



CORPORATE COUNSEL
WOMEN OF COLOR

MINORITY WOMEN ENTREPRENEURS
START YOUR OWN BUSINESS

WOMEN OF COLOR ENTREPRENEURS VIRTUAL CONFERENCE

THURSDAY,
JUNE 30, 2022
9:00 A.M. - 2:00 P.M.



FEATURED SPEAKERS

CONFERENCE SCHEDULE

- 9:00 a.m. | Log On and Set Up Your Profile for Networking
- 9:30 a.m. | Women of Color Entrepreneur Power Virtual Networking
- 10:15 a.m. | Copyright and Trademark Considerations Every Business Owner Must Understand to Protect Intellectual Property
- 10:30 a.m. | How to Increase Revenue as a Government Contractor By Being a Minority and Women-Owned Business
- 11:00 a.m. | Marketing for Your Business: How to Use the Internet and Social Media to Maximize Your Brand, Drive Website Traffic, and Profitability
- 11:30 a.m. | Finding Strategies: How to Build Capital Through Angel Investing, Crowdfunding, Going Public and Other Avenues
- 12:15 p.m. | Employment Law 101 for Business Owners: What You Need to Know When Managing Your Workforce
- 12:45 p.m. | Privacy 101 for Business Owners: How to Keep Your Customers' Information Including Credit Card and Personal Data Safe



Laurie Robinson Haden
Corporate Counsel Women of Color



Lisa Harris
Sheppard Mullin



Lorraine Campos
Crowell & Moring LLP



Tara Swaminatha
Zero Day Law



Maryam Casbarro
Uber



Craig D. Barrett
Crowell & Moring LLP



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SUMMARIES

1

WOMEN OF COLOR ENTREPRENEUR POWER VIRTUAL NETWORKING

Women of Color are the fastest-growing demographic of entrepreneurs in the U.S., with nearly 2.7 million businesses nationwide. Despite the disproportionate access to funding, women of color entrepreneurs continue to defy the odds by networking to foster a sustainable ecosystem. By homing in on the power of our network, we can make strides otherwise thought impossible.

2

COPYRIGHT AND TRADEMARK CONSIDERATIONS EVERY BUSINESS OWNER MUST UNDERSTAND TO PROTECT THEIR INTELLECTUAL PROPERTY

Every day, women of color create and invent beyond even their own wildest dreams. Copyrights and trademarks are not afterthoughts, but rather necessities. Learn how to own, protect and monetize your intellectual property.

3

HOW TO INCREASE REVENUE AS A GOVERNMENT CONTRACTOR BY BEING A MINORITY AND WOMEN-OWNED BUSINESS

Women of color-led government contractor companies are steadily rising in popularity. There are numerous benefits and financial rewards of being a government contractor. With more women of color diversifying business models, it's paramount that we learn how to scale and maximize revenue through this designation.

4

MARKETING FOR YOUR BUSINESS: HOW TO USE THE INTERNET AND SOCIAL MEDIA TO MAXIMIZE YOUR BRAND, DRIVE WEBSITE TRAFFIC, AND PROFITABILITY

Marketing is the backbone of every business. In this global economy, marketing has changed immensely because of technological advances. For your business to thrive and increase profitability, you must leverage the power of the internet and social media to market your business.

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SUMMARIES

5

FUNDING STRATEGIES: HOW TO BUILD CAPITAL THROUGH ANGEL INVESTING, CROWDFUNDING, GOING PUBLIC AND OTHER AVENUES

Women of color dominate as entrepreneurs, but are underserved when it comes to investment capital. While inequity and disproportionate access to funding are harsh realities, women of color must seek out like-minded investors and craft strategies to secure capital. With inequity and disproportionate access to funding a harsh reality, women of color must seek out like-minded investment opportunities and craft strategies to secure capital.

6

EMPLOYMENT LAW 101 FOR BUSINESS OWNERS: WHAT YOU NEED TO KNOW WHEN MANAGING YOUR WORKFORCE

You have shattered barriers, secured capital, and now operate a successful business with employees. It is vital to have a thorough understanding of relevant employment laws to effectively maintain your workforce.

7

PRIVACY 101 FOR BUSINESS OWNERS: HOW TO KEEP YOUR CUSTOMERS' INFORMATION INCLUDING CREDIT CARD AND PERSONAL DATA SAFE

As women of color entrepreneurs continue to elevate their businesses online, it is only prudent that they do so securely. With billions of monetary transactions happening daily in e-Commerce, stakeholders must maintain industry standards and safeguard the personal data of their customers. Don't leave your business and your customer information vulnerable to cyberattacks. Learning to secure your digital assets is a necessary tool for survival in today's business arena.

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FEATURED SPEAKERS

HOST AND MODERATOR

Laurie Robinson Haden is the President and CEO of Corporate Counsel Women of Color (CCWC), which she created in 2004 to advance women of color attorneys and foster diversity in the legal profession. In addition to her impactful work at CCWC, Laurie served for nearly two decades in multiple leadership roles at CBS Corporation including Senior Vice President and Assistant General Counsel. Laurie has been recognized by Lawyers of Color as one of the "Top Ten Black Lawyers of the Decade" and by *Savoy* magazine as one of the country's "Most Influential Black Lawyers." Laurie has certificates in entertainment media management from New York University and diversity and inclusion from Yale School of Management and Cornell University. She served on the board of the NAACP Legal Defense Fund for seven years and serves on the board of visitors of Indiana University, School of Law Bloomington and North Carolina Central University Law School, where she chairs the board. Laurie received her Bachelor of Arts from North Carolina Central University (*magna cum laude*) and her *Juris Doctor* from Indiana University School of Law Bloomington.



Laurie Robinson Haden
Founder & CEO
Corporate Counsel Women of Color



Kim Rouse
Founder and Principal
Covenant Consulting

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Kim Rouse is a business owner, inventor, songwriter, publisher, and ghost-writer with over 120 published books of various genres including business, juvenile, finance, inspirational, psychology, and self-help. She brings a fresh perspective to help her clients achieve their business and intellectual property goals by successfully filing patent and trademark applications. She was employed for over twenty years in the Fortune 100 corporate legal arena advising clients in the telecommunications, financial, and manufacturing industries. Kim served on the Board of Directors for several non-profit organizations and acquired grants to help fund educational programs in southern New Jersey. She also hosted "The Covenant With You Morning Show," an inspirational radio show featuring music from independent artists and books by first-time authors. Kim is a graduate of Syracuse University (BA) and Seton Hall University School of Law (JD).

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Lisa E. Davis is a partner in the Entertainment Group at Frankfurt Kurnit. She serves on the firm's Policy Committee and is Co-Chair of the firm's Diversity Committee. Lisa represents businesses and celebrities in the film, television, publishing, music, theatre, and sports industries. She advises on a full range of transactional matters - focusing on film (both feature and documentary), television, publishing, live stage and branded entertainment. Lisa has been ranked as a New York-area "Super Lawyer" since 2007 and was featured on the cover of *Super Lawyers* magazine in a piece on her career and advocacy for racial justice. *Best Lawyers in America*, *Crain's New York Business*, *The Hollywood Reporter*, *The Legal 500*, *The National Law Journal*, *Savoy*, and *Variety* have all included Lisa on their lists of leading entertainment lawyers. She is a graduate of New York University School of Law (JD) and Harvard University (BA).



Lisa E. Davis
Partner
Frankfurt, Kurnit, Klien and Selz PC

FEATURED SPEAKERS

HOW TO INCREASE REVENUE AS A GOVERNMENT CONTRACTOR BY BEING A MINORITY AND WOMEN-OWNED BUSINESS

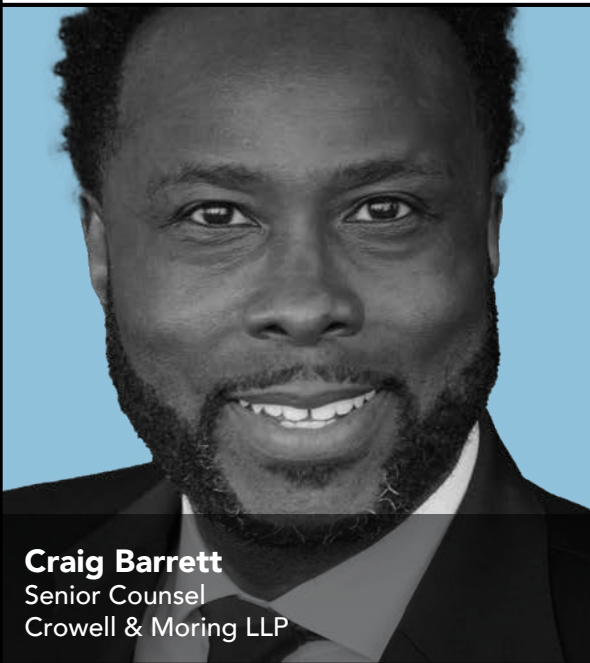
Lorraine Campos is a partner and member of the Steering Committee of Crowell & Moring's Government Contracts Group and focuses her practice on assisting clients with a variety of issues related to government contracts and grants, government ethics, and internal investigations. Lorraine provides advice on all manner of small business government contracting issues, including certifications as to small business size and status (SDVOSB, WOSB, 8(a), HUBZone); participation in programs of the Small Business Administration (SBA) and other agencies; and compliance with such requirements as the limitation on subcontracting, non-manufacturer rule, and the small business subcontracting plan requirement. Lorraine counsels large and small government contractors on these issues in the context of procurements, transactions, investigations, and mandatory and voluntary disclosures, and other potential liability. Lorraine has been ranked by Chambers USA, and she was recognized by *Profiles in Diversity Journal* as one of their "Women Worth Watching" for 2015.



Lorraine Campos
Partner
Crowell & Moring LLP

HOW TO INCREASE REVENUE AS A GOVERNMENT CONTRACTOR BY BEING A MINORITY AND WOMEN-OWNED BUSINESS

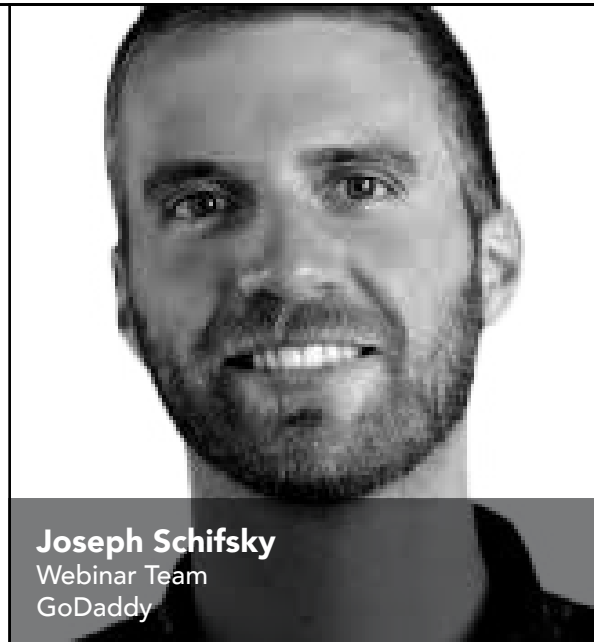
Craig Barrett is a senior counsel in Crowell & Moring LLP's government contracts group and is located in the Washington D.C. office. Craig focuses his practice on government contracts litigation and counseling, including bid protests at the agency level before the Government Accountability Office (GAO) and at the Court of Federal Claims. Craig is also experienced in contract negotiations and resolving disputes during the administration of government contracts. In addition, Craig has significant experience litigating appeals to the agency's final decisions before the GAO Contract Appeals Board. As a result of his extensive experience, Craig provides a unique insider perspective on government regulation and agency final decisions and their impact on companies conducting business with the federal government. Craig also teaches Cost, Price and Accounting in Government Contracts at the George Washington University Law School and Introduction to Philosophy at Howard University.



Craig Barrett
Senior Counsel
Crowell & Moring LLP

MARKETING FOR YOUR BUSINESS: HOW TO USE THE INTERNET AND SOCIAL MEDIA TO MAXIMIZE YOUR BRAND, DRIVE WEBSITE TRAFFIC, AND INCREASE PROFITABILITY

Joe Schifsky is a member of GoDaddy's webinar team. Since 2014, he has been involved in support, testing, and template-building for email marketing, website builders, and other GoDaddy products. Before that, he received an English Literature and Writing degree at Luther College. He brings his writing and critical analysis skills, along with his years of support work, to all of his presentations and videos. When he learns something new and complicated, he aims to learn it with communication in mind. The GoDaddy webinars team has been presenting webinars for a decade with hundreds of webinars aimed at educating small businesses on the tools and strategies needed to succeed online. Topics that Joe and the team have covered include search engine optimization, website design strategies, social media marketing, running an online store, and all of the constantly changing updates and shifting priorities that come with running an online business.



Joseph Schifsky
Webinar Team
GoDaddy

FEATURED SPEAKERS

FUNDING STRATEGIES: HOW TO BUILD CAPITAL THROUGH ANGEL INVESTING, CROWDFUNDING, GOING PUBLIC, AND OTHER AVENUES

Karen Clopton is a champion of human and civil rights, a distinguished DEI attorney and ESG organizational expert, and former Chief Administrative Law Judge. Serving in executive leadership and board roles for highly regulated public, private, and non-profit organizations, she is also a Limited Partner in the venture capital firm How Women Invest. After graduating *cum laude* in Political Science and Hispanic Studies from Vassar College, Karen earned her Juris Doctor from Antioch University School of Law. She was awarded the prestigious and highly competitive Maguire Fellowship for postgraduate study in international and comparative labor management relations at the London School of Economics and the ILO in Geneva, Switzerland. She is currently General Counsel and Vice President for Access and Inclusion at Incendio International, Inc. and chairs the American Red Cross Bay Area's Access, Equity, and Inclusion Cabinet focusing on eliminating racial disparities in disaster relief outcomes.



Karen Clopton
Limited Partner
How Women Invest



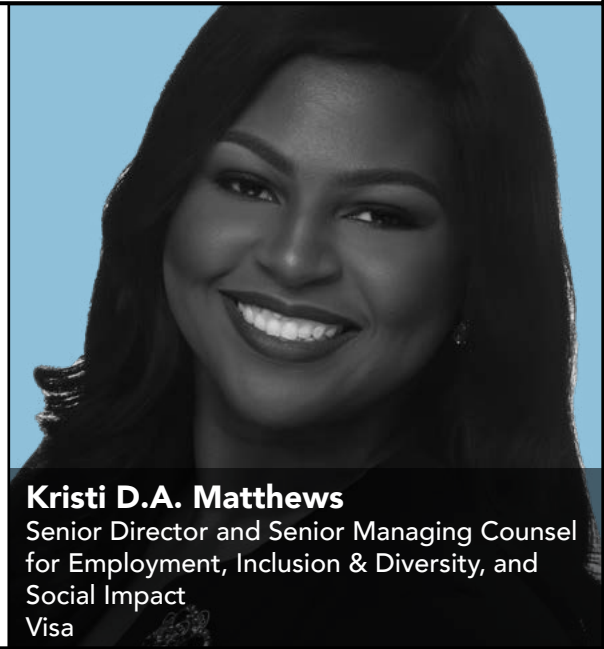
Lisa M. Harris
Labor and Employment Partner
Sheppard Mullin Richter & Hampton LLP

EMPLOYMENT LAW 101 FOR BUSINESS OWNERS: WHAT YOU NEED TO KNOW WHEN MANAGING YOUR WORKPLACE

Lisa Harris is a Labor & Employment Partner at Sheppard Mullin Richter & Hampton LLP. She counsels management in all aspects of California, New York, and federal employment law, including employee hiring and discipline procedures, worker classification issues, leaves of absence, reasonable accommodations, wage and hour compliance, employee severance and termination procedures, and restrictive covenants. She also conducts harassment prevention, diversity, equity and inclusion, performance management and other employee trainings, as well as, investigations into discrimination and harassment allegations and other employment matters. In addition to her experience as outside counsel, Lisa has several years of experience as in-house counsel both on a full-time and seconded basis. She received her law degree from St. John's University and her undergraduate degree from the University of California, Berkeley. She has a Diversity and Inclusion certification from Cornell University and is certified as a DEI trainer through Future Works.

EMPLOYMENT LAW 101 FOR BUSINESS OWNERS: WHAT YOU NEED TO KNOW WHEN MANAGING YOUR WORKPLACE

Kristi D.A. Matthews is Senior Director and Senior Managing Counsel for Employment, Inclusion & Diversity, and Social Impact with Visa, Inc., where she provides employment advice and counsel for the company's Finance, Corporate, and Talent Acquisition functions as well as several global operations in Europe, CEMEA, Latin America and the Caribbean. Kristi is responsible for the management of employment legal matters, including compensation, wage and hour, non-compete agreements, investigations, and other labor and employment advice and litigation management. Kristi is a 2006 graduate of the University of California, Los Angeles School of Law. She earned her BA in Political Science and Theatre from Spelman College in Atlanta, GA in 2001. She was a recipient of the 2002-2003 Rotary Foundation Ambassadorial Fellowship. As a Rotary Fellow, Kristi studied at the University of Leeds in Leeds, England, where she received her MA in International Politics in 2003.

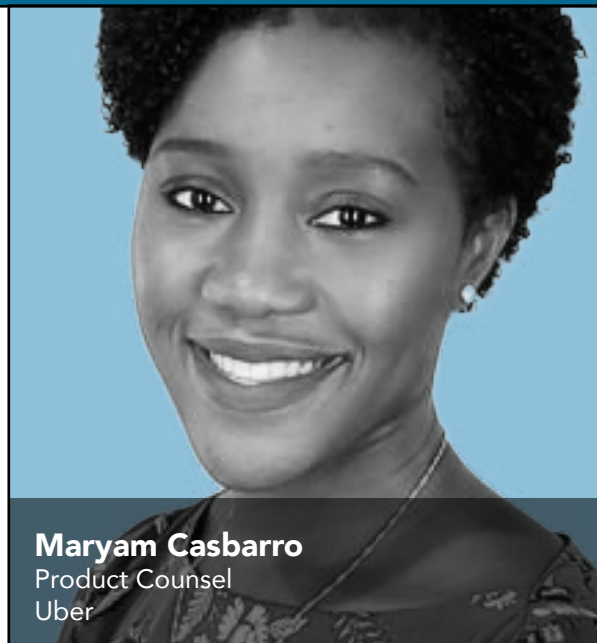


Kristi D.A. Matthews
Senior Director and Senior Managing Counsel
for Employment, Inclusion & Diversity, and
Social Impact
Visa

FEATURED SPEAKERS

PRIVACY 101 FOR BUSINESS OWNERS: HOW TO KEEP YOUR CUSTOMERS' INFORMATION, INCLUDING CREDIT CARD AND PERSONAL DATA, SAFE

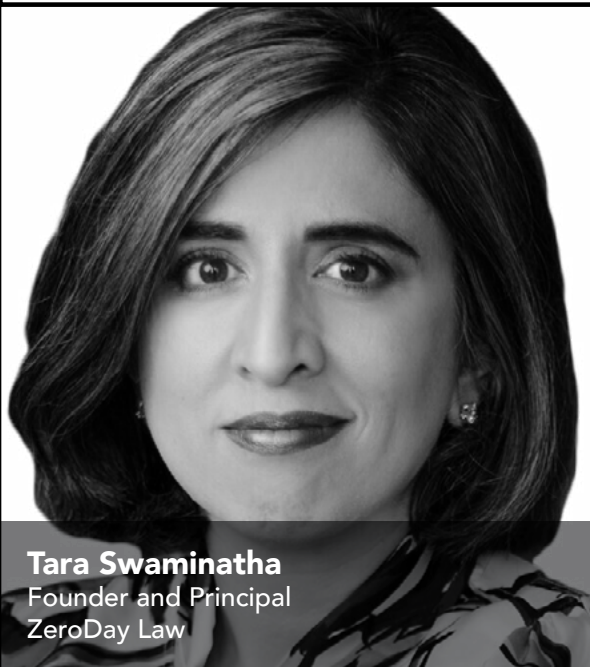
Maryam Casbarro, Product Counsel for Uber, advises on new product and business launches. Her duties include conducting risk assessments for highly regulated items and product lines, coordinating global legal review of new initiatives, and helping the delivery business navigate complex regulatory issues. She also helps the business with strategies and playbooks during the execution of projects. Maryam started her career as a Securities and White-Collar litigator, before transitioning to cybersecurity and privacy at a large firm. She counseled and advised on cybersecurity best practices, drafted incident response plans, oversaw legal response after a breach had occurred, and assisted clients with privacy litigation strategies and government investigations and regulatory compliance. Maryam is currently co-chair of the Privacy and Data Security Committee for the Federal Communications Bar Association (FCBA—The Tech Bar).



Maryam Casbarro
Product Counsel
Uber

PRIVACY 101 FOR BUSINESS OWNERS: HOW TO KEEP YOUR CUSTOMERS' INFORMATION, INCLUDING CREDIT CARD AND PERSONAL DATA, SAFE

Tara Swaminatha is Founder/Principal at ZeroDay Law, a cybersecurity and privacy law firm. Over the course of 20 years, Tara has committed her professional career to the cyberlaw and tech/security arena. She has been a Partner and/or counsel at three AmLaw 100 firms, a federal cybercrime/IP prosecutor, and started her career fixing computers, networks, and applications as an information security technologist. She has advised over 10% of Fortune 100 companies, including two Fortune 25 firms. Three years ago, Tara founded ZeroDay Law to dedicate her practice to her passions: increasing diversity and mentoring, especially for women of color. Tara has won multiple national awards. She was named a "Next Generation Lawyer for Cyberlaw" by the Legal 500, one of the "Top 30 Incident Response Attorneys in the U.S." and a "Cybersecurity & Data Privacy Trailblazer" by the *National Law Journal*.



Tara Swaminatha
Founder and Principal
ZeroDay Law

PRIVACY 101 FOR BUSINESS OWNERS: HOW TO KEEP YOUR CUSTOMERS' INFORMATION, INCLUDING CREDIT CARD AND PERSONAL DATA, SAFE

Sibyl Wong is currently Associate Counsel for Privacy and Cybersecurity at Uber and, in prior roles, has worked as an information security risk associate and a litigator. Sibyl has bridged the gap between privacy law and engineering in a number of diverse areas, including finance, sports entertainment, retail, and now rideshare technology. Sibyl is a volunteer member of the Privacy Engineering Advisory Board of the International Association of Privacy Professionals (IAPP) where she helps provide guidance and strategic input on how the IAPP can best serve privacy professionals working in information technology and related fields. When she's not working, you'll find her training in mixed martial arts or leveling up her Twitch streaming game.



Sibyl Wong
Associate Counsel for Privacy and
Cybersecurity
Uber