

# Financial Empowerment Convention

- B** Basic Financial Literacy Track    **C** College Student and Young Adult Affinity Group Session
- M** Community-Engaged Scholarship Affinity Group Session    **E** Economic and Community Development Track
- N** Entrepreneurship & Business Ownership Track    **F** Faith-based Affinity Group Session    **G** General Session
- H** Health and Wellness Track    **L** LatinX/Hispanic Track    **P** Private VIP Affinity Group
- R** Professional Workforce Development Track    **S** Senior Track    **V** Veterans Track

## Saturday, April 12

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### BALLROOM (LOWER LEVEL)

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10:45am – 5:30pm		<b>Visit the Exhibitors!</b>
12:00pm – 1:30pm	G	<b>Lunch and Exhibition/Vendors and Networking General Session</b>
5:00pm – 5:30pm	G	<b>Closing Ceremonies General Session</b> <i>Speakers, Presenters, Panelist...: Me'Shae Rolling, MPA, John Ginty</i>

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### EXHIBITION HALL A

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8:00am – 9:00am	G	<b>Registration, Continental Breakfast and Breakfast Yoga General Session</b> <i>Speakers, Presenters, Panelist...: John Ginty, Sha-Asia, Otto the Orangeman</i>
9:00am – 10:00am	G	<b>General Session-Welcome &amp; Introductory Remarks General Session</b> <i>Speakers, Presenters, Panelist...: Me'Shae Rolling, MPA, John Ginty, Bishop Dr. H. Bernard Alex, John Mannion, NYS Senator Rachel May, Pamela J. Hunter, J. Ryan McMahon, Deputy Mayor Sharon Owens, Otto the Orangeman, CenterState CEO Ambassadors</i>

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### EXHIBITION HALL B (MAIN STREET LEVEL)

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6:00pm – 9:00pm	G	<b>FinancialFest: Indoor Street Festival and Block Party General Session</b> <i>Speakers, Presenters, Panelist...: Me'Shae Rolling, MPA, Lakisa Terrell (LaKisa Renee), Otto the Orangeman</i>
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### MEETING ROOM 1

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10:00am – 11:30am	B	<b>Concurrent Breakout Session A01 - Budgeting, Spending and Saving Basics: Controlling your cash without letting your cash control you Basic Financial Literacy Track</b>
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1:30pm – 3:00pm	B	<b>Concurrent Breakout Session B01 - Understanding, Building &amp; Improving Credit and Managing Debt</b> <b>Basic Financial Literacy Track</b> <i>Speakers, Presenters, Panelist...: Jason Baribeau</i>
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3:30pm – 5:00pm	B	<b>Concurrent Breakout Session C01 - Identity Theft, Cybersecurity and Protecting Yourself from Fraud and Scams: Presented by The Better Business Bureau</b> <b>Basic Financial Literacy Track</b> <i>Speakers, Presenters, Panelist...: Bret Dewhurst</i>
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#### MEETING ROOM 10

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10:00am – 11:30am	B	<b>Concurrent Breakout Session A10 - Video Screenings</b> <b>Basic Financial Literacy Track</b> <i>Speakers, Presenters, Panelist...: Dr. Lomax R. Campbell, MBA, PMP, LSSBB, RYT, Gwen Webber-McLeod, Tamika D. Otis, Tommi Billingsley, Mark S. Hall, Bishop Ronald B. Dewberry</i>
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1:30pm – 3:00pm	B	<b>Concurrent Breakout Session B10 - Vision Boarding</b> <b>Basic Financial Literacy Track</b> <i>Speakers, Presenters, Panelist...: Colette K. Powers, CEPA</i>
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3:30pm – 5:00pm	B	<b>Concurrent Breakout Session C10 - Video Screenings</b> <b>Basic Financial Literacy Track</b> <i>Speakers, Presenters, Panelist...: Gwen Webber-McLeod, Dr. Lomax R. Campbell, MBA, PMP, LSSBB, RYT, Tamika D. Otis, Mark S. Hall, Bishop Ronald B. Dewberry, Tommi Billingsley</i>
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#### MEETING ROOM 2

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10:00am – 11:30am	N	<b>Concurrent Breakout Session A02 - What's the difference between a Hobby, Side Hustle, Entrepreneurship and Business Ownership?</b> <b>Entrepreneurship &amp; Business Ownership Track</b> <i>VIP Host/Hostess: Kimberly Mitchell</i>
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1:30pm – 3:00pm	N	<b>Concurrent Breakout Session B02 - The triumphs and challenges of running a brick-and-mortar business enterprise</b> <b>Entrepreneurship &amp; Business Ownership Track</b> <i>VIP Host/Hostess: Melody R. Smith-Johnson, ThM, MSM</i> <i>Speakers, Presenters, Panelist...: Youlanda Hudgins-Johnson, Dreamer L. Glen, Cjala A. Surratt, Laura Cueva, Sharron Y. Pearson</i>
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3:30pm – 5:00pm	N	<b>Concurrent Breakout Session C02 - How do I price myself as a Professional Services Consultant, and how do I get paid on time?</b> <b>Entrepreneurship &amp; Business Ownership Track</b> <i>Speakers, Presenters, Panelist...: Susan Crossett, Eileen Baugh, Jordan Davis, Keonna Franklin, Shelly Whyland</i>
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#### MEETING ROOM 3

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10:00am – 11:30am	R	<b>Concurrent Breakout Session A03 - How do you know when it's time to leave your day job and start or grow a business?</b> <b>Professional Workforce Development Track</b> <i>VIP Host/Hostess: Anne Messenger</i>
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*Speakers, Presenters, Panelist...: Davine Bey, Dr. Lomax R. Campbell, MBA, PMP, LSSBB, RYT, Vendor: S'Marie Photography LLC and SMG Consulting Services of CNY - Shaneika Ford, MBA, Nikita Jankowski*

1:30pm – 3:00pm	R	<b>Concurrent Breakout Session B03 - The Fine Art of Strategic Networking to get that job or promotion that's the right fit to advance your career (so you're never really unemployed)</b> <b>Professional Workforce Development Track</b> <i>VIP Host/Hostess: Jody Frawley</i> <i>Speakers, Presenters, Panelist...: Davine Bey, Nalisa Clark, JD, Osupa Katya T-Davis, Tayari Shaw, Monifa Wilcox</i>
3:30pm – 5:00pm	N	<b>Concurrent Breakout Session C03 - Creating your business' Cash Flow Statement (along with Profit &amp; Loss and Balance Sheet)</b> <b>Entrepreneurship &amp; Business Ownership Track</b> <i>Speakers, Presenters, Panelist...: Robert Griffin</i>

#### MEETING ROOM 4

10:00am – 11:30am	F	<b>Concurrent Breakout Session A04 - Poverty, Prosperity or Stewardship?</b> <b>Faith-based Affinity Group Session</b> <i>Speakers, Presenters, Panelist...: Pastor Jordan Carter</i>
1:30pm – 3:00pm	C	<b>Concurrent Breakout Session B04 - Scholarships &amp; Student Loans: Triage, Hunkering Down in the current climate</b> <b>College Student and Young Adult Affinity Group Session</b> <i>VIP Host/Hostess: George J. Lynch</i> <i>Speakers, Presenters, Panelist...: Ahmeed Turner, Jessica Clare Calhoun</i>
3:30pm – 5:00pm	M	<b>Concurrent Breakout Session C04 - The Concrete Ceiling: The Effects of Gendered Racism and Black Women's Career Mobility</b> <b>Community-Engaged Scholarship Affinity Group Session</b> <i>Speakers, Presenters, Panelist...: Dr. Tatiana C. Parker, Ed.D., Dr. Tomerial Brooks Sanderson, LCSW, MBA</i>

#### MEETING ROOM 5

10:00am – 11:30am	E	<b>Concurrent Breakout Session A05 - Meet the Funders of Syracuse's Top Foundations: How does local funding work?</b> <b>Economic and Community Development Track</b> <i>VIP Host/Hostess: Tamika D. Otis</i> <i>Speakers, Presenters, Panelist...: Sheena Solomon, Melanie Littlejohn, Margaret (Meg) O'Connell</i>
1:30pm – 3:00pm	E	<b>Concurrent Breakout Session B05 - Economic Development and Revitalization the Southwest and Southside of Syracuse</b> <b>Economic and Community Development Track</b> <i>VIP Host/Hostess: Laiza Semidey</i> <i>Speakers, Presenters, Panelist...: Cal Corriders, Indaria Jones, Chino Ingram, Walter Dixie</i>
3:30pm – 5:00pm	N	<b>Concurrent Breakout Session C05 - What are various POS (Point of Sale) Instruments available to me as a merchant/vendor?</b> <b>Entrepreneurship &amp; Business Ownership Track</b> <i>Speakers, Presenters, Panelist...: Nicholas J. Goodman</i>

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**MEETING ROOM 6**

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10:00am – 11:30am	B	<b>Concurrent Breakout Session A06 - Pathway to Homeownership Basic Financial Literacy Track</b> <i>Speakers, Presenters, Panelist...: Valissa Rice, Amanda Pascall, John Harris</i>
1:30pm – 3:00pm	B	<b>Concurrent Breakout Session B06 - Estate and Succession Planning, Wills and Trusts: What happens to my assets after...? Basic Financial Literacy Track</b> <i>Speakers, Presenters, Panelist...: Hillary Warner, Mazaher E.G.E. Kaila, Esq.</i>
3:30pm – 5:00pm	N	<b>Concurrent Breakout Session C06 - Arts Entrepreneurship: How to generate income and revenues as a visual and performing artist Entrepreneurship &amp; Business Ownership Track</b> <i>VIP Host/Hostess: Dr. James H. Rolling, Jr., Ed.D.</i> <i>Speakers, Presenters, Panelist...: Jaleel A. Campbell, London Ladd, Maria DeSantis</i>

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**MEETING ROOM 7**

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10:00am – 11:30am	H	<b>Concurrent Breakout Session A07 - Personal accounts of male leaders in our community willing to share their stories of health &amp; medical crises and their road to recovery Health and Wellness Track</b> <i>Speakers, Presenters, Panelist...: Steve Gorzynski, Mark S. Hall</i>
1:30pm – 3:00pm	H	<b>Concurrent Breakout Session B07 - Helping others and achieving success, but at what cost? What does it really take to live the life you dream of and desire apart from earning a living? Health and Wellness Track</b> <i>Speakers, Presenters, Panelist...: Gwen Webber-McLeod, Me'Shae Rolling, MPA</i>
3:30pm – 5:00pm	H	<b>Concurrent Breakout Session C07 - The secrets to aging gracefully and living a long, healthy, purpose-driven life Health and Wellness Track</b> <i>Speakers, Presenters, Panelist...: Merriette Chance Pollard, MA</i>

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**MEETING ROOM 8**

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10:00am – 11:30am	L	<b>Concurrent Breakout Session A08 - Financial Literacy En Español LatinX/Hispanic Track</b> <i>VIP Host/Hostess: Jesus M. Rolon</i> <i>Speakers, Presenters, Panelist...: Smerlyn Carrasco</i>
10:00am – 5:30pm	L	<b>Meet the LatinX/Hispanic Hosts/Hostesses and Ambassadors LatinX/Hispanic Track</b>
1:30pm – 3:00pm	L	<b>Concurrent Breakout Session B08 - From Barriers to Breakthroughs: Empowering Latino Entrepreneurs in Accessing Debt Financing LatinX/Hispanic Track</b> <i>Speakers, Presenters, Panelist...: Mauricio Mercado, PhD</i>
3:30pm – 5:00pm	L	<b>Concurrent Breakout Session C08 for the LatinX/Hispanic Track - Access to Capital: How to fund your business LatinX/Hispanic Track</b> <i>Speakers, Presenters, Panelist...: Yahaira Zapata</i>

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**MEETING ROOM 9**

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10:00am – 11:30am	S	<b>Concurrent Breakout Session A09 - Protecting Seniors from Elder Fraud, Scams and Abuse</b> <b>Senior Track</b> <i>Speakers, Presenters, Panelist...: Thomas Dellwo</i>
1:30pm – 3:00pm	S	<b>Concurrent Breakout Session B09 - Medicaid Financial Preparation</b> <b>Senior Track</b> <i>Speakers, Presenters, Panelist...: Christine Stanford</i>
3:30pm – 5:00pm	S	<b>Concurrent Breakout Session C09 - Defining Medicare and EPIC and the prescription drug discount associated with this program</b> <b>Senior Track</b> <i>Speakers, Presenters, Panelist...: Gabrielle C. Dotterweich, Theresa Cangemi, CSA, CLTC -- Retirement Health Plans Made Simple<sup>SM</sup> (Formerly: Medicare Made Simple, LLC)</i>

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**VIP ROOM A**

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10:00am – 5:30pm	N	<b>Meet the MWBE VIP Hosts/Hostesses and Ambassadors</b> <b>Entrepreneurship &amp; Business Ownership Track</b>
1:30pm – 3:00pm	N	<b>How Chambers of Commerce can help your business grow and thrive</b> <b>Entrepreneurship &amp; Business Ownership Track</b> <i>VIP Host/Hostess: Deshanna C. Wiggins</i> <i>Speakers, Presenters, Panelist...: Jamar D. Clarke, Anthony Gaddy, Jessica Abbott</i>

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**VIP ROOM B**

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10:00am – 5:30pm	V	<b>Veterans Entrepreneurship sponsored and hosted by The Lender Center at Syracuse University</b> <b>Veterans Track</b> <i>VIP Host/Hostess: Dr. Kendall R. Phillips, Ph.D., Dr. Kira Kristal Reed, Ph.D.</i> <i>Speakers, Presenters, Panelist...: Rosalinda Maury, Dr. Willie D. Reddic, Ph.D., Mauricio Mercado, PhD, Dr. Yolanda Christophe, Ph.D., Ricardo A. Lopez</i>
10:00am – 11:30am	V	<b>Concurrent Breakout Session D01-Veterans and Entrepreneurship</b> <b>Veterans Track</b> <i>VIP Host/Hostess: Dr. Kendall R. Phillips, Ph.D.</i> <i>Speakers, Presenters, Panelist...: Linda Euto, Corrinne B Zoli, Mauricio Mercado, PhD, Dr. Yolanda Christophe, Ph.D., Dr. Kira Kristal Reed, Ph.D., Arielle Badger Newman</i>
1:30pm – 3:00pm	V	<b>Concurrent Breakout Session D02 -Implicit Bias in Supply Chain Relationships</b> <b>Veterans Track</b> <i>Speakers, Presenters, Panelist...: Dr. Yolanda Christophe, Ph.D., Ricardo A. Lopez</i>
3:30pm – 5:00pm	V	<b>Concurrent Breakout Session D03 - Inequity in Healthcare Premiums</b> <b>Veterans Track</b> <i>Speakers, Presenters, Panelist...: Dr. Willie D. Reddic, Ph.D.</i>

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**VIP ROOMS C/D/E**

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10:00am – 5:30pm	P	<b>Green Room for Sponsors, Speakers, Panelists and Presenters sponsored by Brackens Financial Solutions Network</b>
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**Private VIP Affinity Group**

*Speakers, Presenters, Panelist...: Vicki Brackens, Michael Jennings*

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