

Derby Diversity & Business Summit

Intersecting to Unleash Economic Opportunities

Wrap Up & Overview
2019

TITLE PARTNER



PRESENTING PARTNER



CO PARTNER



PARTNERS



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WHAT WE DID

Year two completely surpassed our expectations, with double-digit growth from year one, we saw many new faces from around the world. From our intense Art of Negotiation Contest, the Titan Meet Titan Match Maker, to the Derby Diversity Fashion Show and the Inaugural DDBS Awards, the 2019 Summit had many new concepts that are still making buzz within the Diversity Community.

Our Speakers, Corporate Sponsors and Diverse-owned businesses representing women-owned, minority-owned, veteran-owned and the LGBTBE communities networked and discussed opportunities within the Diversity Community all week long. Coupled with one-of-a-kind receptions, galas, Oaks, and Derby experiences, we'll all share memories from 2019 for a lifetime! Not only did we connect with other diverse business entities and corporate procurement and D&I leaders, but marketers whom are making corporate investment decisions – a group not often found at many diversity conferences.



APRIL 30 - MAY 4, 2019

212 ATTENDEES



42 MATCHMAKER MEETINGS



2 RECEPTIONS



3 KEYNOTE SPEAKERS



4 PANEL DISCUSSIONS



DERBY FASHION SHOW



DDBS AWARDS



2 DAYS AT TRACK FOR KY OAKS & DERBY



4 GALAS/PARTIES





ANNOUNCING THE DDBS AWARD WINNERS!

DDBS LIFETIME ACHIEVEMENT AWARD 2019



Allen Cawley
SOAR



Nathaniel E. Green
NE Green & Associates Inc.



Victoria Russell
Papa John's International



Daniel Boren
Nissan

DDBS CORPORATE-
PEOPLE AWARD 2019

DDBS CORPORATE-
PROCESS AWARD 2019

DDBS CORPORATE-
PRODUCT & SERVICE
AWARD 2019



Bill Carstanjen
Churchill Downs Incorporated

DDBS DIVERSE OWNED
BUSINESS- PRODUCT &
SERVICE AWARD 2019



Cecil Brookins
EnovaPremier

DDBS CORPORATION
OF THE YEAR
AWARD 2019



DDBS DIVERSE OWNED
BUSINESS OF THE YEAR
AWARD 2019



DDBS AWARD WINNERS!

DDBS GOVERNMENT PARTNER
OF THE YEAR AWARD 2019



Kelly Watson Stallard
Louisville Metro Government

DDBS NON PROFIT
ORGANIZATION OF
THE YEAR AWARD 2019



Verna Goatley
Louisville Metro Government

DDBS NON DIVERSE
OWNED BUSINESS OF
THE YEAR AWARD 2019



Josh Miller
IDEAS xLab

DDBS DIVERSE OWNED
BUSINESS OF THE YEAR
AWARD 2019



Michael Markiewicz
Pure Path Capital Group



Erica Fields
Brooks Grain, LLC







A LETTER FROM OUR FOUNDER & VICE CHAIR

Dear Community Partners,

When the concept for the Derby Diversity & Business Summit was born, we never imagined it would be embraced so quickly. The overwhelming support we have received not only within the business community, but on corporate, governmental, and philanthropic levels, has shown us that this is our moment.

From our certification partners, to our corporate sponsors, our steering committee, our advisory committee, and each and every one of you, we are proving that we are stronger together, that we have momentum.

Embracing diversity means that we need access to one another, so we can network and learn from each other. While we, as certified diverse-owned business leaders, each have our own focus and set of concerns, one thing we all share is a vision that is inclusive. Our presence here shows that commitment, and the value we place in each other and ourselves.

We are more grateful than we can express to our steering committee liaisons. Without your belief in the vision for the Derby Diversity & Business Summit, your particular understanding of the needs of LGBTBE-owned, women-owned, minority-owned, and veteran-owned businesses, without your trust in us, your connections, your acumen, and all of your hard work and planning, none of this would be possible.

A special thanks also goes to our certification partners for their belief in this collaboration. While the Derby Diversity & Business Summit is where we all come together, it simply couldn't happen without the foundation they have provided and their belief in the true spirit of diversity.

We also thank our corporate sponsors for their support and for recognizing the value of this event. While other conferences speak to one facet of our diverse communities, our sponsors' recognition that The Derby Diversity & Business Summit serves us all while consolidating spending is key. The access this event provides allows corporations to become more engaged with diverse-owned suppliers at a moment when the expense of multiple yearly conferences might otherwise make diversity less of a priority.

We couldn't be more proud of what this collaboration has become. Here at the Derby Diversity & Business Summit, we are seeing the future: diverse business leaders working together, finding and building common ground, identifying paths toward growth and prosperity for our communities and ourselves, and building power together.

The future looks brighter than ever before and we couldn't have done it without you.

Sincerely,
Tawana Bain & Cheryl Borland
Founder/Chair & Vice Chair





14



15



“

One of the benefits of being a part of this particular business summit – aside from the opportunity to participate in the greatest 2 minutes in sports – is the opportunity to not only **connect** with other **diverse business entities** as well as other **corporations** that are looking to grow their business through **diversity and inclusion**. When you do business with a diverse owned business, you **grow your business at least 14%**. So for those folks that haven't engaged in an opportunity like this yet, come to this conference, learn **best practices** and then figure out a **strategy** on how to move your company **forward**.

– **David Tandy** from Bingham Greenbaum Doll, LLP & KY Diversity Chamber of Commerce

”



HOW WE DID IT

WORKED HARD

NEGOTIATION TRAINING

+

PANELS

+

INCLUSIVE CONTENT

&

PLAYED HARD

MIX AND MINGLES

+

GALAS

+

RECEPTIONS

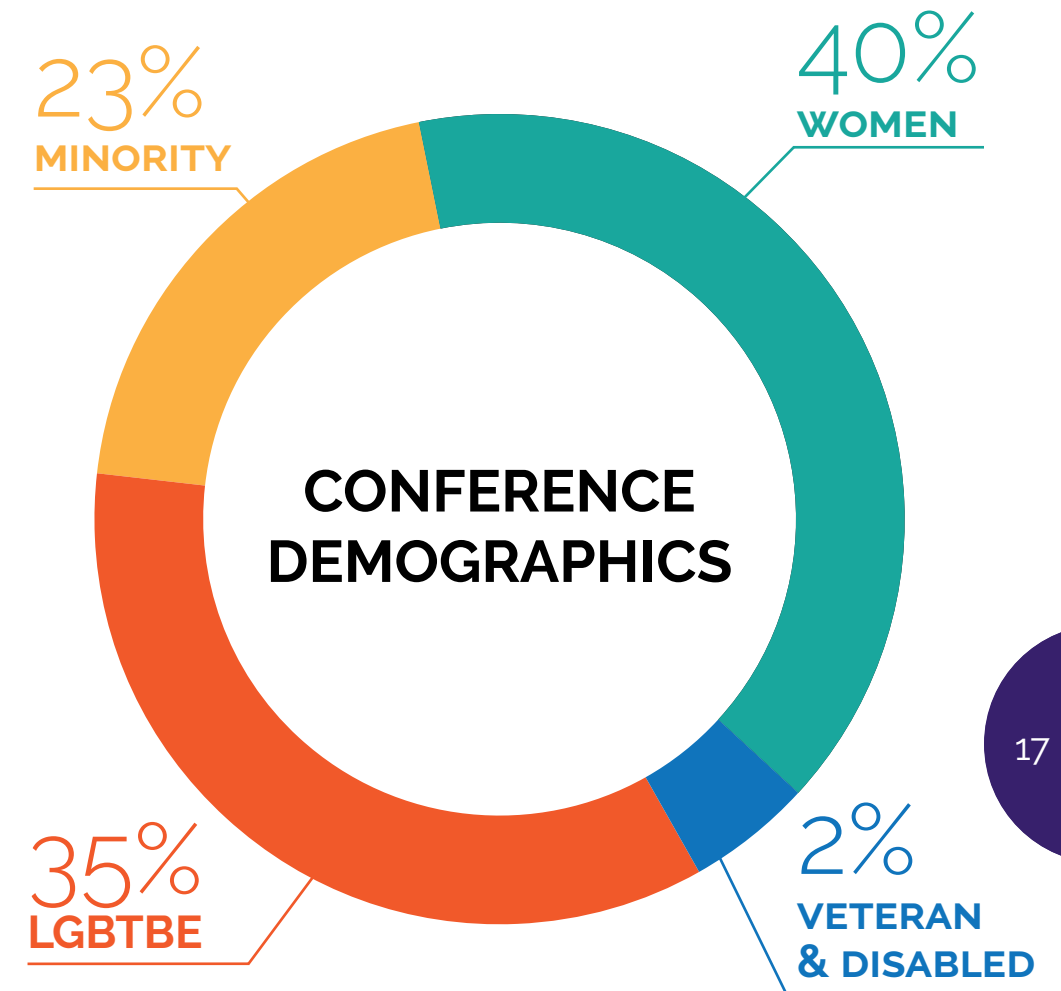
+

ON TRACK NETWORKING

16



WHO WE DID IT WITH



17

SUMMIT ATTENDEES:

212

SUMMIT SPONSORS:

40

CORPORATE SPONSORS:

15

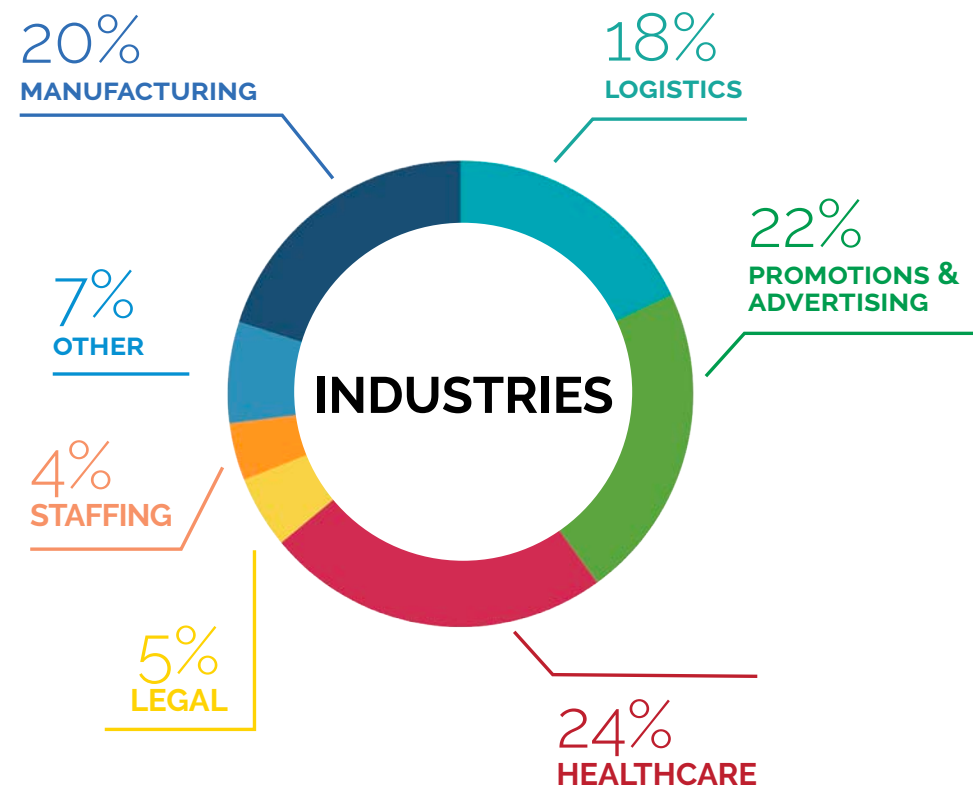
THE IMPACT



100%
plan to participate
next year

Who Attended?

1. CEOs
2. Presidents
3. Business Owners
4. Founders
5. Lawyers
6. Directors of Diversity Strategy
7. VPs New Business Development



100%
made amazing
connections

42
matchmaker
sessions



\$5,000
donation to CIVITAS

**Data provided as reported by outreach survey and attendee follow ups*

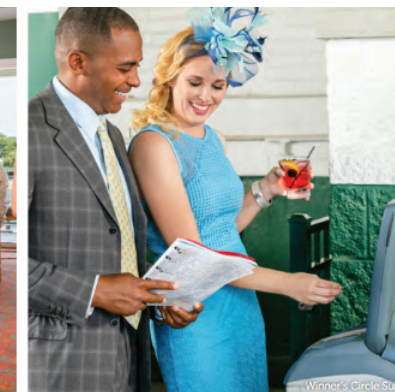
THE SUITES

at Churchill Downs



CHURCHILL DOWNS

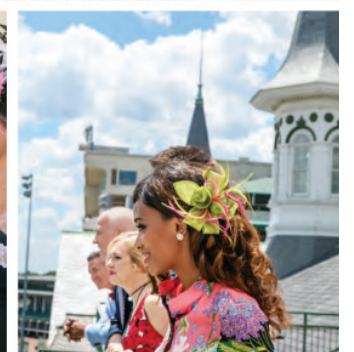
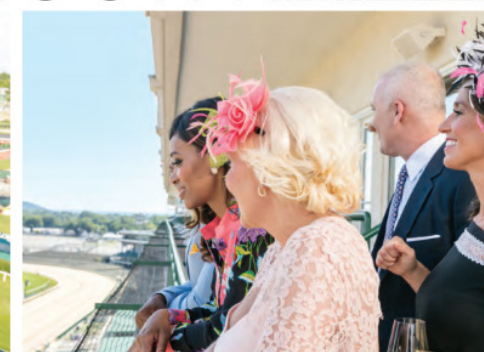
Home of the Kentucky Derby®



SUITE
EXPERIENCE



SUITE
BALCONY



DDBS AND CIVITAS

The mission of the Derby Diversity & Business Summit (DDBS) is to drive innovative strategies to attract diverse consumers while promoting the intersection of best in class diverse business leaders within the Executive Workforce and Global Supply Chain. Each year DDBS provides funding to a chosen non-profit organization that provides year-round programming and education to diverse business leaders.

The seed to create CIVITAS was planted during DDBS 2018 after many of the attendees had the opportunity to learn and engage with the leadership from the National Gay & Lesbian Chamber of Commerce (NGLCC) who attended the Summit as guest speakers. The momentum swelled out of the desire of many stakeholders from Louisville, Cincinnati, Lexington, and beyond to create a LGBT business chamber focused on supporting and cultivating a thriving LGBTBE business community.

CIVITAS officially launched at DDBS 2019 as the official regional chamber of commerce for the Ohio River Valley for LGBTBE and ally businesses, and has been established as NGLCC's national affiliate network, which represents a membership of over 1000 LGBTBEs. NGLCC worldwide is comprised of 60 affiliate chambers spanning the globe. CIVITAS received a \$5000 grant from DDBS to launch.

The main objectives of CIVITAS include:

- To grow the number of LGBT-certified businesses in the Ohio River Valley (Kentucky, Southern Ohio, Southern Indiana).
- Support corporations in creating inclusive workplaces, expanding supply chain investments and becoming effective advocates for the LGBT community.
- Expand investment in and support for LGBT entrepreneurs.

Since the Derby Diversity & Business Summit 2019, CIVITAS has taken several strides towards supporting their goals and objectives which include:

- Expanding recruitment of members and certified LGBT BE's in the Cincinnati area
- Initiated the project "We C You" to raise awareness of LGBT businesses and LGBT people in the workforce.
- Partnered with the Louisville City Council to pass an ordinance to include LGBT Business Enterprises in their diverse supplier base.

The financial support and connections derived from the Derby Diversity & Business Summit to cultivate projects such as CIVITAS are just two of the many ways DDBS can help positively impact diversity initiatives around the globe.



DDBS AND NAWBO

NAWBO was the 2018 DDBS Grant recipient in 2018 the Derby Diversity & Business Summit donated a \$5,000 grant to NAWBO, a non-profit organization that supports, provides resources, aids opportunities and forms partnerships among the woman-owned business community. The National Association of Women Business Owners (NAWBO), Louisville Chapter, is THE essential community for all women business owners with a diverse group of members supporting, encouraging, teaching and sharing with each other. No matter what stage a business may be in -- from brand-new start-ups to longstanding, publicly held companies -- their programs and initiatives support the woman entrepreneur.

The GROW program helps NAWBO members to grow their business to higher levels of success. NAWBO Grow was formed as an answer to a call for action to help women who often struggle at each stage in their businesses. Whether the business is "new-born," "middle-aged," or "silver," there are different challenges to be addressed and NAWBO Grow addresses each of these stages and gives women the resources necessary to progress in a positive direction from one stage to the next. Derby Diversity & Business Summit was proud to partner with such an organization as we strive to support diverse business owners.



The energy has been nonstop since the first message. This is a place where you can connect with each other and together we can be more powerful. I believe this event will be the premier event for supplier diversity across the nation.

-Lisbeth Lundstedt

from Huntington National Bank

The first ever Diversity Derby Summit was transformational. As a supplier diversity professional, I was inspired and excited to see suppliers from across diverse groups, buyers from companies spanning the spectrum of hyper local to global, and attendees with expertise across purchases, human resources, and D&I. This is a great first step and I know the Summit will only continue to grow.

-Andrew Butler

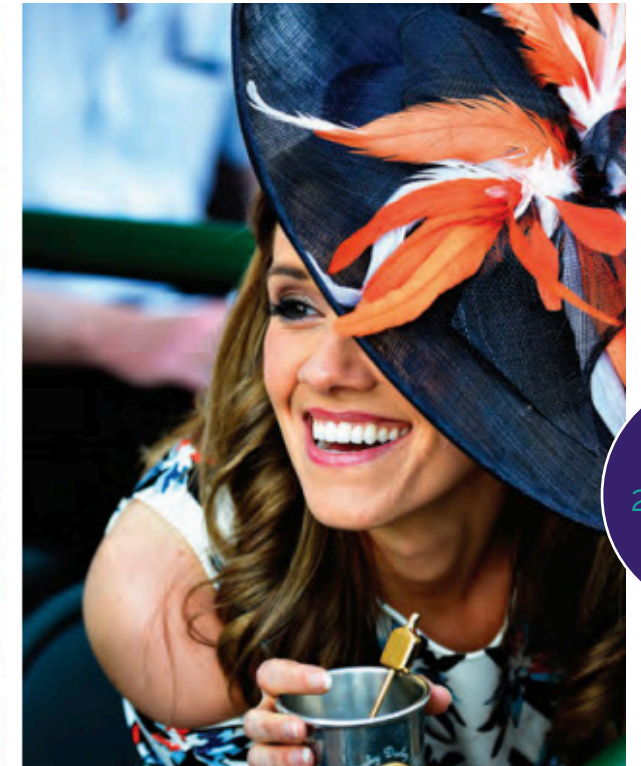
from Procter & Gamble

PRESENTATION of the ROSES

Sponsored by:



DDBS was selected to present the Roses after the Official Kentucky Derby!



CONGRATULATIONS TO THE FOUR VETERANS SELECTED TO PRESENT!



BRYAN J READ
PRESIDENT & FOUNDER,
KEYSTONE GENERAL
CONTRACTING AND
TECHNOLOGIES



STEVEN EASLEY
CEO, EASLEY BLESSED



ROB RICKMAN
CEO, RICKMAN
ENTERPRISE GROUP, LLC



BRIAN TOOLEY
CEO, BRIAN TOOLEY
RACING



@derbydiversity
#NewWayToDerby



WE HOPE TO SEE YOU IN
2020



W | www.derbydiversity.com

E | info@derbydiversity.com

A | P.O. Box 70149
Louisville, KY 40270-0149