



Presented By:  
The State of Indiana  
Minority and Women's Business Enterprises Division  
in conjunction with Saint Mary's College

**N O R T H**



**C E N T R A L**

# Business Conference



**March 12, 2014**

8:00 a.m. - 4:00 p.m.

Saint Mary's College Student Center

Notre Dame, IN



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# From the Commissioner's Desk



Welcome to the 2014 North Central Indiana Business Conference!

Today's Minority and Women's Business Enterprise Division is working more successfully than ever before to foster participation by minorities and women in Indiana state government contracts. The Minority and Women's Business Enterprise Division is now under the leadership of Deputy Commissioner Terrie Daniel, whose experience and commitment to diversity in government contracting is outstanding. With Terrie's leadership, state government will more completely measure its minority and women's participation as vendors to ensure the goals of the Governor's Commission on Minority and Women's Business Enterprises are met.

You will also see by the 2014 Business Conference agenda that we are assisting our state certified businesses in achieving greater success in every aspect of their business relationships. I congratulate the business entrepreneurs who have taken advantage of today's opportunity to gain educational resources through the excellent workshop sessions on the agenda. Additionally, the businesses here today can assist you in leveraging your organization's success, so please meet them because they are here as a resource for you.

The state of Indiana needs every Hoosier business to succeed. We hope this Business Conference will help your business achieve sustainability and success.

Sincerely,

A handwritten signature in cursive script that reads "Jessica Robertson". The ink is dark and the signature is fluid and legible.

Jessica Robertson, Commissioner  
Indiana Department of Administration

# Welcome



Welcome to the North Central Indiana Business Conference!

My team and I have planned an amazing day just for you. This conference has been designed to provide a myriad of resources and information you can use to build your business. It is my hope that you take advantage of the available resources which will empower you with some additional tools to take your business to the next level.

Outside of the resources you have available to you today, I would also like to encourage you to build relationships with the other business owners in attendance. Learn who they are, where they are and what they do as you may discover an opportunity in which you can collaborate.

Enjoy your day today and as always, it is our goal in the Minority and Women's Business Enterprises Division to help you take your business from good to great. May you prosper and be fulfilled in all you do!

Best regards,

A handwritten signature in black ink that reads "Terrie Daniel". The signature is fluid and cursive.

Terrie Daniel, Deputy Commissioner  
Indiana Department of Administration  
Minority and Women's Business Enterprises Division




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# Women's Entrepreneurship Initiative

Saint Mary's College, Notre Dame, Indiana

The Women's Entrepreneurship Initiative of Saint Mary's College is proud to host the  
**Minority and Women's Business Enterprise  
 Northern Indiana Spring Resource Fair**

Thank you for attending this event.

Through WEI, Saint Mary's College is partnering with community businesses, non-profits, and organizations to provide a number of financial and business education services to women entrepreneurs.

For more information contact Martha Smith at [wei@saintmarys.edu](mailto:wei@saintmarys.edu)  
 or call (574) 284-5262.



# Today's Agenda

**March 12, 2014**  
8:00 a.m. - 4:00 p.m.

## Check-In & Registration

**Attendee Registration** 8:00 a.m. - 8:30 a.m.  
**Exhibitor Check-in** 10:00 a.m. - 11:30 a.m.

**Opening Session** 8:30 a.m. - 9:00 a.m. Student Lounge

**Workshop Session** 9:00 a.m. - 10:00 a.m. Vander Venet Theatre

The Basics of Certification Roundtable Discussion

Panelists: Luther Taylor, *IDOA Minority and Women's Business Enterprises*; Vernice Mathis, *U.S. Small Business Administration*; Lyn-da Parrett, *U.S. Small Business Administration*; Michael Rowe, *INDOT DBE*; Lynn Kirkland, *MS-MSDC*; Felecia Roseburgh, *CEED*

**Concurrent Workshop Sessions** 9:30 a.m. - 10:15 a.m.

Doing Business with the State of Indiana and the City of South Bend Conference Room D

Presenter: Nate Lofton, *IDOA Minority and Women's Business Enterprises* and Janice L. Hall, *City of South Bend City*

Women, Money and Power Conference Room E

Presenter: Renee Fleming, *1st Source Bank*

Bonding Basics Conference Room F

Presenter: Nikki Bicknell, *Gibson Insurance*

**Concurrent Workshop Sessions** 10:15 a.m. - 11:00 a.m.

Brand Management: Integrating Strategy Design to Build Equity in Your Business and Brand Conference Room D

Presenter: Emily Hughes-Smith, *Naissance, Inc.*

State of Indiana Pay Audit System Training (for state prime and subcontractors) Conference Room E

Presenter: Arthur Sample IV, *IDOA Minority and Women's Business Enterprises*

Legally Protecting Your Business Conference Room F

Presenter: Fatimah Stone, *University of Notre Dame*

**Concurrent Workshop Sessions** 11:00 a.m. - 11:45 a.m.

Social Media Fundamentals Conference Room D

Presenter: James Summers, *Summers Group, LLC*

Doing Business with Saint Mary's College & the University of Notre Dame Conference Room E

Presenters: Dan Deeter, *Saint Mary's College* and Javier Hernandez, *University of Notre Dame*

Hiring, Firing and Disciplining Your Employees Conference Room F

Presenter: Karrah Miller, *University of Notre Dame*

**Luncheon & Business Presentations** 12:00 p.m. - 1:00 p.m. Student Lounge

**Business Showcase** 1:00 p.m. - 3:30 p.m. Student Center Atrium and Upstairs Corridor

**NOTE:** The Certification Roundtable Participants will have booths in rooms A, B and C and the Business Plan Assistance Center presented by S.C.O.R.E. is from 9:30 a.m. - 3:30 p.m. in the Student Center TV Lounge.

# Business Workshops

## Opening Session

The Minority and Women's Business Enterprises Deputy Commissioner Terrie Daniel will open the morning session followed by comments from Deputy Mayor Mark Neal. Deputy Commissioner Daniel will announce the names of the minority- and women-owned businesses that will have an opportunity to present their business during the luncheon session.

## The Basics of Certification Roundtable Discussion

**Panelists:** Luther Taylor, *IDOA Minority and Women's Business Enterprises*; Vernice Mathis, *U.S. Small Business Administration*; Lynda Parrett, *U.S. Small Business Administration*; Michael Rowe, *INDOT DBE*; Lynn Kirkland, *MS-MSDC*; Felecia Roseburgh, *CEED*

The Basics of Certification Roundtable Discussion will cover the different MBE and WBE certifying agencies in the state of Indiana. Each panelist will cover the basics of their program's qualifying criteria, application process and benefits of certification. Each agency will be available for questions and to meet with attendees individually in rooms A,B and C for the remainder of the day.

## How to do Business with the State of Indiana & the City of South Bend

**Presenter:** Nathaniel M. Lofton, *IDOA Minority and Women's Business Enterprises* & Janice L. Hall, *City of South Bend*

The presenters will discuss Indiana's procurement resources and business opportunities along with other information on navigating the state's website. Business owners also will learn the City of South Bend's procurement process.

## Women, Money and Power

**Presenter:** Renee Fleming, *1st Source Bank*

Learn how to empower your hidden financial personality, and why you need a financial strategy. Understand who you are financially by exploring the Five Financial Personality Types, Life Defining Events, The Sandwich Generation and Take the First Steps.

## Bonding Basics

**Presenter:** Nikki Bicknell, *Gibson Insurance*

Are you bondable? Have you been turned down for a bond? Come and hear pointers on how you can become bondable and hear about the Model Contractor Development Program.

## Brand Management: Integrating Strategic Design to Build Equity in Your Business

**Presenter:** Emily Hughes-Smith, *Naissance, Inc.*

Do you truly know your target audience? Who are they and how do they engage with media? What are their interests and passions? What makes them tick? Who are you? Who do you aspire to be? What makes you different than the competition? Is your messaging consistent? Do you have a voice and/or point of view? Do you truly know your brand? We invite you to learn more about building equity in your brand through strategic design and advertising.

## **State of Indiana Pay Audit System Training (for state prime and subcontractors)**

**Presenter: Arthur Sample IV, IDOA Minority and Women's Business Enterprises**

The State of Indiana Pay Audit System training will be an in-depth description of the IDOA Pay Audit System. This training is for firms that have a prime contract or are on a subcontract with the state.

## **Legally Protecting Your Business**

**Presenter: Fatimah Stone, University of Notre Dame**

Learn about legally protecting one's company in 3 key areas—the company formation phase, the certification phase and the compliance associated with performing as a certified subcontractor.

## **Social Media and Your Business**

**Presenter: James Summers, Summers Group, LLC**

There is a tremendous amount of buzz around social media and what it means to today's business. But what is it really? Is it as important as many say? And if it is, how can you use it in your business? In the "Social Media and Your Business" presentation, we will discuss: 1) What is Social Media? 2) Why it matters to your business, 3) How to develop a social media strategy that's right for your business, and 4) the current top Social Media sites and trends.

## **Doing Business with Saint Mary's College & the University of Notre Dame**

**Presenter: Dan Deeter, Saint Mary's College and Javier Hernandez, University of Notre Dame**

This presentation will help you learn what steps you can take to position your company to win contracting opportunities with Saint Mary's College and the University of Notre Dame.

## **Hiring, Firing and Disciplining Your Employees**

**Presenter: Karrah Miller, University of Notre Dame**

The workshop presentation will cover attracting top talent, creating diverse candidate pools, investing in training and development, talent review, succession planning and hiring and firing do's and don'ts.

# — We're for — **BROADENING HORIZONS**

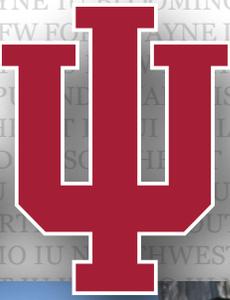
Indiana State University is proud to be a part of the State of Indiana Minority and Women Owned Business Development Program. Visit [indstate.edu/purchasing](http://indstate.edu/purchasing) to see how we can get started working together.

THERE'S MORE TO **BLUE.**

[indstate.edu](http://indstate.edu)



Indiana State  
University



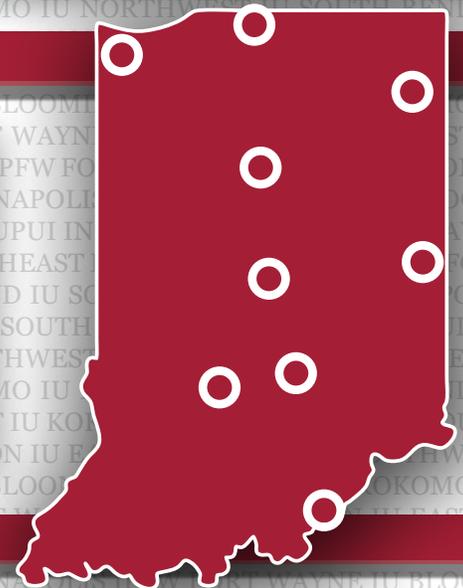
# INDIANA UNIVERSITY



## EMBRACING DIVERSITY



## ON EVERY CAMPUS



## EVERY DAY

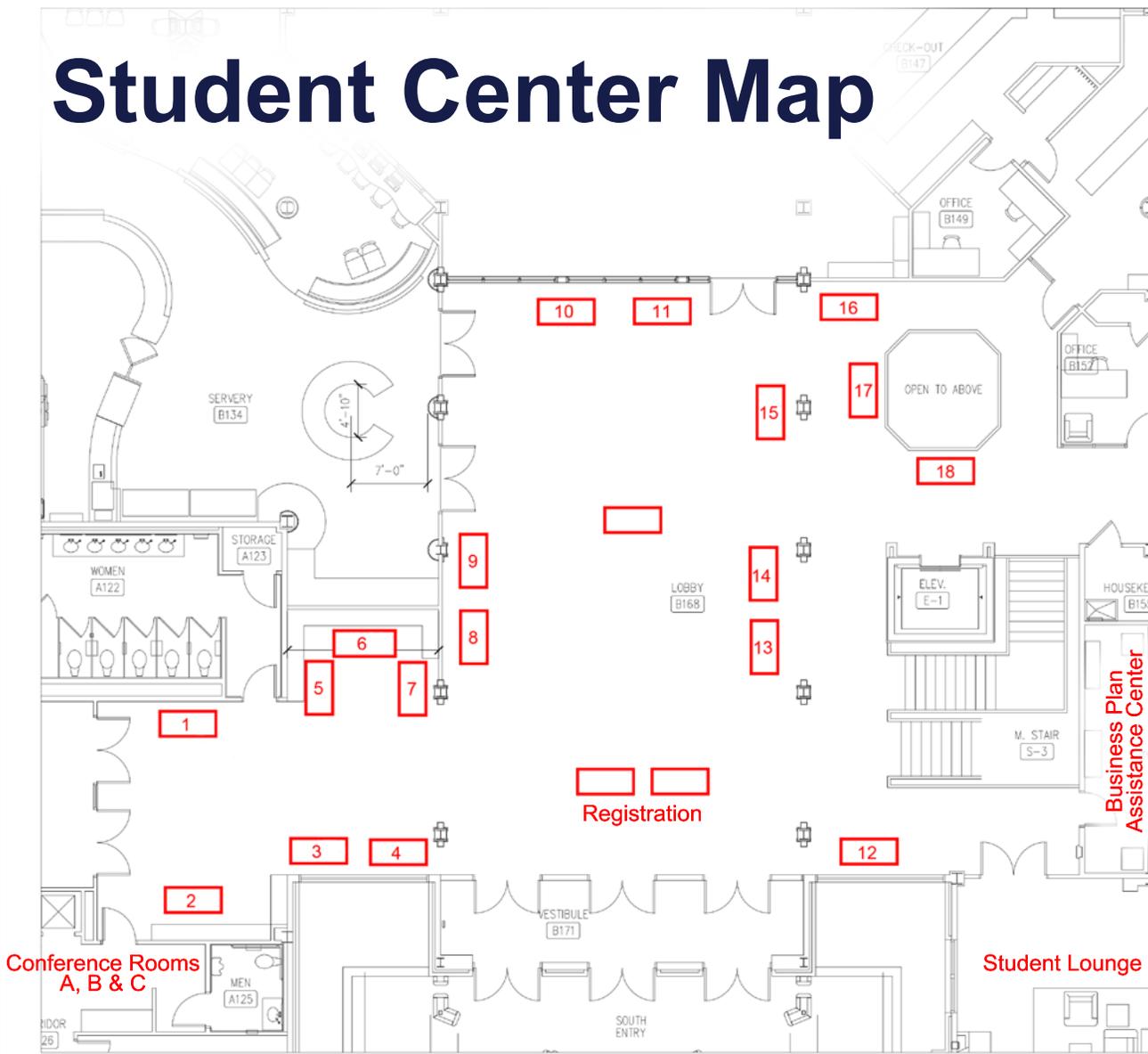
### **INDIANA UNIVERSITY: EMBRACING DIVERSITY ON EVERY CAMPUS, EVERY DAY.**

Across the state of Indiana, IU campuses are forging new partnerships with diverse suppliers, expanding possibilities and creating real business solutions.

Contact IU's Office of Business Diversity to learn more about our program, and to find exciting opportunities for your diverse business.

**IU Business Diversity** [www.indiana.edu/~busdiv/](http://www.indiana.edu/~busdiv/)

# Student Center Map



**SAINT MARY'S COLLEGE**  
 NOTRE DAME, IN  
 saintmarys.edu



**SAINT MARY'S COLLEGE**  
 NOTRE DAME, INDIANA  
 STUDENT CENTER

Drawn By: BDB  
 Date: 3-10-11  
 Scale: NTS  
 SMC Project Number



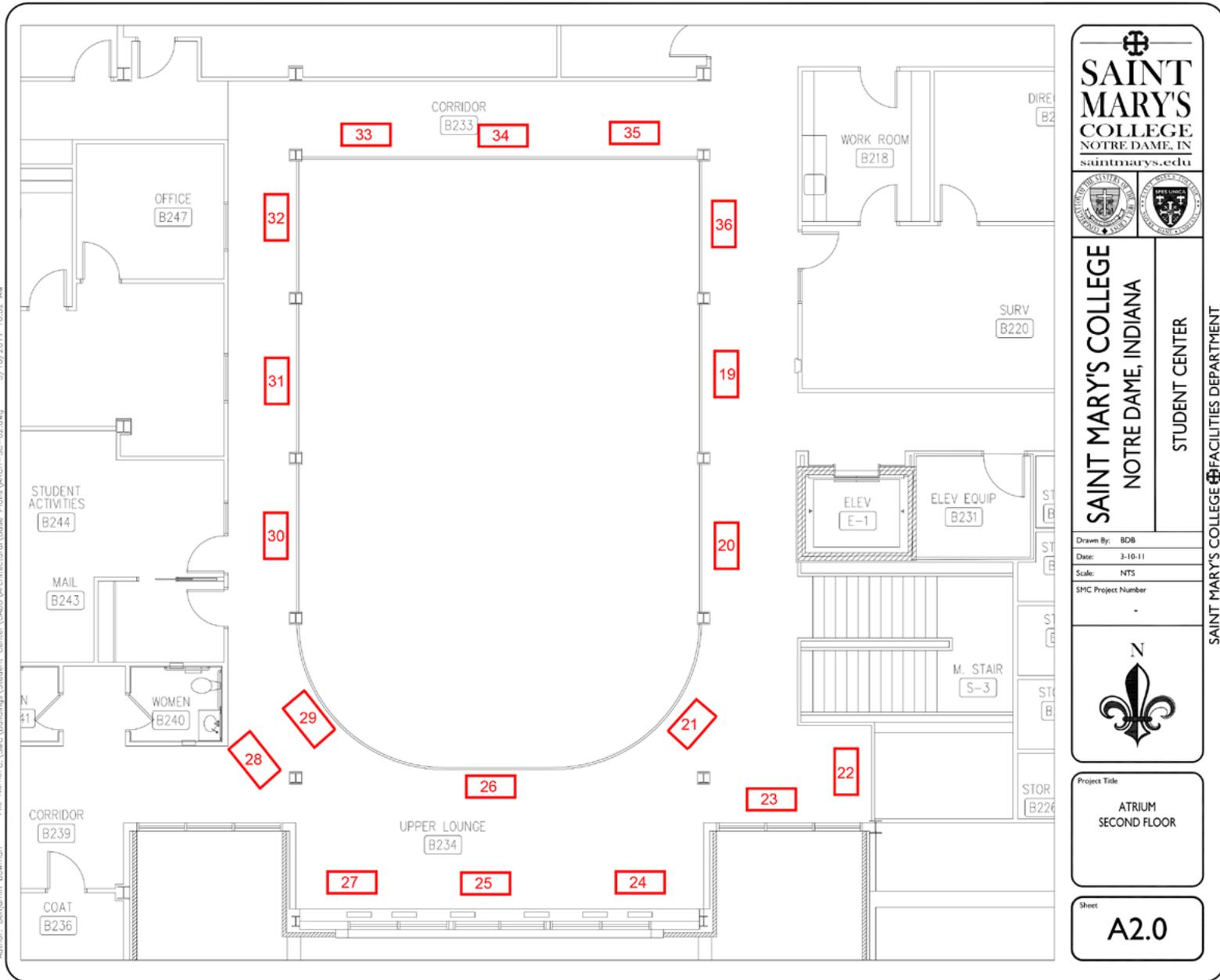
Project Title  
**ATRIUM  
 FIRST FLOOR**

Sheet  
**A1.0**

SAINT MARY'S COLLEGE FACILITIES DEPARTMENT

## List of Booth Locations

- |  |   |
|--|---|
| 1. Forum Architects, LLC               | 11. 1st American Construction, Inc.         |
| 2. Valley Screen Process               | 12. Global Maintenance & Co.                |
| 3. On-Site Health Solutions, LLC       | 13. Jeremi Group, Inc.                      |
| 4. Specialized Staffing Solutions, LLC | 14. Leaman Infodesign, LLC                  |
| 5. Stanz Foodservice, Inc.             | 15. Core Placement Personnel Services       |
| 6. Breanne Steagall Enterprises, Inc.  | 16. Region Signs, Inc.                      |
| 7. PrintSolutions                      | 17. Vista Landscape & Design, LLC           |
| 8. WDI Architecture, Inc.              | 18. Sheer Elegance Draperies, Blinds & More |
| 9. Bolt Document Management            |   |
| 10. Corporate Graphic Solutions        |   |



## List of Booth Locations

- |  |  |
|--|--|
| 19. Promotions Plus by Paula               | 29. Impact Specialties & Promotions, LLC |
| 20. Lapsley, Inc.                          | 30. LK Marketing Services, LLC           |
| 21. Michael Burns Consulting               | 31. OmniSource                           |
| 22. Professional Education Solutions, Inc. | 32. RepuCare, Inc.                       |
| 23. Sweet Poppin's, LLC                    | 33. SIG Media, LLC                       |
| 24. Strategic Solutions                    | 34. TOC Logistics International          |
| 25. Advanced Engineering Consultants       | 35. ViewThis Technologies                |
| 26. Carson Manufacturing Company, Inc.     | 36. Jackson Services                     |
| 27. Chungso Cleaning, LLC                  |  |
| 28. Geyer Fire Protection, LLC             |  |

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# Showcase Exhibitors

**Welcome to the North Central Indiana Business Conference Business-to-Business Showcase!** Face-to-face contact is important for building your business network and connections. This is an opportunity to see what 35+ minority- and women-owned businesses have to offer and not just look at their names on a list. We hope today will be key in growing your business and assist you with your purchasing needs.

**1st American Construction, Inc.**  
P.O. Box 64244  
Gary, IN MBE  
(219) 938-5046  
da1stamer@gmail.com

**Chungso Cleaning, LLC**  
9410 Sandbury Road  
Indianapolis, IN M/WBE  
(317) 796-4042  
dlee@cscleaning.us



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CONSULTANTS

**Advanced Engineering Consultants**  
7470 Shadeland Station Way  
Indianapolis, IN M/WBE  
(317) 413-5724  
jeremyh@aecmep.com



**Core Placement Personnel Services**  
3608 West 80th Lane  
Merrillville, IN M/WBE  
(219) 733-2673  
cmartin@coreplacement.com



**Bolt Document Management**  
2701 Industrial Pkwy, Suite 180  
Elkhart, IN WBE  
(574) 522-6595  
cnelson@getbolt.com



**Corporate Graphic Solutions**  
28417 Glenview Drive  
Elkhart, IN WBE  
(574) 267-7738  
megan@c-g-s.com



**Breanne Steagall Enterprises, Inc.**  
1180 Village Court  
Crown Point, IN WBE  
(219) 313-2051  
breannesteagall@yahoo.com



**Forum Architects, LLC**  
122 S. Michigan Street, Suite 200  
South Bend, IN WBE  
(574) 233-2119  
rkobayashi@forumarchitectsllc.com



**Carson Manufacturing Company, Inc.**  
PO Box 20464  
Indianapolis, IN WBE  
(317) 257-3191  
barbf@carson-mfg.com



**Geyer Fire Protection, LLC**  
P.O. Box 88219  
Indianapolis, IN M/WBE  
(317) 490-9357  
rosemary@geyerfireprotection.com

# Showcase Exhibitors



**Global Maintenance & Co.**  
P.O. Box 4085  
Hammond, IN WBE  
(219) 769-9400  
globalmain@aol.com

**Michael Burns Consulting**  
6624 Constitution Drive  
Fort Wayne, IN WBE  
(260) 459-1080  
lindamich109@gmail.com

**Impact Specialties & Promotions, LLC**  
1060 N. Capital Avenue, Suite D-380C  
Indianapolis, IN MBE  
(317) 685-1200  
isponline24@yahoo.com



**OmniSource**  
8945 N. Meridian Street, Suite 150  
Indianapolis, IN WBE  
(317) 575-3300  
jgoldberg@omni.cc



**Jackson Services**  
1674 North 750 West  
Rochester, IN MBE  
(574) 542-2871  
jacksons@pwrwc.com



**On-Site Health Solutions, LLC**  
210 S. Michigan Street, Suite 110  
South Bend, IN WBE  
(574) 243-5108  
connie@onsitehealthsolutions.net



**Jeremi Group, Inc.**  
5624 Hohman Avenue  
Hammond, IN M/WBE  
(219) 852-6224  
jeremi@prodigy.net



**PrintSolutions**  
1744 Beachview Court  
Crown Point, IN WBE  
(219) 988-4186  
sherrie@printsolutions11.com



**Lapsley, Inc.**  
P.O. Box 10606  
Fort Wayne, IN M/WBE  
(260) 745-3265  
dmudd@lapsleyinc.com



**Professional Education Solutions, Inc.**  
Two East Washington Street, Suite 220  
Frankfort, IN WBE  
(765) 656-0350  
jdunn@proedsolutions.com



**Leaman Infodesign, LLC**  
4081 Westwood Lane S.  
Chesterton, IN WBE  
(858) 342-3525  
nleaman@leaman-infodesign.com

**Promotions Plus by Paula**  
222 Kerry Court  
Carmel, IN WBE  
(317) 844-4184  
pkpromos@aol.com



**LK Marketing Services, LLC**  
332 Massachusetts Avenue  
Indianapolis, IN MBE  
(317) 632-3493  
jleon@lkmarketingservices.com

**REGION Signs Inc. Region Signs, Inc.**  
1345 119th Street  
Whiting, IN WBE  
(219) 473-1616  
regionsigns@aol.com

# Showcase Exhibitors



**RepuCare, Inc.**  
9245 N Meridian Street  
Indianapolis, IN WBE  
(317) 218-0650  
bdragoo@repuCare.com

**TOC Logistics International**  
2629 Waterfront Parkway East Drive  
Indianapolis, IN MBE  
(317) 759-2132  
GCardenas@TOCLOGistics.com



**Sheer Elegance Draperies, Blinds & More**  
PO Box 3154 M/WBE  
Bloomington, IN  
(812) 331-9190  
sheerelegance@draperiesblindsandmore.com

**Valley Screen Process**  
58740 Executive Drive  
Mishawaka, IN WBE  
(800) 225-5040  
karenb@valleyscreen.com



**SIG Media, LLC**  
5423 Landrum Drive  
Indianapolis, IN MBE  
(317) 281-0106  
jbyers@sigmediallc.com

**ViewThis Technologies**  
9474 Treyburn Lakes Drive  
Indianapolis, IN MBE  
(317) 371-5072  
abrown@viewthistechnologies.com



**Specialized Staffing Solutions, LLC**  
1001 E Jefferson Boulevard  
South Bend, IN M/WBE  
(574) 234-9944  
jbarton@specializedstaffing.biz



**Vista Cleaning, LLC**  
827 E. Main Street  
Portland, IN MBE  
(260) 740-6157  
asvistacleaning@gmail.com



**Stanz Foodservice, Inc.**  
P.O. Box 24  
South Bend, IN WBE  
(574) 232-6666  
sgeraghty@stanz.com



**WDI Architecture, Inc.**  
15 West 28th Street  
Indianapolis, IN M/WBE  
(317) 251-6172  
daryl\_wd@wdiarchitecture.com



**Strategic Solutions**  
9465 Counselors Row, Suite 285  
Indianapolis, IN WBE  
(317) 203-4034  
susan@strategicsolutionsusa.com



**Sweet Poppin's, LLC**  
117 W Defenbaugh Kokomo  
Kokomo, IN M/WBE  
(765) 438-0097  
swtpoppins@att.net

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University of  
Southern Indiana

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# The Indiana Minority and Women's Business Enterprises would like to thank our partners!

## **1st Source Bank**

(574) 239-4397  
[1stsource.com/business/sba-loans](http://1stsource.com/business/sba-loans)

## **City of South Bend**

227 W. Jefferson Street, Suite 1200 N  
South Bend, IN  
<http://ci.south-bend.in.us/>

## **Indiana Department of Transportation**

100 N. Senate Ave., ICGN 750  
Indianapolis, IN  
(317) 233-0420  
Email: [tguynn@indot.gov](mailto:tguynn@indot.gov)  
<http://www.in.gov/indot/2392.htm>

## **Indiana State University**

951 Sycamore St.  
Terre Haute, IN  
(812) 237-3600  
Email: [kevin.barr@indstate.edu](mailto:kevin.barr@indstate.edu)  
<http://www.indstate.edu/purchasing/>

## **Indiana University**

1000 Waterway Blvd. Suite 101  
Indianapolis, IN  
(317) 274-7746  
Email: [rhalter@iupui.edu](mailto:rhalter@iupui.edu)  
<http://www.indiana.edu/~busdiv/>

## **Ivy Tech**

50 W. Fall Creek Pkwy. N. Dr.  
Indianapolis, IN  
(317) 916-7831  
Email: [jHUDSON64@ivytech.edu](mailto:jHUDSON64@ivytech.edu)  
[www.ivytech.edu](http://www.ivytech.edu)

## **University of Southern Indiana**

8600 University Blvd.  
Evansville, IN  
(812) 464-1799  
Email: [dmartens@usi.edu](mailto:dmartens@usi.edu)  
<http://www.usi.edu/busoff/purchasing/Opportuni-tyUSI.asp>

## **Women's Entrepreneurship Initiative**

Saint Mary's College  
Notre Dame, IN 46556  
(574) 284-5262  
Email: [wei@saintmarys.edu](mailto:wei@saintmarys.edu)  
<https://wei.saintmarys.edu/>

**Special thanks to the Saint Mary's College Women's Entrepreneurship Initiative and their student volunteers.**

Thank you for supporting minority-and women-owned businesses in Indiana



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IS THE  
TIME**

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### **Warsaw**

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# Meet the Minority & Women's Business Enterprises Division



**Terrie Daniel**  
Deputy Commissioner



**Luther Taylor**  
Deputy Director of  
Certification and Operations



**Vickie Scott**  
Certification Program  
Coordinator



**Nancy Walker**  
Certification Program  
Coordinator



**Jocelyn Williams**  
Business Relations Specialist



**Isabel Smith**  
Business Relations Specialist



**Arthur Sample IV**  
Compliance Manager



**Nate M. Lofton, MPA**  
Business Development and  
Outreach Manager

# Speaker Bios



## **Nikki Bicknell**

### **Senior Client Manager, *Gibson Insurance***

Nikki is a senior client manager for the surety bonding team. She is responsible for working with the client executive to determine overall surety program goals and developing strategies to achieve those goals. Nikki also acts as the central point of communication to coordinate service requests with team members and underwriters to communicate surety program needs. Nikki began her career at Gibson in 1999. Prior to joining the Surety Division in 2003, Nikki held various positions in administration and commercial insurance. Her designations include Associate in Fidelity and Surety Bonding (AFSB), Associate in Insurance Services (AIS) and Associate in General Insurance (AINS). Nikki received her associates in office management from Ivy Tech State College with honors. She is also an active member of the House of Prayer United Pentecostal Church focusing on the ministries of teenagers and children.



## **Dan Deeter**

### **Director of Purchasing, *Saint Mary's College***

Dan has been director of purchasing at Saint Mary's College since 1992. He served as regional president for the National Association for Educational Procurement in 1998 and has presented at the annual meeting for that organization. Dan graduated with a B.A. from Manchester College and is an avid soccer fan. He was the varsity boys coach at John Adams High School from 2004-2013.



## **Renée Fleming**

### **Assistant Vice President and Trust Officer, *1st Source Bank***

Renée joined the 1st Source team in 1998. Since that time she has worked in the Retirement Plan Services Division, Personal Trust Division and most recently as the Central Region Hub manager in the Asset Advisor Group. She holds FINRA Series 7, 63 and 66 licenses. She also holds Life, Health and Long Term Care insurance licenses. Renée has more than 15 years of experience assisting clients through the various stages of wealth accumulation and wealth transfer. She seeks to understand each client's individual needs and build strong relationships that can transcend generations. She is a member of Delta Sigma Theta Sorority, Inc., working on the scholarship fundraising committee as well as the Delta Gems/Delta Academy that mentors middle school and high school girls.



### **Janice L. Hall**

#### **Diversity Compliance Officer, *City of South Bend***

Janice Hall is the diversity compliance officer for the City of South Bend municipality. She is dedicated to creating and implementing programs, policies and procedures that assist minority- and women-owned business enterprises with gaining greater access to procurement opportunities with the city of South Bend. She is committed to actively promoting equal opportunity and inclusion of local and regional minority and women business enterprises in its procurement and construction process. Janice served as the city's human rights director from 1972 to 1977 and as the city's human resources director from 2003 to 2013. She has been involved with the city's Minority & Women's Business Enterprise Diversity Board since its inception in 2011. Janice has spent most of her personal life and working career in the South Bend community, where she has gained years of experience and knowledge of working within government service and the banking industry.



### **Javier Hernandez**

#### **Procurement Systems Specialist, *University of Notre Dame***

Javier Hernandez is a 2006 graduate of the University of Notre Dame, where he earned a degree in anthropology. He joined procurement services in September 2008 assuming responsibility for "anything that touches paper." This area included office equipment, office supplies, outsourced printing and express shipping. In September 2013, Javier transitioned into the systems team in procurement services, taking over responsibility for managing both buyND (Notre Dame's e-procurement system) and the procurement services website, in addition to department communications and systems training. Prior to his position at Notre Dame, Javier worked for the Adjustable Bed Division of Leggett & Platt Inc. as a buyer. He has received the designation of Certified Professional in Supply Management (CPSM) from the Institute for Supply Management. Javier enjoys running in his spare time and completed his first marathon in June 2012.



### **Emily Hughes-Smith**

#### **Owner, *Naissance, Inc.***

Naissance was formed by Emily Hughes Smith with the idea of creating design and brand identity solutions that focus on the emotional impact of messaging and how people connect with brands. With significant success in the retail, arts and entertainment, culinary and academic industries, Naissance gives birth to visceral and strategic dialogue within brand communication and interactive solutions. Partial clientele list includes: Alinea, Crucial Detail, Magnanni, The Original Carrabba's, Mia's Table, Grace's on Kirby, Opera Cabal, The University of Notre Dame: The Law School, Victoria's Secret, Abigail Wexner: United Way, Virgin Records, Levi Strauss & Co., MTV Latino, HBO Bill Maher and Penguin Books. Naissance has received recognition for the American Advertising Federation Gold ADDY Awards and Silver ADDY Awards, Communication Arts Award of Excellence, James Beard Foundation Award, HOW Magazine Award of Excellence, and CSCA Creative Best Best of Show, Best of Print and Judges' Choice.

# Speaker Bios



## **Karrah A. Miller**

### **Human Resources J.D. ADA & EC Manager, *University of Notre Dame***

Karrah A. Miller, native and resident of South Bend, is known as the individual who is never afraid to challenge the status quo. More importantly, she is known for her compassion and empathy towards individuals from all walks of life and her willingness to embrace various perspectives. She received her Bachelor of Arts in Public Relations from Purdue University in 2005 and her Juris Doctor from Valparaiso University School of Law in 2011. She is employed with the University of Notre Dame as the ADA and employment compliance program manager. In this role she leads the efforts for the faculty and staff affirmative action report and plans, The Americans with Disabilities Act, equal employment and other state and local legal compliance at the university. Karrah also does consulting and presents workshops on professional image and branding. Karrah works closely in ministry with her brother and her parents.



## **Martha L. Smith**

### **Project Director, *Saint Mary's College Women's Entrepreneurial Initiative***

Martha is the Project Director of the Women's Entrepreneurial Initiative at Saint Mary's College. She graduated from Ferris State University, with a Bachelor of Science in Business Administration. Martha is originally from Managua, Nicaragua. She is an entrepreneur with 24 years of small business management background. Prior to joining Saint Mary's College, she owned and operated two small businesses. Martha has previous work experience with banking and manufacturing.



## **James Summers**

### **President/Owner, *Summers Group, LLC***

James Summers is the owner of The Summers Group, LLC (TSG). TSG designs business solutions that improve profitability through diversity and inclusion, while assisting small businesses to develop an effective business process to help build their capacity and grow. Having studied leadership at the Center for Creative Leadership in Greensboro, NC, James has over 30 years of business leadership experience launching new and innovative products and services for fortune 500 companies and leading and directing profitable multi-million dollar business operations. James leads workshops for various major diversity and inclusion firms throughout the U.S. He is a business instructor at National College and a SCORE volunteer mentor. He serves on several boards and committees including the South Bend Museum of the Arts, the Youth Service Bureau-South Bend, Community Forum for Economic Development, The South Bend Career Academy, the Community Education Impact Committee and the University of Wisconsin-Whitewater Entrepreneurship Advisory Board. He is the current economic development committee chair for both the 100 Black Men of Greater South Bend and NAACP South Bend Chapter.



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