

APRIL 17-18, 2019 | NAVY PIER

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WEDNESDAY MORNING | APRIL 17, 2019

The Pricing Beatdown | 9:00 am – 10:00 am

Now that you are at the discussion table, what can you do to secure the winning price/contract? Is it always the lowest price that wins the contract? Come hear key Chief Procurement Officers discuss what they want vendors, like you, to do during Contract/Pricing Negotiations.

Moderator: Stefanie Garcia, Executive Vice President, Water Integrated Treatment Systems

Panelists: David Zaccagnini, US Chief Procurement Officer, Head-IT, Operations & CRE Procurement, BMO Financial Group; **Catherine Shackelford**, Vice President, Supply Chain, US Cellular; **Camille Batiste**, Vice President, Global Procurement, Archer Daniels Midland Company; **Byron Holden**, VP Procurement, CDW

The Open Discussion:

The Future of Supplier Diversity and Supply Chain Management | 10:15 am – 11:15 am

Supplier Diversity has come a long way over the past few decades, but faces new challenges as the business World evolves. This panel discussion will be a candid conversation about the greatest challenges facing supplier diversity programs, including emerging industries, the current business and political climate, and the impact of supplier reduction initiatives.

Moderator: Mark Hands, Supplier Diversity Program Manager, Federal Reserve Bank of Chicago

Panelists: Shelia Morgan, President, Chicago MSDC; **Jerome' Holston**, Director, LGBT Chamber of Commerce of Illinois; **Barbara Lumpkin**, Interim President and CEO, Urban League; **Jaime di Paulo**, President and CEO, IHCC; **Chiling Tong**, President and CEO, Asian & Pacific Islander American Chamber of Commerce & Entrepreneurship; **Michael Cabrera**, Manager, Diverse Business Empowerment, Exelon Corporation

The 78: The Greatest Power for Change | 11:15 am – 12:15 pm

The 78 Project will bring \$7 billion of economic activity to the city. As the largest undeveloped parcel of land in downtown Chicago, this 62-acre site in the South Loop will soon be home to Chicago's 78th neighborhood. Related Midwest plans to build a model for how socially-responsible development can transform communities when strategic resources are invested.

Moderator: Megan Nakano, Director of Marketing, ChicagoMSDC

Presented by: Don Biernacki, Senior Vice President Construction, Related Midwest



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WEDNESDAY AFTERNOON | APRIL 17, 2019

A New Recipe to Spice Up Your Marketing Mix | 1:00 pm – 2:00 pm

Which key ingredients are missing from your recipe for success? This session explores advanced strategies for brand development and lead generation with multi-media content marketing. This session will also include a demo of new augmented reality technology and an invitation to showcase your company's brand in a new outreach campaign.

Presenters: **Jared Kelly**, Principal Consultant, CEI Media Group and **Paul Litardo**, General Manager, MOTR GrafX, LLC

Tales from the Abyss | 2:15 pm – 3:15 pm

As most business owners know, success doesn't happen overnight, and it often happens after many failures. Hear how business owners have overcome failure, adversity, and challenges to their growth by leveraging financial resources and other business partnerships.

Moderator: **Jill Davis**, VP Marketing/Global Supplier Diversity, JP Morgan Chase

Presenters: **James Webb Jr.**, President, Nation Builders Construction Group and **Michael Chin**, Vice President, First Midwest Bank.

The Obama Presidential Center:

Creating a New Model for Diversity & Inclusion in Chicago | 3:15 pm – 4:15 pm

Please join representatives from the Obama Foundation for a presentation and discussion about the future Obama Presidential Center in Jackson Park and the opportunities it presents for diverse communities. Presenters will discuss the commitments the Obama Foundation has made in regards to community engagement, diversity, and inclusion. Attendees will also learn about the various contracting opportunities presented by the construction of the Center in Jackson Park and other opportunities to contract with the Obama Foundation.

Moderator: **Shelly Brown**, Diversity Solutions Leader, AON

Panelists: **Jackie Gomez**, Director of Real Estate Inclusion, Obama Foundation; **Eric Foster**, Director of Strategic Sourcing and Business Diversity, Obama Foundation; **Roark Frankel**, Director of Planning and Construction, Obama Foundation; **Jamie-Claire Flaherty**, Director of Strategic Initiatives, Obama Foundation

Workshops are sponsored by **JP Morgan Chase**. For additional conference info please visit www.cbofevents.com



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