



The National Center
for American Indian Enterprise Development

Native Edge Institutes – Onamia, Minnesota

Brought to you by The National Center for American Indian Enterprise Development (NCAIED) and funded in part by the Small Business Administration

Native Edge Institutes

June 23, 2022, 9:00 AM – 5:00 PM CDT Lunch Provided

Limited onsite seating to the first 50 and pre-recorded before a live audience, the edited webinar will be available online-TBD

Grand Casino Mille Lacs 777 Grand Avenue Onamia, MN 56359

Register at: <https://register.gotowebinar.com/register/5745096012543815952>

Excel Your Business and Grow to Excellence

Agenda Thursday June 23, 2022, 9:00 AM – 5:00 PM CDT

9:00 AM – 9:30 AM: Welcome Remarks

Moderator: Yvette Fielder, Program Director, NCAIED

Derrick Watchman, Chairman of the Board NCAIED; Native American Bank, Board of Director (invited)

Melanie Benjamin, Chief Executive/Tribal Chairwoman at Mille Lacs Band of Ojibwe (confirmed)

Joseph S. Nayquonave, Commissioner of Corporate Affairs, Mille Lacs Corporate Ventures (confirmed)

Brian McDonald, District Director, Small Business Administration (confirmed)

9:30 AM - 10:15 AM: Economic Opportunities-Procurement, Forecasts and Processes to Becoming a Vendor In this session we will learn about the various Economic Development Opportunities working with the City of Minneapolis, Tribe, and Tribal Ventures, and learn about bid opportunities, forecasts, and learn how to leverage your business to do business with the various departments and how they assist small businesses in their communities.

Moderator: Yvette Fielder, Program Director, NCAIED

- Aaron Anderson, Vendor Management Specialist, State of MN (confirmed)

10:15 AM – 10:45 AM Procurement Technical Assistance Centers: Program Services Overview-PTAC's: This session you will learn about how the PTACs provide local, in-person counseling and training services for you, the small business owner. They are designed to provide technical assistance to businesses that want to sell products and services to federal, state, and/or local governments, you will learn about various ways on how to best market yourself and how to get involved with Government Contracting for your small business, the various programs and services will be discussed.

Moderator: Yvette Fielder, Program Director, NCAIED

- Darren Osborne, Program Manager, Ponca Economic Development Corporation (PEDCO) PTAC (confirmed)
- Staci Stoerzinger, Program Manager, East-Central/Northeastern MN PTAC (confirmed)

10:45 AM – 12:00 PM: Marketing your Small Business while Leveraging Business Certifications
Learn how certification programs under the SBA program can benefit your business to grow. This session will cover Small Business Contracting Programs to leverage your business to success. Certifications that will be discussed include the 8(a) Business Development, HUBZone, Service-Disabled Veteran Owned Small Business, Women Owned Small Business and Economically Disadvantaged Women Owned Small Business Programs.

Moderator: Amber Childs, Acting Program Manager, NCAIED

- John Shoraka, GovContractPros (confirmed)

12:00 PM – 1:00 PM Leadership Lunch Panel

We will hear from local programs in the TBD community and learn more about how to involve your business and learn about program services, benefits and how to support your business goals.

Moderator: Yvette Fielder, Program Director, NCAIED

- Joe Nayquonabe, Mille Lacs Commissioner of Corporate Affairs (confirmed)
- Matt Varilek, President & CEO, Initiative Foundation (confirmed)
- Andy Wells Sr., President and CEO, Wells Technology (confirmed)

1:00 PM – 1:45 PM: The Export Journey – learning the basics and available resources on how to sell to international markets. With more than 70% of the world's purchasing power happening outside of the United States, Small & Medium Businesses in the U.S. can benefit from learning how to identify, assess, and execute on market opportunities abroad. The U.S. Commercial Service is here to connect you to global markets.

Moderator: Kyia Jackson, Business Development Specialist, NCAIED

- Santiago Davila, Commercial Officer, Minneapolis U.S. Export Assistance Center (confirmed)

1:45 PM – 2:45 PM: Overview of Small Business Federal Contracting, Set-aside Programs, Updates, New Rules & Regulations: In this session learn how to leverage your certification with Joint Venters and more. We will review eligibility criteria, affiliation concerns, program benefits, and discussions on how to maintain eligibility. And review the New Rules and Regulations.

Moderator: Amber Childs, Acting Program Manager, NCAIED

- John Shoraka, GovContractPros (confirmed)

2:45 PM – 3:30 PM: The Business Plan (place holder) the Business Model Canvas is a strategy and management tool that allows you to describe, design, and correct your business model. It's a powerful visual chart that clearly lays out the process for how you can make money and deliver products and services. It forces you to focus on strategic elements that matter most to your business and is easily adaptable, requires less time *than* a traditional business plan, and uses a universal template. Attendees will learn about the nine elements, how it works, and complete *their* business model as each area is discussed.

Moderator: Yvette Fielder, Program Director, NCAIED

- Rebecca Rowe, Regional Director, North Central SBDC, Central Lakes College (confirmed)

3:30 PM – 4:15 PM: Access to Capital

Small Businesses are often in need of capital. The right capital can achieve growth, job creation and accomplished mission and vision while inadequate preparation can result in catastrophic losses.

Moderator: Yvette Fielder, Program Director, NCAIED

- Rebecca Rowe, Regional Director, North Central SBDC, Central Lakes College (confirmed)

4:15 PM – 4:45 PM: 40 under 40

In this session we will hear from current and past winners of the 40 under 40 winners from the National Center for American Indian Enterprise Development and learn about what they are doing and what current programs they are working on.

Moderator: Yvette Fielder, Program Director, NCAIED

- Matt Roberson, Executive Director, Mille Lacs Band of Ojibwe, Department of Athletic Regulation (confirmed)
- Wendy Merrill, Assistant General Manager, Grand Casino Mille Lacs (confirmed)

4:45 PM: Closing Remarks, Derrick Watchman, Chairman of the Board, NCAIED (invited)

5:00 PM: Survey, Yvette Fielder, Program Director, NCAIED