Phoenix Metropolitan community.

The National Leadership is currently focused on positioning the coalition and each chapter for optimal success in the years to come. We will do this by identifying best practices for programmatic and advocacy implementation, developing a national membership recruitment and retention program, and embracing and improving our technological base to increase efficiency and effectiveness. We are confident that, the Phoenix Metropolitan Chapter will play an integral part in helping us to achieve these goals.

The next two years will indeed be years of remarkable success. Together, let us make strides to continue our efforts to strengthen our programs; enhance our public policy initiatives and expand our economic base to positively change the lives of Black Women and girls in all 62 chapters across this country.





ELIZABETH A. JONES QUANDA L.BAKER Vice-President & FundDevelopment LATIFAH K. FIELDS REGINA PAGE

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GLENDA GLOVER, Ph.D., JD.CPA

President Alpha Kappa Alpha Sorority

Incorporated & President Tennessee State University

KIMBERLY JEFFRIES LEONARD, Ph.D.

Incorporate The Links Foundation, Incorpo

BEVERLY E. SMITH

President & CEO Delta Sigma Theta Sorority, Incorporated

## NATIONAL COALITION OF 100 BLACK WOMEN, INC. OUR CHAPTER AND NATIONAL HISTORY



Founded in New York City in 1970, The National Coalition of 100 Black Women (NCBW), Inc. was founded to advocate on behalf of Black women and girls, promote leadership development and encourage gender equity in the areas of health, education, economic empowerment and civic engagement.

Structured for action, NCBW is committed to being a uniting voice for more than 20 million Black women throughout the nation. As a leadership forum, NCBW serves as a collective to help elevate the quality of life for women of all walks of life and professional industries, with a focus on providing advocacy for fair housing, education, healthcare, pay equity, and access to gainful employment.

NCBW currently has over 2.800 members across 62 chapters representing 27 states and the District of Columbia. Our diverse membership is comprised of professional women who are actively involved in the social, political, and economic pulse of their communities.

The Phoenix Metropolitan Chapter, an Arizona based 501(c)(3), was chartered on November 14, 2015, with forty-six dynamic Black women leaders including entrepreneurs, lawyers, doctors, educators, corporate executives, broadcast journalists, and philanthropists.

Together, we have embarked upon this journey to advocate on behalf of Black women and girls in the areas of health, education, economic empowerment and civic engagement. Since our chartering in 2015, we have made significant strides towards accomplishing our mission through collaboration and building strategic alliances. We will continue to align ourselves with like-minded organizations who strive to move with purpose, passion, and power. NCBW recognizes a responsibility to mobilize and organize the Black community toward greater understanding and engagement in political and legislative processes at every level of government. We further commit ourselves to impacting the community by advocating for policies and practices that will serve as the catalysts for effecting sustainable change.

As advocates, we engage in intentional activities that identify, develop, groom, and empower Black women leaders. We ensure the enactment of legislation that favorably impacts not only Black women, but all women, while working with fervor to halt legislation that negatively impacts women. We are here to support and champion future generations of successful Black women, beginning with our girls.



Sister-Nomic\$ is an NCBW Economic Empowerment Program that is a philosophical commitment to consider ourselves FIRST in economic decisions. When we suffer, the community suffers!

The Sister-Nomic\$ economic sustainability framework is based on self-preservation in all financial decisions and teaches the following principles:

Reduce debt and increase assets with each financial decision.

- Invest in both short term and long-term investments that will build net worth.
- Embrace financial security and create generational wealth.
- Seek and share information with family and friends to facilitate informed financial decisions.
- Contribute to the economic strength of the Black community by supporting Black institutions and businesses.
- Remain informed and engaged on political decisions that impact the wellbeing of the Black community.
- Patronize majority owned businesses that respect, support, and employ members
  of the Black community and collaborate with our organizations.

Through Economic Empowerment programming and local and national artnerships, Sister-Nomic\$ is designed to improve the economic wellbeing of Black women and their families by sharing strategies and resources to increase financial literacy, increase homeownership, close the pay gap, cultivate successful entrepreneurs, and increase youth financial literacy.



#### DONNA WILLIAMS, Esq. Chapter President

The National Coalition of 100 Black Women, Inc., Phoenix Metropolitan Chapter ("NCBW Phoenix") is excited to welcome you to our 2023 Madam C.J. Walker Empowerment Expo & Luncheon fundraising event. The theme for this year's event, "Empowering Tomorrow's Shepreneurs" honors our commitment to mentor and support the next generation of Black women entrepreneurs through advocacy and resource sharing. This year, we supported eight 8 young women with our time, talent, and treasure. We are honored to be part of their entrepreneurial journeys. Please visit their tables here at the Expo and get to know them and their businesses.

This year's Expo has something to offer Black women at every stage of their wealth-building journey. Our mini-empowerment sessions are packed with subject-matter experts who will provide you with the necessary tools for building generational wealth through entrepreneurship, home ownership, and investment planning. We've got you covered! Our keynote speaker, Teniqua Broughton, a Charter Member of NCBW Phoenix and the CEO & Founder of VerveSimone, will share her expertise regarding the stories, facts, and figures that help identify how we utilize our soul to advocate for ourselves and others. Powerful! Throughout history, Black women have faced the uphill battles of both racial and gender biases. In fact, Black women are typically paid only 64 cents for every dollar paid to white, non-Hispanic men, and the wage gap persists regardless of industry. Equal Pay Day for Black women will come nine months into this year on September 21. There are many reasons why this pay gap still exists, from unconscious bias to the racial wealth gap, to Black women being most likely to be strapped with student loans, to shouldering most of both work and caregiving duties for our families.

We know there is still much work to be done to address the disparities. We also recognize that systemic change will take the entire village. True pay equity requires a multifaceted strategy that addresses both the gendered and racialized injustices that Black women encounter every day. Our goal is always to be intentional, impactful, and solution oriented. We invite you on this journey with us to wield our collective influence and resources on the road to ensuring greater equity and inclusion wherever inequities persist. We are stronger together!

Enjoy the Expo!

Donna

I am a woman who came from the cotton fields of the South. From there I was promoted to the washtub. From there I was promoted to the cook kitchen. And from there I promoted myself into the business of manufacturing hair goods and preparations....I have built my own factory on my own ground.



#### Tyisha Gillette, MBA Co-Chair, Economic Empowerment Committee

I am extremely delighted to welcome you to our 2023 Madam C.J. Walker Economic Empowerment Expo and Luncheon, "Empowering Tomorrow's Shepreneurs". Today, we acknowledge our Trailblazer Award Recipient and our guest speakers who are dedicated to advocating for pay equity and wealth equity of Black women and girls.

I would like to send a special thank to all our attendees for their support and a thank you to our Economic Empowerment committee and executive committee for their hard work. I also want to thank our corporate sponsors and business partners for making this event and our programming possible.

It is my desire that our expo is inspiring and provides strategies for us to continue our journey of economic empowerment and entrepreneurship. We want you to walk away with tangible tools and resources that you can apply on a daily basis to bring you closer to meeting your entrepreneurial or financial goals. Today in the spirit of NCBW, we celebrate our history of advocating on behalf of Black women and girls and we charge each of you with the task of applying what you learn today to drive positive change in your personal journey and within yourcommunities at large. Let's drive the change that we want to see!

### Micha Harris, MBA, CMMI Associate, CMMC RP Co-Chair; Economic Empowerment Committee

In the words of Madam C.J. Walker, "I am not satisfied in making money for myself. I endeavor to provide employment for hundreds of the women of my race"; It is an honor to be a part of an organization and a committee that serves with the intent to cultivate, develop, and celebrate, Black women entrepreneurs who have embraced and actualized these words of Madam C.J. Walker and her mission to create generational wealth and close the gap of pay equity for Black women and girls.

The theme for this year event, "Empowering Tomorrow's Shepreneurs"; could not be more fitting as we celebrate Black women and girl entrepreneurs who will break barriers to create more opportunity and economic wealth for the next generation of Black women and girls. It is our hope that this Expo will inspire and motivate all of us to continue our work to drive positive systemic change that promotes gender equity in economic empowerment and entrepreneurship. That change can start TODAY!

We charge each of you to complete four small steps to support our Black women and girls in their entrepreneurial endeavors - 1) Visit all of our exhibitor tables and resource booths; 2) Make at least one purchase from one of the vendors that you visit today; 3) Post a positive review about your purchase and about this event on your social media channels using the following hashtags: #Iboughtblack, #MCJW2023 and #NCBWPhx; and 4) Continue your support to buy Black even after this Expo. Collectively, we have the power to drive the change that we want to see!

Thank you to our Chapter President, Officers, and Economic Empowerment committee for their hard work and commitment to the mission of NCBW to advocate on behalf of Black women and girls in the areas of health, education, economic empowerment, and civic engagement. Thank you to our corporate sponsors, business partners, and community organizations as our programming would not be possible without your continued support. To our attendees, thank you for making our event a priority and sharing your time with us as we pay homage to the life and legacy of Madam C.J. Walker.

Let's not only continue to celebrate the success of Black women entrepreneurs, but also continue to lift our voices and share what we learn today to educate our communities on building generational wealth and family legacies for years to come.







# NATIONAL COALITION OF 100 BLACK WOMEN, INC. PHOENIX METROPOLITAN CHAPTER 2021-2023 OFFICERS



**Donna Williams, Esq.** President



**Dr. Johannah Uriri-Glover**Corresponding Secretary



Sharon Jaycox 1st Vice President Programs



Cynthia Roberts
Interim Financial Secretary
and Chair, Nominating
Committee



Regina Ponder 2nd Vice President of Finance & Fund Development



Peggie Simmons
Nominating Committee,
Member



Sheriolyn Curry
3rd Vice President
Membership and
Chapter Development



**Shawnte Rothschild**Nominating Committee,
Member



Shannon Tolbert Treasurer



# NATIONAL COALITION OF 100 BLACK WOMEN, INC. PHOENIX METROPOLITAN CHAPTER COMMITTEE CHAIRS AND CHAPTER MEMBERS

#### **Committee Chairs**

Micha Harris

Co-Chair, Economic Empowerment

Tyisha Gillette

Co-Chair, Economic Empowerment

Sharee Hurts

Co-Chair, Health

Dr. Kenja Hassan

Co-Chair, Health

Alicia Collins

Chair, Technology

Cheryl Gipson-Thurman

Co-Chair, Education

Jessica Revere

Co-Chair, Education

Naquana Borrero

Co-Chair, Public Policy

Joysaphine Waitman-Powell

Co-Chair, Public Policy

Co-Chair, Marketing

Meko Krout

Co-Chair, Marketing

#### **Chapter Members**

Dr. Angela Allen

Jessica Baker

Sandra Bassett

Deja Broughton

Capt. Tahirah Brown

Carole Calhoun

Kionna Comer

Diane Crosby

Kim Dartez

Tuni Dartoz

Felicia Davis

Dorothy Finnie

Crystal Green

Kahri Harrion

Michaesha Hinton

Dr. Ashley Hodge

Paula Hutchinson

Charlsie Jackson

Tysheka Johnson Dr. LaTanya Jones

Natasha Kennedy

Sandra Kirkland

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Cheyenne Ross Clarissa Shaw

Ebonee Sifuentes

Khala Stanfield

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Shawna Stevens

Kischea Talbert

Rev. Myra Taylor

Dr. Aimee Uwimana

Elodia Williams

Keshuna Williams

Dr. Vashi Worley-Moore, Chaplain

Dr. Stephvanie Wynn



# Planning & Zoning Commissioner City of Peoria, Arizona

Planning and zoning have been essential to cities and their economic development, and with the rapid growth of Arizona, it has now become a vocal point for thriving and growing cities. Understanding your city's planning and zoning can empower black women-owned businesses as prospective entrepreneurs can come to their city to ask about sites they have their eye on to open a business, make sure the zoning is allowed for the business they have in mind, and be fully educated on the zoning requirements as zoning also regulates things such as business signage, occupancy, improvements, and business activities. Failing to secure applicable zoning permits or variances can lead to fines, closure of a business, and even criminal prosecution, which is why planning and zoning education is essential for starting entrepreneurs. In my personal opinion, the biggest hurdle is access. In most communities, there is an underserved population who doesn't have access to what's going on in their local community or government. They are usually not aware, have few opportunities to engage, and their voices are not heard regarding future plans for their communities. As a Planning and Zoning commissioner and African-American woman, I understand the advocacy that is necessary for black women-owned businesses first to have a fair chance in local cities and, secondly, to have the opportunity to thrive. Commissioners are encouraged to bring their diverse perspectives and backgrounds to the commission as we serve in an advisory role and should reflect our community, their wishes and accommodate their economic needs. Some of the most significant issues in planning and zoning circles are usually affordability and equity, and that's why my sole purpose as a local commissioner is to be an advocate.

Peoria, Arizona is a vibrant city with many business opportunities that go along with the city's general plan. Our city promotes economic prosperity, which is an exciting opportunity for black-owned businesses as it also entails economic empowerment for our community through planning to open your business in Peoria! Peoria is such a diverse and growing city, so it needs a diverse range of businesses to accommodate every resident. I encourage all those planning to start a business in Peoria to look at the information that is out there by utilizing our city's website along with connecting with programs that assist beginning entrepreneurs, such as Peoria Forward and of course NCBW as their local Economic Empowerment committee is providing endless education and advocacy. Peoria may just be the perfect place to start a new business!

National Coalition of 100 Black Women, Inc. Run of Show 2023 Madam C.J. Walker Economic Empowerment Expo and Luncheon "Empowering Tomorrow's Shepreneurs" June 10, 2023 10:00 am - 3:00 pm Arizona Broadway Theater



10:00 – 10:15	Welcome Micha Harris, Co-Chair, Economic Empowerment National Coalition of 100 Black Women, Inc. Phoenix Metropolitan Chapter (NCBW Phoenix)
10:15-10:20	Introduction to Honorable Vice Mayor Denette Dunn Tyisha Gillette, Co-Chair, Economic Empowerment NCBW Phoenix
	Part 1: Level Up Your Advocacy
10:20-10:25	Opening Remarks Honorable Vice Mayor Denette Dunn City of Peoria, Pine District
10:25 -10:30	Introduction to Honorable Dr. Coral J. Evans Dorothy Finnie, Member, Economic Empowerment NCBW Phoenix
10:30-10:50	Honorable Dr. Coral J. Evans, MBA "Bridging the Gap of Pay Equity Through Entrepreneurship"
10:50-10:55	Introduction to Keynote Speaker and Trailblazer Award Recipient, Teniqua Broughton Madam Chapter President Donna Williams, Esq.
10:55-11:15	Teniqua Broughton Founder and CEO, VerveSimone Executive Director, State of Black Arizona "The Soul of Pay Equity"
	Part 2: Level Up Your Business
11:15-11:20	Introduction to LaSetta Hogans Sheriolyn Curry-Hodge, 3rd Vice President of Membership NCBW Phoenix
11:20-11:35	LaSetta Hogans, MSW, GCDF Workforce Administrator Phoenix Business and Workforce Development Board, Executive Director "Small Business Resources for Shepreneurs"
11:35-11:40	Introduction to Kaaren-Lyn Graves Kionna Comer, Member, Economic Empowerment NCBW Phoenix
11:40-11:55	Kaaren-Lyn Graves, Executive Director, NABEDC "Level Up Your Business: Maximizing Your Business Opportunities and Resources"

11:55-12:00	Blessing of the Food Dr. Vashi Worley Moore, Member, Economic Empowerment NCBW Phoenix
12:00-12:30	Lunch Introduction to Vocal Performer Sharon Jaycox, 1st Vice President of Programs NCBW Phoenix
	Vocal Performance by Sandra Bassett President and CEO of the Phoenix Center for the Arts
12:30-12:45	Awards Ceremony Trailblazer Award Recipient and Shepreneurs Presented by Madam Chapter President, Donna Williams, Esq. NCBW Phoenix
12:45-12:55	Sponsor Acknowledgments Micha Harris, Co-Chair, Economic Empowerment NCBW Phoenix
12:55-1:00	Afternoon Logistics Micha Harris, Co-Chair, Economic Empowerment NCBW Phoenix
1:00 - 1:25	Sweet Talk: Dessert, Networking and Exhibitor Visits
	Part 3: Level Up Your Finances
1:25-1:30	Introduction to Krystal Garcia Paula Hutchinson, Member, Economic Empowerment NCBW Phoenix
1:30-1:45	Krystal Garcia Senior Manager of Business Empowerment, Prestamos CDFI "Empowering Our Community Through Knowledge"
1:45-1:50	Introduction to Clyde Turpin Shannon Tolbert, Treasurer and Member of Economic Empowerment, NCBW Phoenix
1:50-2:05	Clyde Turpin Senior Vice President – Investment Officer Wells Fargo Advisors "Are You Ready to Write Your Wealth Story?"
2:05-2:10	Introduction to Carlton Barker Cynthia Roberts, Interim Financial Secretary, Chair of Nominating Committee, and Member of Economic Empowerment, NCBW Phoenix
2:10-2:25	Carlton Barker Senior Home Lending Advisor, Chase Bank "Home Buying 101"
2:25-2:35	Closing and Final Remarks Micha Harris, Co-Chair, Economic Empowerment Madam Chapter President, Donna Williams, Esq. NCBW Phoenix
2:35-3:00	Buy Black Expo and Resource Fair "Connecting to Resources, Relationships, and Funding"



# Madam C. J. Walker

#### **BORN SARAH BREEDLOVE (1867 - 1919)**

Born on December 23, 1867 on a Delta, Louisiana plantation, this daughter of former slaves transformed herself from an uneducated farm laborer and laundress into one of the twentieth century's most successful. self- made women entrepreneurs. Orphaned at age seven, she often said, "I got my start by giving myself a start."

#### THE 1890's

Sarah began to suffer from a scalp ailment that caused her to lose most of her hair. After experimenting with many homemade remedies and store-bought products, she founded her own business in Denver in 1906. Her third husband, Charles Joseph Walker, became her business partner and she adopted his name for her company. By early 1910, Madam Walker had settled in Indianapolis, then the nation's largest inland manufacturing center, where she built a factory, a hair and manicure salon, and her second beauty school. Less than a year after her arrival.

Walker grabbed national headlines in the black press when she contributed \$1,000 to the building fund of the "colored" YMCA in Indianapolis. Walker moved to New York in 1916, leaving the day-to-day operations of the Madam C. J. Walker Manufacturing Company in Indianapolis to two trusted employees, but continuing to oversee new business development.

#### IN HARLEM

Once in Harlem, she quickly became involved in the city's social and political life, taking special interest in the NAACP's anti-lynching movement to which she contributed \$5,000. As her business continued to grow, Walker organized her agents into local and state clubs, founding the Walker Hair Culturists Union of America in 1917. That same year, she hosted the organization's first convention.

#### **MAY 1919**

By the time Madam Walker died in May 1919 at her estate, Villa Lewaro in Irvington-on-Hudson, New York, she had helped create the role of the 20th Century, self-made American business woman; established herself as a pioneer of the modern black hair-care and cosmetics industry; and set standards in the African-American community for corporate and community giving.

#### **THE LEGACY**

Today, Walker's legacy lives on through the Madam C.J. Walker Theatre Center, a National Historic Landmark in Indianapolis, and through events like today's Madam C.J. Walker Economic Empowerment Expo and Luncheon presented by the Phoenix Metropolitan Chapter of the National Coalition of 100 Black Women, Inc. For more information, visit www.madamcjwalker.com and https://madamwalkerlegacycenter.com.



#### **Guest Speaker**

## Honorable Vice Mayor Denette Dunn City of Peoria, Pine District

Vice Mayor Denette Dunn currently serves as the Vice Mayor for the City of Peoria where she has served as council member since April of 2019. In addition to her role as council member she currently serves as Chair to the city's Boards and Commissions Subcommittee. She has an extensive background in the private sector as well, where she served as Marketing and Government Relations Director at Dixon sweeping. She also managed the entire southwest area for Republic Services for over 5 years, which involved managing \$85 million in municipal contracts. In her role with Republic Services she was a registered lobbyist and worked to pass legislation and establish law for equitable partnerships between private entities and municipalities. She served as the President of the Arizona Recycling Coalition and also served as Board Member on WESTMARC - the Western Maricopa Coalition which addresses important issues facing the west valley.



#### **Panelist**

The Honorable Dr. Coral J. Evans, MBA Former Flagstaff, AZ, Mayor Topic: Bridging the Gap of Pay Equity Through Entrepreneurship

Former Flagstaff, AZ, Mayor Dr. Coral Evans is a social entrepreneur passionate about public policy that creates opportunities for civic engagement, civil discourse, community revitalization, and advancement.

Her family (the Dorsey's) has been in Arizona for six generations and has been an active part of the Flagstaff and greater Northern Arizona community since the early 1900s.

As a small business owner, author, and social-profit executive, she has over 25 years of experience in community redevelopment, investment, and business.

Dr. Evans has a Ph.D. in Sustainability Education (area of focus; Statesmanship), a master's degree in Business Administration, and a master's level certificate in Public Management. She is a Hunt-Kean Leadership Fellow, a Babson College Social Innovation Fellow, a Flinn-Brown Foundation Center for Civic Leadership Fellow, and the co-producer of the award-nominated "Lived Black Experience CommUnity Dialogues" Podcast Series.

Dr. Evans was named one of the 48 Most Intriguing Women of Arizona for 2022 by 48 Arizona Women and the Arizona Historical Society. As Mayor, she was recognized by the Arizona Business Magazine as one of Arizona's "Most Influential Women in Business." Other recognitions include The Arizona Community Action Association's Margie Frost Champion Against Poverty Award, the Coconino Hispanic Advisory Council Cesar E Chavez Community Award, and the Greater Flagstaff Chamber of Commerce Athena Award.





LaSetta Hogans, MSW, GCDF
Workforce Administrator
Phoenix Business and Workforce Development Board,
Executive Director
Arizona@Work City of Phoenix
Topic: Strengthening the Economy by Leveling
Up the Workforce

LaSetta Hogans Workforce Administrator for the Community and Economic Development (CED) Department and concurrently serves as the Executive Director of the Phoenix Business and Workforce Development Board (Board), oversees the day-to-day operations of the Business and Workforce Development teams.

This team works diligently to improve the city's competitive position with not only developing the future workforce but also engaging with and repositioning the current workforce. These efforts are focused on through the Board by engaging the business community, workforce, Universities, and Community College partners.

The team works to leverage resources, services, and information to develop and access talent pipelines to meet workforce needs of workers, business, and industry with an annual operating budget of \$22M dollars consisting of local, federal, and philanthropic funds. CED provides the full spectrum of economic development activities including business attraction, business retention and expansion, community development, international relations, Phoenix Sister Cities, workforce development, and the city-owned Footprint Center arena. LaSetta's career spans more than a decade of management, workforce development, social work, and administration experience in the public and private sector. LaSetta leads many of the city's major workforce and economic development efforts and has helped impact economic growth and eliminate poverty by advancing the skills of workers to meet business needs in both western Pennsylvania and the Phoenix Metro Area.

LaSetta joined the City of Phoenix in 2010 and prior to working in CED, she worked in the city's Human Services Department, Education Division. Prior to Phoenix, LaSetta worked in Erie, Pennsylvania, and New Castle, Pennsylvania. She is a graduate of Walden University, with a Master of Social Work, Edinboro University of Pennsylvania, with a Bachelor of Science in Social Work, and is a certified Global Career Development Facilitator. Currently, LaSetta serves as a Board Member of the National Forum for Black Public Administrators, Central Arizona Chapter, and the Neurodiversity Education Research Center Board. LaSetta is a member of the National Association of Social Workers, Arizona Association for Economic Developers (AAED), and Alpha Kappa Alpha Sorority, Incorporated.

LaSetta enjoys singing and volunteering with non-profit organizations serving the urban youth community and is a major Steelers fan. Her hobbies include home projects, making new food dishes, serving our community, crafty projects, and traveling. When LaSetta is not working in the world of workforce and economic development, she enjoys spending time with her husband, three children and their dog Coco.



Kaaren-Lyn Graves
Executive Director, NABEDC
Topic: Level Up Your Business: Maximizing Your
Business Opportunities & Resources

Ms. Kaaren-Lyn Graves is the Executive Director of the American Indian, Alaska Native, and Native Hawaiian (AIANNH) Project, a grant funded project of the United States Department of Commerce, Minority Business Development Agency (MBDA). In her role she oversees business development services designed specifically for AIANNH and minority communities located in Arizona, Utah, Nevada, the Navajo Nation, and Southern California. Ms. Graves has proudly served in the public and private sectors for more than twenty-six (26) years. She remains passionate about helping entrepreneurs and business owners alike grow their business through education, timely resources, and

Ms. Graves is a natural and respected leader with a robust background working in political environments, including serving as the Project Manager and Data Content Manager on a Health & Human Services Initiative on a former Arizona Governor's initiative. Ms. Graves also developed financial forecasting documents resulting in awarded grants, general funds, and monetary awards ranging from \$935 thousand dollars to \$4 million dollars per year.

As a business owner, Ms. Graves created documents consisting of grant proposals, resumes, capability statements, business plans, responses to solicitations, and marketing documents for her clients, including a political sub-division, chamber of commerce, students, business owners, and military servicepersons located in the United States, Afghanistan, Dubai, and Germany.

#### Degrees & Certifications:

- Master of Business Administration with an Emphasis in Global Business Management; Purdue University; Indianapolis, Indiana (anticipated 10/2023)
- Bachelor of Science in Communications with an Emphasis in Business Management, Purdue University;
   Indianapolis, Indiana
- Male & Female Communications and Male & Female Relations Applied Science & Special Requirement's Degree; Mesa Community College
- Research & Development; Mesa Community College
- Native American Research in Healthcare Practices Certification CITI Program
- Social & Behavioral Research Investigations Certification CITI Program
- Biomedical Research Investigators Certification CITI Program
- Psychometric Evaluation & Applied Use of Tools & Sources State of Arizona, Arizona Health Care Cost Containment System & CITI Program

#### **Board Positions:**

- Sworn member of the City of Phoenix Business and Workforce Development Board
- City of Phoenix Business Engagement Committee Member & Co-Champion
- Board Member of The Herberger Theater & Member of the Diversity, Inclusion, & Equity Committee

#### Work History:

- Executive Director; Arizona Hispanic Chamber of Commerce Foundation AIANNH Project NABEDC; 09/2019
   –Present
- Senior Business Consultant & Opportunities Specialist; Phoenix MBDA Business Center; 10/2013 09/2019
- Arizona Health Care Cost Containment System (AHCCCS); 2003 2009
- Health Literacy Administrator; 2008 2009, Data Content Manager; 2004 2007, Project Manager for Arizona 2-1-1 (Contractor); 2003 – 2004, Voiceover Talent for Arizona 2-1-1; 2004-2007
- Executive Business Consultant; My Business Lady LTD LLC; 01/1996 Present

#### Personal:

Kaaren is very happily married to Glenn Graves Jr., and is the mother of 5 children and 2 grandchildren (blended family) and lives in Eastmark Mesa, Arizona.



Krystal Garcia
Sr. Manager of Business Empowerment,
Prestamos CDFI
Topic: Empowering Our Community
Through Knowledge

As an Arizona native, Krystal has always had the passion to lead, educate and advocate for others in her community. With over 10 years of financial industry experience, Krystal is able to identify challenges and assist in providing solutions to direct staff which aid entrepreneurs who may be challenged in accessing capital or seeking to strengthen their business acumen skills. Currently she supports in leading the staff and day to day operations for the Prestamos, CDFI Business Empowerment Services, which promote the economic development of many communities in Arizona, Nevada, New Mexico, Texas and Southern California.

She focuses on inspiring her direct staff to motivate the empowerment of the small business community. In 2021, Krystal graduated from the Arizona Foundation for Women's SHE Leads! Program, which strengthened her executive leadership skills. In addition to continued leadership development, she earned a Diversity, Equity and Inclusion in the Workplace Certificate offered by the University of South Florida Muma College of Business, from which its essential tools and teachings has helped embrace equity and inclusion within her staff.



Clyde Turpin
Financial Advisor, Wells Fargo Advisors
Topic: Investment Strategies and Wealth Management

College students often enroll in classes that open windows to the future. While at the University of Arizona, Clyde took a personal and family financial planning course and became intrigued with becoming a Financial Advisor. He graduated with a Bachelor of Science degree in Business Administration with a focus on Marketing. This focus involved applying all other business disciplines (accounting, economics, finance, management, and public relations) in a coordinated fashion and prepared Clyde well to work in the field of investments.

Clyde has been with Wells Fargo Advisors and its predecessors since 1989, earning the title Senior Vice President – Investment Officer. He believes in striving to make our community a better place to work, live and raise families. Given this core belief, he has been involved in leadership capacities with a variety of charitable organizations, including Canyon Del Oro Little League, the Carondelet Healthcare Foundation, the Desert Kiwanis Club, the American Red Cross, and Junior Achievement.

As a 41-year resident of the Tucson community, Clyde currently resides in Oro Valley with his wife Robin, of 35 years.



#### **Carlton Barker, Chase Bank Senior Home Lending Advisor**

My name is Carlton and I've been proudly serving clients at the Mesa, AZ.

Chase branch since 2010. I have 31 years of experience at Chase and 26 years of experience in home lending.

I have experience with pre-qualification, first-time homebuyer programs, fixed-rate mortgages, FHA and VA mortgages, lending to self-employed clients and low-to-moderate income lending programs. This experience will allow me to help you with anything you may need.

Whether you are a first-time homebuyer, need to expand or downsize, or are looking for a second home, I'm here to help you find the right mortgage to fit your needs. Starting with a review of your finances, I can help you get a clear picture of what might work best for you. I will explain your options, answer any questions you may have, keep you informed and guide vou through every step of the process. Above all, I want to ensure that you have a positive experience.

#### Ask me about:

- Chase Closing Guarantee Chase customers will close on time guaranteed, or we'll give you \$5,000, if you qualify.
- Chase MyHome<sup>SM</sup> This personalized online tool makes it easy to manage the application process.
- Low down payment options Pay as little as 3% down, which can come entirely from gift funds.

# MEET THE WINNERS OF THE 2023 YES BIZ GRANT & HYBRID PITCH



Myracle Scott Myracle's Snack Shack



Ava Caldwell-Meeks Ava Leigh Art



Nadia Fonseca Kozzy Creations



Madilyn, Bailee and Taylor Chisholm MBT Clothes



Ai'Yana Garland YaYa Cares Lip and Skincare Products



Danae Bell Turtle Shell



Nadia Simms YummiPop Cosmetics



Alaysha Nash HighLife Designz



#### **Special Vocal Performance**

# By the Renowned, Sandra Bassett President & CEO of the Phoenix Center for the Arts in Phoenix, Arizona

Sandra Bassett is an engaging, entertaining, and gifted singer with a powerful vocal range and a smooth delivery. Originally from Detroit, MI and now based in Phoenix, AZ, Sandra embraces the musical history of her birthplace and enjoys performing in many styles, including Jazz, R&B, Motown and Blues.

Sandra is a unique and versatile musician in any setting and is an accomplished piano & organ player in addition to also playing the alto sax. Her album "Just for You", featuring beloved jazz and R&B standards, was released independently in 2018 and promoted heavily with live appearances in the United States and Japan.

Performing many dates yearly as a solo artist, duo, trio and with her bands, the Motown Experience and September Soul, Ms. Bassett is comfortable in many formats as a headliner, supporting artist, or as a package performer.

Sandra is also an accomplished workshop leader and motivational lecturer, having lectured on jazz at the MIM, Tempe Center for the Arts, and Many other venues in the valley.

Sandra is currently the President & CEO of the Phoenix Center for the Arts in Phoenix, Arizona.

# LIST OF EXHIBITORS

2023 MADAM C,J. WALKER

Exhibitor	Business Description
	Resource Exhibitors
Wells Fargo Advisors Clyde Turpin, Senior Vice President - Investment Officer Wells Fargo Advisors	Are you ready to write your wealth story? Visit with Wells Fargo Advisors to discuss The LifeSync process, an end-to-end experience that can take you from your first investment all the way through to planning for the next generation. No matter where in life you are, an investment plan should never be set -Wealth building and management is a journey. Visit with Wells Fargo advisors today to get started on writing your wealth story. https://home.wellsfargoadvisors.com/clyde.turpin
<b>Chase Bank</b> Carlton Barker, Senior Home Lending Advisor	If you want to own a home, we're here to help!  Our exclusive Chase Homebuyer Grant gives you \$5,000 to lower your mortgage costs or reduce the amount you'll pay at closing. Visit the Chase table today to see if you qualify.  https://homelendingadvisor.chase.com/az/mesa/1750-south-power-road
Arizona State University J. Orin Edson Entrepreneurship +Innovation Institute Alexa Ruona, Program Coordinator Sr Peoria Forward	To many, the dream of becoming an entrepreneur can seem intimidating, or out of reach. Questions loom about where to begin, and often even the word stirs confusion. It's easy to question whether entrepreneurship really is "for you." The Edson Entrepreneurship + Innovation Institute team is here to assure you that society stands to benefit from your ideas. We can help you push past these nerves and Just Start. This is our call to action, and we want to help you move forward with confidence. Edson E+I programs include incubator initiatives, pitch competitions, university and community-embedded programs, support and more to support your idea - wherever you are in your
City of Phoenix LaSetta Hogans Phoenix Business Development and Workforce Development Board,	journey. https://entrepreneurship.asu.edu/ The Phoenix Business and Workforce Development Board serve as a catalyst, identifying and addressing the evolving business needs of Greater Phoenix by convening partners to provide customer-centric solutions and resources which offer employers access to a skilled workforce.  ARIZONA@WORK   Innovative Workforce Solutions ARIZONA@WORK is the statewide workforce development network that helps employers of all sizes
Executive Director Arizona@Work City of Phoenix	and types recruit, develop and retain the best employees for their needs. If you are an individual looking for work or a company seeking talent in the Phoenix Metro Area, our services are for you.  https://arizonaatwork.com/
<b>NABEDC</b> Kaaren-Lyn Graves	The Minority Business Development Agency (MBDA) is committed to promoting the growth of minority-owned businesses through the mobilization and advancement of public and private sector programs, policy, and research. AIANNH* Project NABEDC (pronounced "Nah Bed See") assists all AIANNHs and minority business enterprises (MBEs) with building scale and capacity, increasing revenue, creating, and retaining jobs through regional, national, and international expansion and direct assistance services. *American Indian, Alaska Native, & Native Hawaiian (AIANNH) https://nabedc.com/
<b>Prestamos</b> Krystal Garcia, Sr. Manager of Business Development	Prestamos, a division of Chicanos Por La Causa (CPLC), is a trusted mission-driven nonprofit Community Development Financial Institution (CDFI), that promotes economic and community development through lending, high-quality business consulting services, and investment opportunities to underserved communities in Arizona, California, Nevada, New Mexico, and Texas since 1980. Today, through the Prestamos Women's Business Center (WBC), the Minority Business Development Agency (MBDA), and other valuable programs many underrepresented small businesses have benefited from these services. For more information, please visit <a href="https://prestamoscdfi.org/">www.prestamoscdfi.org/</a> and visit or exhibitor table. <a href="https://prestamoscdfi.org/">https://prestamoscdfi.org/</a>
	Entrepreneurs and Other Vendors
Angels Hands Jewelry	Angels Hands Jewelry specializes in Hand crafted jewelry for women and men. This artist makes jewelry using gemstones, metals, wood, paint, wire and other materials. Most items are one of a kind and all are designed from the heart. https://www.instagram.com/angelshandsjewelry/  Beauty Of The Nile's® mission is to provide effective skin care products for people-of-color so that all know to "Love Your Brown Skin®", to reject colorism, and to amplify that all skin tones are beautiful. Go to BeautyOfTheNile.com and use Code: LOVE to receive a discount on your 1st order.
Beauty Of The Nile* Jasmine Mobley Podcast Host and Co- Founder	Beauty Of The Nile makes science-based skin care products and skin care-infused cosmetics specifically designed for skin-of-color. Our breakthrough products address hyperpigmentation, acne, dark spots, dark under eye circles, fine lines & wrinkles, sun-damaged skin, age spots, rough texture, sunspots, acne scars, dry/cracked heels & feet, uneven skin tone, large pores, sun protection, rosacea, dry/ashy skin, dull-looking skin, and other signs of aging. https://beautyofthenile.com/

# LIST OF EXHIBITORS

#### 2023 MADAM C,J. WALKER

	ForHerCosmetics is A STEM (science, technology, engineering, and math) based cosmetic line that is
For Her Cosmetics	all natural, vegan and cruelty free. Formulated by Michigan State University chemist Alyssa. She's
Alyssa Space	working to create the space for safe and sustainable cosmetics for women of color while also
Founder/CEO Lead Beauty	educating the next generation of scientists through chemistry in cosmetics.
Chemist	www.forhercosmetics.com
God's Secret Service	At GSSA we recruit and empower an army of millions of God's Secret Service Agents who will
Agents Foundation	spread love, kindness, and hope in our world by conducting secret acts of kindness and service
Dr. Vivien Lattibeaudiere,	to positively change the world for Christ! Interested in volunteering or learning more, then visit our
Founder and President	table. https://www.gssagents.org/
	For more than three decades, the Herberger Theater Center, which was conceived as a nonprofit, civic
	treasure in the heart of downtown Phoenix, has played a vital role in Arizona's cultural evolution. We
	are Arizona's center stage, engaging the community through diverse arts experiences that ignite
Herberger Theater Center	emotion, stimulate conversation, and inspire connections to the arts.
Laurene Austin	https://www.herbergertheater.org/
Impact Action Network	Our mission is to provide advocacy resources so that Diversity, Equity, Inclusion, Belonging, & Justice
Advocacy Consulting	(DEIBJ) is a priority and not a checkbox. Our vision is for Communities of Color to have access to a
Agency	network of resources to navigate systemic and institutional racism and oppression, power dynamics
Jeri Perkins, MSW	and conflict resolution, safely and with confidence.
CEO/Founder/Owner	https://impactactionnetwork.com/
	Our passionate Health & Wellness Warrior offers personalized health coaching services, invigorating
	nutrition workshops, and an exquisite collection of natural handmade products, to include our
Philia Wellness, LLC	signature sea moss supplement, all carefully crafted to promote wellness and inspire inner harmony.
Lainie Colon, CEO	Seamossnaturals.company.site
	Specializing in herbal teas and natural body care products, The Curly Haired Herbalist LLC's purpose
	is to provide holistic products for internal and/or external use. We serve to educate others on the
The Curly Haired Herbalist	healing properties of herbs and the benefit of a holistic lifestyle.
Lisa Crite, CEO	https://www.thecurlyhairedherbalist.com/
	Shepreneurs and YES Biz Grant Winners (All Under the Age of 18)
Ava Leigh Art	Original artwork by 14-year-old, CEO and Owner, Ava Caldwell-Meeks. Ava Leigh Art was
Ava Caldwell-Meeks, CEO	developed to inspire creativity and happiness in everyone out of a desire to create art and inspire
1300 (931 0) 0) 000 000 32 42	people at the same time. Artwork Mediums: Paints, Markers and Pens. avaleighart.com
	HighLife Designz provides custom design services through hand painting, air brushing, and sewing.
HighLife Designz	Our mission is to build an atmosphere of creativity, making the customers vision a reality for an
Alaysha Nash, CEO	affordable price, creating a captivating costumer experience that drives long term loyalty. We custom
	design anything from jean jackets to shoes - stop by and see us! <b>Email</b> <u>nash1alaysha@gmail.com</u> .
	Kozzy Creations makes homemade tie knots blankets. We want to keep you warm in the coziest
Kozzy Creations	homemade tie knot blankets you can find in the world today. You will fall in love with our blankets and
Nadia Fonseca, CEO	never want to share them! Come visit our table to see what we have to offer.
	https://www.etsy.com/shop/KozzyTimeByNadia
MBT Clothing	Kidpreneurs creating positive inspiring clothing.
Madilyn, Bailee and Taylor	Positivity Ambassadors in Phoenix, Arizona - We design statement Tees and accessories that are
Chisholm, Owners	fashionable and inspirational. https://mbtees.com/
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Chisholm, Owners  Myracle's Snack Shack	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the
Chisholm, Owners	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot
Chisholm, Owners  Myracle's Snack Shack	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot come to us. We are a safe meal haven for kids and tweens in our neighborhood and in our local
Chisholm, Owners  Myracle's Snack Shack	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot come to us. We are a safe meal haven for kids and tweens in our neighborhood and in our local community. Email byancadixon@gmail.com
Chisholm, Owners  Myracle's Snack Shack  Myracle Scott, CEO	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot come to us. We are a safe meal haven for kids and tweens in our neighborhood and in our local community. Email byancadixon@gmail.com  Yaya Care's owner is 12 years old, and she loves what she does! Yaya Cares provides lip gloss and lip
Myracle's Snack Shack Myracle Scott, CEO  YaYa Cares Skincare	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot come to us. We are a safe meal haven for kids and tweens in our neighborhood and in our local community. Email byancadixon@gmail.com  Yaya Care's owner is 12 years old, and she loves what she does! Yaya Cares provides lip gloss and lip scrubs that are age appropriate for pre-teens and teens. All products are vegan and cruelty free! If
Chisholm, Owners  Myracle's Snack Shack  Myracle Scott, CEO	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot come to us. We are a safe meal haven for kids and tweens in our neighborhood and in our local community. Email byancadixon@gmail.com  Yaya Care's owner is 12 years old, and she loves what she does! Yaya Cares provides lip gloss and lip scrubs that are age appropriate for pre-teens and teens. All products are vegan and cruelty free! If you want your pre-teen to look cute and fashionable, but not too grown up, come visit our table and
Myracle's Snack Shack Myracle Scott, CEO  YaYa Cares Skincare	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot come to us. We are a safe meal haven for kids and tweens in our neighborhood and in our local community. Email byancadixon@gmail.com  Yaya Care's owner is 12 years old, and she loves what she does! Yaya Cares provides lip gloss and lip scrubs that are age appropriate for pre-teens and teens. All products are vegan and cruelty free! If you want your pre-teen to look cute and fashionable, but not too grown up, come visit our table and explore our products. https://yayacare.shop/
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Myracle's Snack Shack Myracle Scott, CEO  YaYa Cares Skincare Ai'Yana Garland, CEO	fashionable and inspirational. https://mbtees.com/  Myracle's Snack Shack provides snacks and light lunches to kids and tweens in the local neighborhoods that are in between meals while waiting for parents to return home during the workday. We offer a variety of food items daily and provide delivery services to those who cannot come to us. We are a safe meal haven for kids and tweens in our neighborhood and in our local community. Email byancadixon@gmail.com  Yaya Care's owner is 12 years old, and she loves what she does! Yaya Cares provides lip gloss and lip scrubs that are age appropriate for pre-teens and teens. All products are vegan and cruelty free! If you want your pre-teen to look cute and fashionable, but not too grown up, come visit our table and explore our products. https://yayacare.shop/  YummiPop Cosmetics was created by 15-year-old Nadia Simms to be the quintessential hub for all things positive and beautiful. YummiPop is for the young adolescent and the young at heart. Their



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Chase certified in VA loans
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carlton.barker@chase.com
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#### NCBW - Phoenix Chapter

In the pursuit of Economic Empowerment for women of African descent.



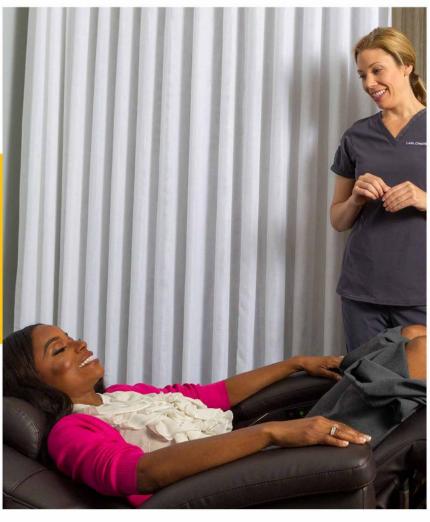
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"Don't sit down and wait for
the opportunities to come.

Get up and make them."

- Madam C.J. Walker



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Sheriolyn Curry, CEO/Owner

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Congratulations to the National Coalition of 100 Black Women, Inc. Phoenix Metropolitan Chapter for over seven years of service advocating for Black women and girls.

"I learned a long time

ago the wisest thing

I can do is be on my

own side, be an advocate

for myself and others

like me."

- Dr. Maya Angelou

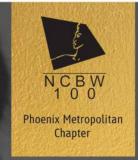
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# 2023 MADAM C.J. WALKER

Economic Empowerment Expo & Luncheon



# **THANK YOU**









# Special Acknowledgments and Thank You to all Contributors

DreamCatcherMKT Marketing, BMD Printing and Business
Services, Arizona Broadway Theater, Economic Empowerment
Committee, NCBW Chapter leaders and officers, Keynote speaker,
all guest speakers/panelists, NCBW chapter members, NCBW
Chapter President, Meko Krout for social media support, Alicia
Collins for technology and website support, all committee members
who served as program participants, all of those who submitted ads
and purchased tickets, the Black Globe International Queens Ms.
Lorraine Taylor and Mrs. Andrea Otey; and a special thanks to our
sponsors - Wells Fargo, Chase, and Arizona State University J. Orin
Edson Entrepreneurship + Innovation Institute.

Thanks to all for celebrating our NCBW history of advocating on behalf of Black women and girls.



## Stay in Touch to Learn More

The National Coalition of 100 Black Women (NCBW) is a national 501(c)(3) non-profit organization established in 1970, which through advocacy, our members work as change agents to influence policy that promotes gender equity in health, education, civic engagement, and economic empowerment for Black women and girls. At a National level, NCBW reaches 62 chapters across 27 states. The Phoenix Metropolitan Chapter was established on November 14, 2015 with forty-six dynamic Black women leaders.

Phone: (602) 935-0252

E-mail: info@ncbw100phx.org

Visit our website: https://ncbw100phx.org

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