

Center for Innovation
& Entrepreneurship



WOMEN & MINORITIES IN ENTREPRENEURSHIP CONFERENCE

#TUBREAKINGDOWNBARRIERS

#TUENTREPRENEURSHIP

FRIDAY, SEPTEMBER 21, 2018

@LaunchPadTU

AGENDA

09:00 AM- 09:45 AM

Networking

09:45AM- 10:00 AM

Opening Session

10:00 AM- 10:45 AM

Panel 1- Diversity in Tech

11:00 AM- 11:45 AM

Panel 2- Diversity in Social Media

12:00 PM- 12:45 PM

Lunch & Speed Networking

01:00 PM- 01:45 PM

Panel 3- Diversity in Media

02:00 PM- 02:45 PM

Keynote - H. Taylor Walls

03:00 PM- 03:45 PM

Breakout Session



KEYNOTE

H. TAYLOR WALLS



Taylor Walls is an accomplished advocate, leader, entrepreneur, coach, and athlete. The driving force in her career has been to inspire, motivate, and mentor others to follow their talents and passions to achieve their goals. Taylor began playing basketball as a youth and spent many years as an amateur and professional basketball player. She works with athletes on and off the court.

Taylor Walls is a woman of many firsts. She is the first athlete to receive a full collegiate scholarship in her high school's history where she still holds the scoring record in girls' basketball and the state championship trophy. She was the first woman inducted into the Davidson County Sports Hall of Fame. She is among the first players at the University of North Carolina at Chapel Hill to receive honors at First Team All Atlantic Coast Conference. She is the only Division One athlete to have played, coached, commentated, and officiated for Division 1 Basketball. Taylor is on the list of UNC at Chapel Hill's Female Athletes Top 100 and is recognized by UNC-Chapel Hill and the NAACP of as one of the first African American female athletes to receive a scholarship for Women's Basketball.

Taylor Walls is an experienced Television Sports Analyst, Motivational Speaker, Athletic Consultant and Sports Agent Advisor to collegiate athletes. Taylor is involved with basketball clinics locally and internationally, such as her "Love and Basketball Camp for Girls", Michael Jordan's Flight School, and "Hoops for Hope in Managua, Nicaragua, featuring WNBA and NBA players. She has served as a Senior Director for the largest urban revitalization project on the east coast. Taylor earned her undergraduate degree at the University of North Carolina in communications. She is currently working on a global mobile sports and entertainment app that will "Change the way YOU play".

SPEAKERS

JADE MERRITT, MODERATOR



Jade Nicole Neverdon Merritt is a public speaker, influencer and nonprofit leader. She is the content creator and editor in chief of the lifestyle brand & blog, Charm City Pretty, which highlights the positive happenings in her hometown of Baltimore while also seeking to create a movement of confident & fearless women who seek to inspire change, grow businesses and build community within the city.

ALYSHA JANUARY



Alysha January is the Marketing and Development Manager at the Historic Charles Street Association and co-owner of Busheler's of Baltimore. She is an activist who is very passionate about creating equality, inclusion, and diversity throughout the community. She created a blog and instagram account called Discover Charm City to highlight Baltimore's small businesses, local food scene, and her personal life-style. She was most recently selected as one of Baltimore Sun's 25 Women to Watch in 2017. She has lived in Baltimore for seven years

CHYNO THE BLUE BEARDED FOODIE



Chyno, the Boy with the Blue Beard is a celebrated Baltimore Foodie + Life personality. His charismatic and vibrant personality have gotten him lots of media attention: Travel Channel's Food Paradise, the Wall Street Journal, Baltimore Sun, Baltimore Style, Baltimore Business Journal, Baltimore's WJZ, and Bmore Lifestyle on Fox 45. Chyno is a social justice advocate as well as a strong proponent of medical cannabis and works avidly to fight prevalent stigmas and broaden the conversation about mental health.

PORTIA OBENG



Portia Obeng, founder of The Black Bachelorette, is a social media strategist and content manager. She has planned and executed several successful social media campaigns and has a special interest in Instagram campaigns. She uses data and trends to develop tactics that help social media accounts grow followers and deepen engagement. She also enjoys helping people develop healthy relationships with social media and provides tips on how to climb out of the mindless rabbit hole that people often fall into while scrolling.

SPEAKERS

CARELY MILLIGAN



Carley Milligan is the digital editor at the Baltimore Business Journal and has been with the company since 2016. In her role, Carley serves as the first rung for breaking news and is also responsible for the publication's website and social media accounts. Carley graduated from Towson University in 2016 with an English major and Mass Communication minor and spent four years working for TU's student-run newspaper, The Towerlight, including one year as Editor-in-Chief.

KELLY SWOOPE-HOLLOWAY



Kelly Swoope joined the WMAR-2 News team in July 2003. She anchors WMAR-2 News at 5, 6 and 11 and does a weekly story called "Cutting through the Chaos" to help busy moms sort through all that is going on. In addition to volunteer work with the Baltimore City Health Department, Komen Maryland and Casey Cares, Kelly is active in her sorority, Delta Sigma Theta and the Jack and Jill Baltimore chapter.

TIA GOODSON



Tia Goodson is a freelance producer and production coordinator for film, TV, and video with a career in the industry spanning almost a decade. She has worked on projects with HBO, NBC Universal, Sony/Marvel, BET, ESPN, and a slew of major brands from tires to beauty products and apparel just to name a few. Ms. Goodson studied Documentary Filmmaking at The George Washington University and received her BA in History with a Photography minor from Howard University both located in Washington, DC.

STEPHEN BABCOCK



Stephen Babcock is Market Editor for Technical.ly Baltimore. A graduate of Northeastern University, he moved to Baltimore following stints in New Orleans and Rio Arriba County, New Mexico. His work has appeared in The New York Times, Baltimore Fishbowl, NOLA Defender, NOLA.com/The Times-Picayune and the Rio Grande Sun.

SPEAKERS

PAVA LAPERE



Pava LaPere is the cofounder and President of TCO Labs, Inc., a nonprofit to foster undergraduate entrepreneurship at Johns Hopkins University. She is the founder and Director of The Hatchery, the incubator for student-run startups, nonprofits, and small businesses at the JHU Homewood Campus. Recently, Pava and a small team have spun out EcoMap, a company that intelligently maps out entrepreneurial ecosystems, making it easy for entrepreneurs to find the resources that are right for their ventures.

ALLIE TSCHUELIN



Allie Tscheulin, a Baltimore native and Towson alumna, is the VP of Business Development at Yet Analytics, a learning data analytics software company. Allie works with organizations to design, develop and execute learning and performance analytics to better employees and learners alike. With a background in Art History, Allie also volunteers at several Baltimore art museums and makes time to travel as much as possible.

DESHUNA SPENCER



DeShuna Spencer is the Founder/CEO of kweliTV, a video streaming network that curates undiscovered and award-winning indie films, documentaries, web series and children's programming of the global black community. She is also a radio host/producer of emPower Hour, a weekly social justice show on DC's 89.3 FM WPFW. Previously, she served as founding publisher of emPower magazine where she launched the emPower Players Awards honoring community activists of color.

MCKEEVER CONWELL, MODERATOR



McKeever E. (Mac) Conwell, II, is a Baltimore native and attended Morgan State University, majoring in Computer Science. In 2006 at the age of 19 he joined a co-op program with the Department of Defense where he achieved Top Secret Security Clearance. In October of 2009 Mac co-founded his first tech startup, Given.to. The Given.to team successfully completed two accelerators, Accelerate Baltimore and NewMe Accelerator, where he was later named entrepreneur-in-residence.