



We Care Worldwide's Young CEOs Entrepreneur Conference
Sponsored by WorldVentures
Saturday, May 17 University of Missouri at St. Louis Student Millennium Center



Register for the workshop(s) you want to attend at www.youngceos.biz/may17event.htm
Be sure to arrive a few minutes before the scheduled start time. Pre-registered guests have reserved seating.

SGA Room Schedule (3rd floor)

Time	SGA	Activity	Activity Description	
10:00 – 10:45	x	Workshop	How to create and sustain a successful global business	Tiahmo Rauf. Chairman, AUAAG
11:00 – 11:45	x	Community Service	How to leverage what and who you know to improve your community	The Demetrious Johnson Foundation
12:00 – 12:45 pm	x	Web Biz Bootcamp: What you must know if you have business on the Web	How to protect your website name and build your brand	Steve Conley, CEO We Care Worldwide
1:00 – 1:45	x	Workshop	How to meet supplier guidelines for Fortune 1000 multi-million dollar contracts	Sandra Marks, CEO Marks & Associates
2:00 – 2:45	x	Workshop	How to get radio and TV advertising for the price of newspaper ads	Cheri Renee , Host <i>Your Business Success Matters</i>
3:00 – 3:45	x	Workshop	How to speak like a pro and star in your own ad commercials	Cheri Renee , Host <i>Your Business Success Matters</i>
4:00 – 4:45	x	Business Plan Basics for Entrepreneurs	How to write business plans that get funded	Art Porter, VP – Marks & Associates
5:00 – 5:45	x	Economic Reciprocity: An online travel company that gives back to the community	How to become a successful travel industry professional, earn substantial income, and get great discounted travel benefits.	Penny Larry – Event Sponsor. Co-owner World Ventures
6:00 – 6:45	x	The Power of the Vote	How young people can use their voting power to shape issues and transform their communities	Connie Johnson MO State Rep.

Century Rooms A/B Schedule (3rd floor)

	Room	Activity	Activity Description	
	Century	Opening Remarks		
8:30 – 9:30 am	x	Prayer Breakfast	Doing Business with Saints Prayer Breakfast (max. 50 people). Networking, fellowship, praise and worship.	Evangelist Penny Larry, Doing Business With Saints
10:00 – 10:45	x	Credit Theft: How to Avoid It Part I	Prepare to be entertained as Gene Turner explains how your credit score affects your business, how to get off the pre-approved credit card list, actions you can take today to reduce the risk of identity theft and more	Gene Turner , Certified Identity Theft Risk Management Specialist and author of <i>Identity Theft Revealed</i>
11:00– 11:45	x	Workshop	The Center for the Acceleration of African American Business - Creating Institutions of Wealth Owned by African Americas	Eddie Davis, Director, Center for the Acceleration of African American Business
12:00 – 12:45	x	Workshop	The Identity Theft Epidemic : Individuals Facts vs Fiction, The Five Areas of Identity Theft, How To Protect You and Your Family!	Ed Schumer , Group Security Specialist, Pre-Paid Legal & DeMarco Davidson – Rep.
1:15 –2:45	x	Panel Presentation	You and Your Business 101: Getting Started, Getting Money, and Creating Success	Marcelle Rhone – Principal STL Collaborations ; Erica Willis – Dir. Minority Business Development City of St. Louis ; Cedric Clarkson, Ex. Dir. of the Progressive Black Business Coalition
3:00 – 4:30	x	The Business of Hip Hop	A look at the money-making businesses behind the Hip Hop Moguls	Tatum Polk - VP Fillmore Street Brewery , and others in the industry
5:00 – 5:45	x	Credit Theft: How to Avoid It Part II	It takes more than one session for Gene Turner to tell you about how to avoid identity theft. One of the takeaways is a resource list to help you protect your credit and identity	Gene Turner , Certified Identity Theft Risk Management Specialist, Pickpocket entertainer, and author of <i>Identity Theft Revealed</i>
6:00 – 7:30		Workshop	The Identity Theft Epidemic in Businesses The Identity Theft Epidemic Business: How to Position Yourself to Provide Identity Theft Protection for Businesses and Individuals. Market Trends, Analysis, Need in the Marketplace	Ed Schumer , Group Security Specialist, Pre-Paid Legal & DeMarco Davidson – Rep.

**Room 314 3rd Floor
SPA Room**

		Activity	Activity Description	
10:00 – 5:00 Workshop 11:00 – 1:00pm		Ancient-Future Wellness: Discussion and Demonstrations Workshop attendees can register for private appointment.	How to better understand what your body is trying to tell you and what you should do to take care of it. Nutrition; Meditation; Self-help	Kelly Wimbley , Wellness practitioner, and Associates

Pilots House (1st floor)

	Pilot House	Activity	Activity Description	
10:00 – 10:45 am	x	Braiding and Hair Restoration	The art and science of taking care of your hair while wearing beautiful braids	Denise Curry, Curried Braids
11:00 – 12:30	x	Makeover or Make-up - Getting the Look You Want	Monica Graves, make-up artist to the stars, will demonstrate how to make the most of your natural assets, and demonstrate her craft on “live” models from the audience	Monica Graves
1:00 - 1:45	x	Workshop	How to import Hair and other Beauty supplies from China & How to become a top quality hair distributor and own your own business	Terry Briggs, Chairman, Jaguar Luxury Remi Hair
2:00 – 2:45	x	Workshop	How to tap into the multi-billion dollar Black Beauty Supply industry	Devin Robinson , author, Taking It Back Black
3:00 – 4:30	x	Hair & Beauty Showcase	Ladies of Elegance	Sojohna Bell, owner – Ladies of Elegance Salon

7:00 –9:00 pm	x	The State of The Black Hair Industry	<p>Topic Overview: Why a discussion on The State of The Black Hair Industry</p> <p>How small salons can save money through group buying - from Luster, the largest manufacturer of Black beauty supplies</p> <p>The role of Black ownership of beauty supply stores in Black communities – from Devin Johnson, author of Taking it Back Black</p> <p>The financial advantages of importing hair and other beauty supplies directly from China, and how entrepreneurs can take advantage of it</p> <p>Owners of St. Louis Beauty Salons Ladies of Elegance and Technicuts share their experiences with The State of The Black Hair Industry</p> <p>The Black Beauty Supply Association explains its role in The Black Hair Industry</p> <p>Culture, economics, and wellness</p>	<p>Panel Moderator – Cheri Renee, radio host of Your Business Success Matters at UMSL radio</p> <p>Panelists:</p> <p>Event Host: Steve Conley</p> <p>Industry Experts: Terry Briggs Blondie Henderson Devin Robinson</p> <p>STL experts and salon owners: Sojohna Bell Jeannette Conley MeKaat – Nationally acclaimed Fashion designer, Natural hair artist, Salon owner</p> <p>Terry Vincent – Publicist, Magazine editor</p> <p>Kelly Wimbley - wellness practitioner</p>
---------------	---	--------------------------------------	--	---