

19th Annual

BUSINESS

Development & Procurement Conference

THURS, APRIL 11
2024



*“Back
ON THE
Bluff”*



TM



19TH Annual Procurement Conference 2024

THURSDAY APRIL 11TH

"Connecting Businesses with Contracts From Local to Global"

7:30 AM – 8:45 AM

Registration /Exhibits Open

7:30 AM – 8:45 AM

Breakfast (SU Student Union/Ballroom)

8:45 AM – 9:15 AM

Welcome & Opening Comments (SU Student Union/Ballroom)

Presiding

Brian Keith Phillips, Ph.D., *Interim Conference Director*
Southern University Ag Center

Greetings & Opening Remarks

De'Shoin York, Ph.D., *Vice Chancellor for Extension & Outreach,*
Southern University Ag Center

Welcome and Greetings

C. Reuben Walker, Ph.D.
Executive Vice Chancellor & Director of Development, Southern University Ag Center and the College of Agriculture, Human and Environmental Sciences

*** (PARTNERS PLEASE STAND) ***

Michael Stubblefield, Ph.D., *Vice Chancellor, Office of Research and Strategic Initiatives, Southern University and A&M College*

Cynthia "Cindy" Carrier
Program Manager, Louisiana Apex Accelerator

Jo Ann Lawrence, *Louisiana Deputy District Director,*
U.S. Business Administration, New Orleans, LA

Stephanie R. Hartman, *Director, Small Business Services,*
Louisiana Economic Development

Conference Instructions for the Day

Brian Keith Phillips, Ph.D.

Special Presentations

De'Shoin York, Ph.D., *Vice Chancellor for Extension & Outreach,*
Southern University Ag Center

Agricultural Education Technical Assistance and Training Program

*** (AWARDEES PLEASE STAND) ***
Ada Womack Bell



"Connecting Businesses with Contracts From Local to Global"

Special Recognition Sponsors/Vendors

Brian Keith Phillips, Ph.D.

9:15 AM – 10:00 AM

General Session/Keynote Speaker (SU Student Union/Ballroom)

Title: Client Value Creation, Maintaining Integrity, Organizational Development

Presenter: Robert Newman, *Global International Solutions*

10:00 AM – 10:15 AM

Break/Matchmaking - Meet with Exhibitors

10:15 AM – 11:15 AM

Concurrent Sessions

SU Student Union – Capital

- Session 1: Will Campbell Jr. – Breaking the Lending Code
- Session 2: Will Campbell, III – Small Business Lending Products

Valdry Center for Philanthropy – Procurement Ready

- Session 3: Cindy Carrier – Are You Procurement Ready?
- Session 4: Barbara Robillard – Best Practices & Procedures in Procurement

SBDC - Contracts

- Session 5: Marjorae Ball and Gail Brogan – Registrations and Certifications Clinics
- Session 6: Colleen Broussard-Perry – Responding to RFIs, IFBs, and RFP

11:15 AM – 11:30 AM

Break/Matchmaking - Meet with Exhibitors

11:30 AM – 12:30 PM

Concurrent Sessions

SU Student Union – Capital

- Session 1: Kimberly Burbank – Meet a Community Development Financial Institution (CDFI)
- Session 2: Larry Dents, Jr. – Understanding the 5 C's of Credit

Valdry Center for Philanthropy – Procurement Ready

- Session 3: Cindy Carrier – Are You Procurement Ready?
- Session 4: Kenyatta Sparks – Louisiana Unified Certification Program (DBE Certification for the State of Louisiana)

SBDC - Contracts

- Session 5: Marjorae Ball and Gail Brogan - Registrations and Certifications Clinics
- Session 6: Jo Ann Lawrence – I'm Registered, I'm Certified Now What? - Next Steps After Certification



19TH Annual Procurement Conference 2024

THURSDAY APRIL 11TH

"Connecting Businesses with Contracts From Local to Global"

12:30 PM – 4:00 PM

Lunch (SU Student Union/Ballroom)

Presiding

Joshua McDonald, MPA, Nutrition Education Programs Coordinator, Southern University Ag Center

Greetings

Jo Ann Lawrence, Louisiana Deputy District Director, U.S. Business Administration, New Orleans, LA

Donald Andrews, Ph.D., Dean of the College of Business, Southern University and A&M College

Invocation

Will M. Campbell, Jr., MA, Director, b1 Bank Foundation

*** (LUNCH IS SERVED) ***

Lunch Presentation

Keynote Speaker

Title: Marketing Strategies - Developing and Implementing Successfully

Presenter: Todd W. Smith, Dubb Hubb Marketing Group LLC

Round Table

Title: CPA Fireside Chat - 100 Black Women

Presenter: Ted Soileau, CPA and Jermay Woodley

Special Recognition

Brian Keith Phillips, Ph.D.

Door Prizes and Recognition

Brian Keith Phillips, Ph.D.

5:00 PM – 7:00 PM

Closing Reception/Networking

Thank You Sponsors!





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MARJORAE BALL

Marjorae Ball is the Economic Development Specialist for the Louisiana District Office, where she is actively engaged in marketing of the Small Business Administration's (SBA) programs and services. Through outreach and marketing, she is responsible for training: various organizations and small businesses, as well as building and maintaining of collaborative alliances/partnerships with resource partners to further the SBA's mission. She also functions as the District Office's Public Information Officer which expands the SBA brand throughout the State of Louisiana, thus increasing visibility and awareness of SBA products, programs and services to all small business stakeholders and to the general public.



COLLEEN BROUSSARD-PERRY

Colleen Broussard-Perry is a passionate advocate for individual and community development and social justice, known for her dedication to empowering marginalized communities and fostering meaningful change. With over 30 years of experience in government contracting, Colleen brings a wealth of expertise to her role at the LA APEX Accelerator team.

Colleen joined the LA APEX Accelerator in December 2019, following her retirement in 2018 after 35 years of Federal Government Service. Throughout her distinguished career, Colleen served in various capacities, including Contract Specialist, Contract Administrator, and Contracting Officer. She has extensive experience in contract pre-award, award, post-award, administration, and closeout, overseeing a wide range of contracts including Construction, Supply, Service, Grants, Leasing, and Architect-Engineering contracts.

In recognition of her outstanding contributions, Colleen Broussard-Perry received the SBA 8(a) Advocate Award at the SBA 8(a) Retreat. This prestigious award was bestowed upon her for her instrumental assistance with 8(a) application and certification for LA APEX Accelerator clients, particularly LA businesses pursuing 8(a) certification.

Throughout her tenure in contracting, Colleen undertook diverse duty assignments, including roles at US Army, NASA, US Air Force, US Army Corps of Engineer, Defense Contract Management Agency, General Services Administration, United States Department of Agriculture, Department of Interior Park Services, Department of Veteran Affairs, and Louisiana Air National Guard.

Colleen's commitment to public service and community empowerment is evident in her work. She continues to be a dedicated advocate for justice, equity, and inclusion, leveraging her expertise to drive positive change and create opportunities for all.

Beyond her professional endeavors, Colleen is an avid hiker and outdoor enthusiast. She resides in Gonzales, LA, with her husband, James, and is the proud mother of three accomplished daughters.





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KIMBERLY BURBANK

Kimberly Burbank serves as the State of Louisiana Community Development, VP for The First Bank. Achieving annual loan, investment, and service goals requires building relationships with other financial institutions, government, and non-profit organizations to effectively ensure capital access within the bank's footprint. Since 2000, her work with these sectors leveraged capital to benefit small businesses, commercial developers, and diverse neighborhood capacity building organizations. Burbank previously worked for the U.S. Peace Corps, Woodforest National Bank, Neighborhood Housing Services of New Orleans, HRI Properties, Palesa Development, the City of New Orleans Office of Community Development, and Orleans Parish Public School System. She looks forward to increasing the bank's strategic partnerships.



WILL M. CAMPBELL, JR., MA

Will M. Campbell, Jr., MA is the Director b1 Foundation the community outreach organization of b1 Bank. We previously served as VP of Commercial Services/ Mortgage Retail and the SBA Manager for Capital One Bank's SBA Lending Division, governing financial matters with the Small Business Administration. Prior to joining Capital One, Will served as the Director of the Louisiana Small Business Development Center at Southern University. He was responsible for overseeing and managing the center, while providing business consulting for citizen in seven parishes. The center had a strong focus in creating entrepreneurs in Baton Rouge and the surrounding areas, with a special emphasis in contractual services. Will is currently serving as an adjunct professor at Southern University, where he teaches Entrepreneurship in the MBA program.



In addition, Will was the regional manager at Liberty Banks throughout the Baton Rouge and Opelousas regions. He also has over 30 years of experience in the financial services industry; including his roles as the Vice President/ Banking Center Manager for Bank One, and a Branch Manager for Wells Fargo Financial.

Will Campbell is well known for his involvement in the lending industry, economic development programs, and community outreach initiatives. His experience in lending has empowered him to help many small businesses define and achieve their goals. His areas of expertise include loan packaging, strategic business planning, bank management and entrepreneurship. He is also the Senior Pastor of Serenity Praise and Worship Tabernacle Church and a Managing Partner of Millennium Consulting Network, Inc.

Will is most proud of his 17 years of service as a Captain in the United States Army Reserves, where he served as a Traffic Management Officer and Family Support Liaison.

Will received his Master of Arts degree in Management and Leadership from Liberty University. He received a certificate of Entrepreneurship Educators from Babson College, and he is currently pursuing his Ph.D. in Management and Leadership.



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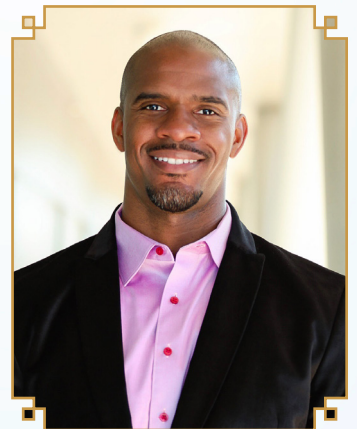
CYNTHIA "CINDY" CARRIER

Cindy Carrier is the Program Manager for University of Louisiana at Lafayette's statewide LA APEX Accelerator. In 2022, LA APEX won the national association, APTAC's "Outstanding Project Award" and Carrier was elected as Regional Director to represent 11 Program Managers and 90 counselors/members in AK, LA, NM, OK, and TX. In the past, LA APEX has been awarded APTAC's "Outstanding Center" and "Humanitarian Award". She was awarded the Small Business Administration's Louisiana Small Business Advocate of the Year. Cindy earned her Certified Procurement Professional certification and has been awarded the Fellows Award by National Association of Contract Management based in McLean, Virginia. She was a Subcontracting Director for General Dynamics working on the Superconducting Super Collider project. While with General Dynamics, she was responsible for contract administration totaling \$26.5 million and received the General Dynamics Outstanding Contributions to Small Business Program award. She received her MBA from Southeastern Louisiana University and has 35 years' experience in government procurement and contract administration.



LARRY DENTS, JR.

Larry Dents, Jr. is a Business Development Officer/Lender with Guaranty Bank. He graduated from Southern University with an Accounting degree. Larry has over two decades of experience in banking and customer service and he knows what borrowers need in a lender. At least one of those decades has been assisting small business and commercial clients. His goal is to develop a deep understanding of your financial situation, build a relationship with you and find lending solutions to help you reach your financial goals.





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JO ANN LAWRENCE

As the Deputy District Director for the Small Business Administration Louisiana District Office, JoAnnLawrence manages the district office staff. She is responsible for providing effective leadership, management, staff development, and oversight to ensure optimization and deployment of SBA programs and services. She has extensive experience and expertise in providing business development, financial management, contracting, and procurement assistance to small businesses. She is a nationwide expert on the 8(a) Business Development program, HUBZone certification, Woman-owned Small Business certification, Veteran-owned Small Business Certification, 7(j) Management and Technical Assistance, Joint Ventures and Mentor Protégé Programs. Lawrence is frequently called upon for training initiatives across the country, and she has worked on several standard operating procedures (SOP) manuals in all areas of small business development. Jo has more than 49 years of service with the Federal Government, all with SBA.

Jo Ann is a 2017 graduate of the Excellence in Government Fellows Leadership Program. She has completed several Army procurement training courses including Basic ALMC, Government Contract Administration, Types of Government Contracts, Government Contract Negotiation Techniques, and Government Contract Law. She has successfully completed the Pre-Commercial Credit Analysis Course, the Level I Loan Officer Training in Basic Commercial Credit Analysis, Personnel Management for Supervisors, New Markets Training and the Federal Marketing Courses, several of the National Contract Management Association's contract training courses, the Office of Personnel Management Leadership Assessment Program: Level II, SBA's Positive Leadership Course, and several other leadership and management courses. Mrs. Lawrence studied accounting at Southern University in New Orleans.

Her recognitions and awards include:

- **May 11, 2023:** Recognized and honored as a Most Valuable Partner by New Orleans Business Alliance.
- **June 26, 2022:** Recognized and honored as a Leader

in Entrepreneurship and Economic Empowerment.

- **July 15, 2021:** Advocate of the Year Award presented by the SBA Deputy Associate Administrator for Field Operations
- **April 2021:** Nominated for the Samuel J. Heyman Service to America Medals (Sammies) as part of Public Service Recognition Week 2021
- **January 24, 2021:** Pandemic Unsung Hero for Economic Development from the National Coalition of 100 Black Women New Orleans Chapter, Inc.
- **July 2019:** Recognized by the SBA Associate Administrator for Field Operations for 45 years of service
- **April 15, 2019:** Business and Community Champion Award for outstanding leadership and contributions to small businesses in Louisiana from Southern University and A & M College
- **July 14, 2016:** 2016 Small Business Advocacy Award for Federal Government National Award, Washington, D.C., Annual ACT-IAC Small Business Growth Symposium
- **July 24, 2014:** Honored by the Mayor of New Orleans, Senator Mary Landrieu, Congressman Cedric Richmond, Louisiana District Office and others for 40 years of service to the small businesses
- **April 2014:** Recognized by the Association for Enterprise Opportunity as a Microbusiness Champion for her support of ProsperityNOLA and microbusinesses in Louisiana
- **August 2013:** Louisiana Minority Supplier Development Council's 2013 Leadership Award
- **August 2002:** Minority Advocate of the Year Award - Gulf South Minority Supplier Development Council





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ROBERT NEWMAN

Robert Newman is a visionary leader, entrepreneur, and strategist renowned for his exceptional contributions to the business landscape. As the Owner, President, and CEO of Global Solutions International (GSI), Robert spearheads the organization with unparalleled expertise and foresight, shaping its strategic direction and ensuring its continued success.

With a profound commitment to excellence, Robert has dedicated his career to driving innovation and fostering growth within GSI. His strategic leadership has propelled the organization to new heights, establishing it as a key player in the global market. Under his guidance, GSI has flourished, consistently exceeding expectations and delivering exceptional results.

Robert's journey to success is marked by a relentless pursuit of knowledge and a passion for personal and professional development. He holds a Master of Science in Organizational Leadership from Columbia Southern University, complemented by a Bachelor of Science in Workforce Education Development from Southern Illinois University. Currently pursuing a Doctorate in Business Administration from California Southern University, Robert exemplifies a lifelong commitment to learning and growth.

In addition to his academic achievements, Robert is a certified practitioner in various leadership and management methodologies, including MBTI, FIRO B, EQi 2.0, and several others. His diverse skill set and deep understanding of organizational dynamics enable him to effectively lead and inspire teams to achieve excellence.

Beyond his professional endeavors, Robert is deeply engaged in giving back to the community. He actively participates in philanthropic initiatives and mentors aspiring leaders, sharing his knowledge and expertise to empower others to reach their full potential.

Robert Newman's remarkable journey serves as a testament to the transformative power of visionary leadership and unwavering dedication. His relentless pursuit of excellence continues to drive GSI forward, shaping a brighter future for the organization and the communities it serves.

Key Note Topic of Discussion

The Future of Leadership

I will offer insights into emerging trends, technologies, and paradigms shaping the future of leadership, and discuss how leaders can prepare themselves and their organizations for the challenges and opportunities ahead.





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BARBARA ROBILLARD

Barbara is an energetic and assertive top producing business leader with a proven track record of success in building small and large business models; promoting enterpueual leadership, economic growth, educational growth, maximize business potentials, supply diversity and inclusion strategizes from years of professional experience and expertise in the business management, transformative leadership development and the procurement marketplace. Barbara has a Bachelor of Science in Education.

With over 25 years of executive leadership experience and coaching in the business and educational marketplace. Barbara brings to organizations the knowledge and hands on servant leadership strategies to support challenges faced by businesses as they work to successfully achieve sustainability of their business; empower and impact their team to collective greatness!



Previously serving as the Executive Director of Procurement for a large school district where she lead and provided leadership and management in the areas of procuring professional services (Architects, Engineers, Superintendents, Lawyers, Certified Public Accountants, etc.), In addition to providing professional services, procurement, she has led and managed the solicitation process to procure construction services, general contractors; facility maintenance equipment/services, technology products and services, vehicles, supplies materials, curriculum materials, presenters, etc. Her portfolio includes proposal writing submissions valuing \$5B through contract award and management; experienced in project management, process management, personnel management while exhibiting integrity, dependability, and professionalism. Leading and managing a team of over 20 employees including a 64K warehouse shipping and distribution center with excellence complying with local, state, and federal regulatory compliances resulting in winning numerous awards. Barbara knows first-hand the impact positive learning environments have on current and future business leaders! She understands the importance of effective communication, working collaboratively with individuals and teams. She is committed to providing unwavering professionalism and dedication to the success of small to large organizations!

Barbara believes in 'collective greatness'!



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TODD W. SMITH

Todd W. Smith is an entrepreneur from Los Angeles, CA who graduated from Southern University and A&M College with a degree in Marketing. He started his first company while a sophomore in college and by the age of 24 he co founded one of Baton Rouge's premier specialty contracting firms, California Hardwood Floors Inc. While running the contracting business and being an active real estate investor, he became the "go to guy" for the marketing needs for all the contractors in his network. As a result of their success, in 2014 he formed the Dubb Hubb Marketing Group LLC (dubbhubb.com).



Since then, Todd has consistently helped contractors and home improvement companies profit wildly through proven marketing strategies. Being community led, he has always been involved in civic and area revitalization organizations. A founding member of the Highland Gardens East Civic Association, a former member of the Economic Freedom Association, served on the Mayor's Equity and Justice Commission Committee, a member the Baton Rouge Area Chamber Leadership Group, and a graduate from SBA Thrive Emerging Leaders Program. While serving in these organizations and having a desire to promote his own community passion projects, he realized that most nonprofit organizations don't implement proven direct marketing strategies and struggle to stay in existence with no real control of their cash flow. Deeply disturb by the fact that so many great organizations aren't getting the services they provide to the communities that so desperately need them, He crated a marketing automation system for small business and entrepreneurs to help solve this dilemma.

With a deep understanding of small businesses, and community agencies, Todd and his team are able to offer highly effective automated marketing solutions that reach a well defined target audience and achieve optimal measurable results. With the cross-pollination of evidence based prevention strategies and proven direct marketing techniques, they are able to connect home improvement contractors with their idea clients and heighten the awareness of public and private sector organizations, helping them meet their most important goals.



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KENYATTA SPARKS

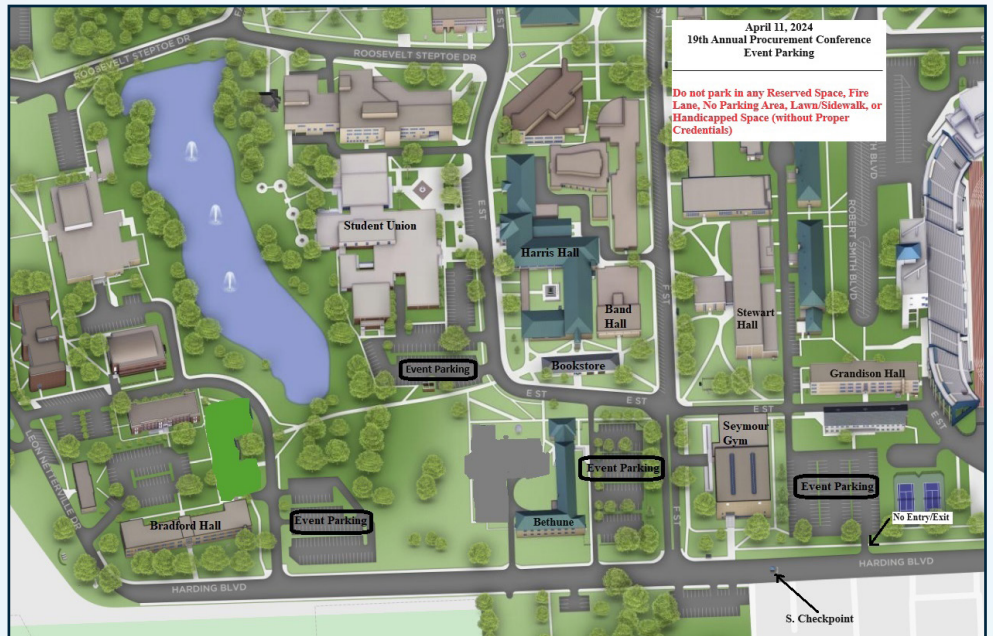
Kenyatta Sparks is the Program Manager for SJB Group's DBE Supportive Services Division. His firm is currently under contract with LADOTD Compliance Programs to assist them with facilitating their DBE Program. Kenyatta is responsible for providing "NO COST" technical assistance to firms that are DBE Certified in the Louisiana Unified Certification Program, as well as assisting them with developing business relationships with prime contractors and growing their businesses. Kenyatta also currently has contracts with East Baton Rouge Parish/ City of Baton Rouge and the Baton Rouge Metropolitan Airport, to assist them with establishing DBE and SEDBE goals for their projects, while also functioning as the SEDBE certifying agency for EBRP. Kenyatta is a native of New Orleans, LA and a resident of Gonzales, LA. He and his lovely wife of twenty-five years, Janelle Sparks, share three children – Keyanta StCyr, Jared Sparks, and Adam Sparks - and two grandchildren - Rylee Thompson and Khari Emory. A dual sport Hall of Fame recipient at The Southern University A&M College in football and track, Kenyatta strives to equip the DBEs with the proper tools to be successful in the industry. As a result of his unwavering commitment to contribute to success of women and minority owned businesses, he has been recognized by the Baton Rouge Metropolitan Black Chamber of Commerce as one of The Capital Region's 100 Most Influential Black Men and serves on the Board of Directors for The Wallace Foundation, The Baton Rouge Black Chamber of Commerce, and The Reimagine Women's Center.



TED SOILEAU, CPA
Ted Soileau, CPA, LLC



JERMAMY WOODLEY
Ted Soileau, CPA, LLC



*****Please see parking location map (above) for the 19th Annual Procurement Conference that will be held on Thursday, April 11, 2024. The parking will be first-come first-serve. We will not be able to reserve any parking areas.*****