



# Women of Color Connecting

*Summit & Benefit Celebration*



**2.13.2020**

**#InclusionMustBeIntentional**

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# NJ EDA

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ECONOMIC DEVELOPMENT AUTHORITY

**HELPING TO BUILD A  
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NEW JERSEY ECONOMY**

@NewJerseyEDA



# Welcome



In 2019, we launched the Women of Color Connecting (WOCCON) initiative to change the way we think about small business capacity-building. The mission of WOCCON is to eradicate the long-standing systemic barriers that Women of Color entrepreneurs have faced in getting on the grow-scale-exit trajectory. At the foundation, our work focuses on relationship capital as the currency that can help us open doors so that next level success is possible.

Our Women of Color Connecting initiative calls on advocates, allies, and champions to speak out, stand up and act in the interest of creating an inclusive entrepreneurial ecosystem. Through our work, we hope that more people are intentional about inclusion so that as a collective, we change business as usual for Women of Color entrepreneurs.

We are very excited about the progress and impact that we have made together in just one year. We look forward to growing the WOCCON community and the number of women that we can impact in 2020.

Thank you to our presenting sponsor, Fortis Lux, for your support, to Portfolia for stepping up to give us financial momentum for this event, and to Tom Reynolds, Peggy Wallace, and Kristin McDonough for being the ultimate connectors working their networks tirelessly to bring more supporters to the table. Thank you to everyone with us today—we appreciate you being here to listen, learn, and share.

Change is not easy, but it's necessary and together we will make a difference.

A handwritten signature in black ink that reads "Jill L. Johnson".

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# Golden Seeds

Golden Seeds is thrilled to support the

**Women of Color Connecting  
Summit & Benefit Celebration**

and we look forward to our continued  
partnership with the Institute for Entrepreneurial  
Leadership to increase diversity and inclusion  
within the angel investing sector.

**#InclusionMustBeIntentional**

[goldenseeds.com](http://goldenseeds.com)



CORY A. BOOKER  
NEW JERSEY



UNITED STATES SENATE  
WASHINGTON, D. C. 20510

February 7, 2020

Institute for Entrepreneurial Leadership  
550 Broad Street, 15<sup>th</sup> Floor  
Newark, New Jersey 07102

Dear Friends,

It is a pleasure to extend my warmest greetings as you gather for the Women of Color Connecting Summit & Celebration.

Since its founding, the Institute for Entrepreneurial Leadership (IFEL) continues to stand as a pillar of support for minority business owners. This event continues the organization's longstanding commitment to uplifting black women entrepreneurs, the fastest growing group of business owners in the country. Through this forum, IFEL will provide women of color with the opportunity to develop new business relationships, access critical resources to support their business, and share their stories of success despite the many challenges they face.

These efforts embody one of the most fundamental ideals of this nation – that service to others is our highest calling. Thank you for your focus on helping underserved entrepreneurs access the knowledge, networks, and capital they need to thrive.

Again, congratulations! I look forward to your continued success.

Sincerely,

A handwritten signature in blue ink, appearing to read "C.A. B.", with a large, stylized flourish extending from the end.

Cory A. Booker  
United States Senator

# Agenda

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**Wednesday, February 12, 2020**

**Pre-Summit Training: Introduction to Angel Investing**

**Thursday, February 13, 2020**

## **Women of Color Connecting Summit**

**Welcome**

**The Rocky Road to Success**

**Adenah Boyah**

**Stepping Into Her Shoes: Insights from Women of Color Entrepreneurs**

**Beatrice Sibblies | Dr. Ginny Baro | Francilia Wilkins Rahim | Karen Rios**

**Getting to an Exit**

**Janelle Benjamin | Lorine Pendleton**

**Developing A Change Agent Mindset**

**William Kraiss | Mitch Cahn | Doug Zacker**

## **Lunch**

**Building an Inclusive Innovation Economy in New Jersey**

**Tim Sullivan**

**Success Circles Presentations**

**Adrienne Fudge | Dr. Alissa Gardenhire | Kimberly Gray | IyaSokoya Karade**

**Hackonomy**

**Bonin Bough**

**It's Time to Change Business as Usual**

**Jill Johnson**

## Work Sessions

**Grow Your Value and Up-level your Mindset to Create Wealth from Your Business**

**Dr. Ginny Baro**

**Diversifying Capital Access**

**Peggy Wallace | Barbara Clarke | Seble Tareke-Williams**

**Lorine Pendleton | Olivia Owens | Kathleen Coviello**

**Creating an Inclusive Entrepreneurial Ecosystem**

**Hester Agudosi | Cynthia Medina Carson | Tai Cooper | Betty Ng**

## Conversation & Cocktails Reception

## Women of Color Connecting Benefit Celebration

**Dinner Host Welcome**

**Fortis Lux**

**Success Circles Presentation**

**Tiasia O'Brien**

**Win-Win Relationships that Drive Entrepreneurial Inclusion**

**Reggie Canal | Zoe Bogan | Mois Navon**

**Amplifying the Impact of Giving**

**Janelle Benjamin**

**Awards & Recognition**

**Dessert**



# Presenters

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## **Adenah Bayoh | Foya Foods**

Adenah embodies the American dream. At age 13, she escaped the civil war in her native country of Liberia, immigrated to the United States and is now the founder and CEO of Adenah Bayoh and Companies, the parent corporation that owns her unique restaurant collection, which includes IHOP franchises in Newark, Paterson, and Irvington, New Jersey with a fourth location set to open in the spring of 2020 in downtown Newark, New Jersey. Adenah is a graduate of Fairleigh Dickinson University where she earned a degree in Business Management. [@Adenahbayoh](#)



## **Dr. Ginny Baro | Fearless Women at Work**

Dr. Baro is an entrepreneur, international speaker & leadership coach, career strategist, and #1 bestselling author of Fearless Women at Work with over 20 years of leadership experience in highly competitive work environments in financial services and technology. Today, she is the CEO and founder of ExecutiveBound™ and Fearless Women @Work™. As the creator of the innovative and proven method C.A.R.E.S. Leadership Success System™ and groundbreaking virtual leadership development program the Fearless Leadership Mastermind™, she serves by helping leaders rise to their potential. [@Drginnybaro](#)



## **Karen Rios | Life Saver**

Karen Rios is the Co-founder and CEO of Lifesaver a Barclays/Techstars-backed fintech company. Prior to founding Lifesaver, Karen served as Chief Compliance Officer for Seminole Management Company. Karen was the first Latina and youngest C-level officer in the firm's history. Prior to that role, she worked for an education technology startup. In another life, she worked as a beat writer in Paris while studying abroad at the Sorbonne, and would later return to the U.S. to work for the Obama Campaign. She holds a B.A. from Columbia University. [@Getlifesaver](#)

# Presenters

## Beatrice Sibblies | BOS Development

Beatrice is the managing partner of BOS Development, a community-focused real estate development and brokerage firm based in Harlem. BOS creates the spectrum of projects necessary for a vibrant community including residential, religious, educational, hospitality, retail and commercial developments. BOS Development's debut project, 88 Morningside, is an 80,000 sf residential co-op and community facility building structured on a 99-year ground lease from a Presbyterian church. The project received numerous accolades for its design quality and the project proved to be one of the most successful residential developments in Harlem. [@Bosliving](#)



## Kayla Michele | PeduL

Co-Founder and COO of PeduL, the first scholarship marketplace where students can apply to thousands of scholarships with one universal application and land job opportunities. Our unique common application enables corporations to attract, source and engage pipelines of under-sourced, underrepresented student talent. [@iamkaylamichele](#)



## Mitch Cahn | Unionwear

Mitch started Unionwear in 1992 with six sewers and a contract to make baseball hats for Ralph Lauren. Now Unionwear is one of the largest private employers of Newark residents, with 175 employees, and contracts to manufacture accessories for every branch of the armed services, every Democratic candidate for president, and brands such as Vineyard Vines and Supreme. In 2016 he won the NJBIA New Jersey Manufacturing Lifetime Achievement Award and was named one of the NJBIZ 50 Most Powerful People in New Jersey Manufacturing. [@Unionwear\\_USA](#)



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## **Bill Kraus | Porzio, Bromberg & Newman**

Growing up, Bill worked in the family business—his parents owned greenhouses and were wholesale florists. Bill's family juggled its business and the needs of his youngest sibling, Lisa, who was born with cerebral palsy, and has lived at home her entire life. In the years to come, this unconventional upbringing would motivate Bill to lend his voice to the causes of others who may not have the same platform that he enjoys today. After graduating from the University of Notre Dame and Boston University School of Law, Bill joined the law firm of Porzio, Bromberg & Newman, in Morristown. As county bar president, Bill created the bar association's Minority Attorney's Committee and resurrected the county's Judicial Eligibility Committee, in part, to promote diverse judicial candidates in Morris County. [@PorzioLaw](#)



## **Doug Zacker | Righteous Capitalists**

Host of The Righteous Capitalists, a biweekly podcast that features business owners and entrepreneurs who run their businesses for the equitable benefit of all of their stakeholders. With a strong belief that how we make money matters, Doug speaks with his guests about what it takes to run their businesses in a way that is typically seen as going against the historical norms of their industries. Doug has had a varied career during which he has seen capitalism from many sides. [@TheRighteousCapitalists](#)



## **Janelle Benjamin | Entrepreneur/Investor**

An accomplished serial entrepreneur and investor. She is one of the precious few black female entrepreneurs to raise over \$1 million in funding and successfully exit. Previously, she was the co-founder and COO of SuperData Research which was acquired by Nielsen (NYSE: NLSN) in 2018. Janelle is a prominent advocate of STEM-based careers for women and girls, and specializes in advising B2B startups. In 2017, she was featured in Crain's magazine. She received a B.S. in Financial Mathematics from New York University's Stern School of Business. [@Janelle.benjamin.nyc](#)



## **Tim Sullivan | NJEDA**

Tim became Chief Executive Officer of the New Jersey Economic Development Authority (NJEDA) in February 2018. The NJEDA serves as the State's principal agency for driving economic growth and is committed to making New Jersey a national model for inclusive and sustainable economic development by focusing on key strategies to help build strong and dynamic communities, create good jobs for New Jersey residents, and provide pathways to a stronger and fairer economy. Tim is a graduate of Georgetown University. [@NewJerseyEDA](#)



## Bonin Bough | Bonin Ventures

Bonin is one of the foremost-awarded marketing executives in the world, the host of CNBC's Cleveland Hustles, and the author of Txt Me (646) 759-1837. As one of the youngest C-suite executives at a Fortune 50 Company, he has worked for billion-dollar CPG brands including Mondelez and PepsiCo. Under Bonin Ventures, a growth accelerator, he has been responsible for some of the most successful organization transformations and the rapid growth of billion-dollar brands including Oreo, Cadbury's, Pepsi, Gatorade, and Frito-Lay @Boughb



## Hester Agudosi | State of New Jersey

Hester is a veteran government leader with diverse experience that spans over 25 years. She began her career in public service as a prosecutor with the Manhattan District Attorney's Office and transitioned to serving in senior management positions in government including Deputy Director of Equal Opportunity for the Office of the Attorney General and Director of Equal Opportunity and Public Contract Assistance for the Department of Environmental Protection. She was recently appointed by Governor Phil Murphy to serve as the first Chief Diversity Officer for the state of New Jersey. @NJDiversity



## Cynthia Medina Carson | WAGER

Cynthia is an executive recruiter, talent consultant, and leadership coach with 15+ years of management experience. She started Wager because she saw firsthand how the lack of salary information created unnecessary information barriers and anxiety in the workplace. Professionals and executives kept asking the same question, "Who can I ask about salaries?" In response she created WAGER, a compensation consultancy that teaches individuals how to ask for more and coaches companies on how to create effective salary transparency policies. Cynthia is a graduate of Georgetown University and the Harvard Kennedy School of Government. @Cmedinacarson



## Betty Ng | Inspiring Diversity

Betty is the founder and CEO of Inspiring Diversity, LLC ("iD"), which provides organizations, educators, and families with FASST (Frameworks, Assessments, Systems, Storytelling, and Training) solutions to build inclusive and high-performing culture. Betty is a #1 bestselling author, tech and media entrepreneur, trainer, professional speaker, consultant, and thought leader. She co-authored "PO-LING POWER: Propelling Yourself and Others to Success" with her mother (Po-Ling). She and her children have also launched the bestselling and award-winning Persevering Penguins and Pals children's book series, to serve as guidance tools for social-emotional learning grounded in diversity and inclusion. @InspiringDiv



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## **Barbara Clarke | The Impact Seat/Portfolia**

Barbara is an angel investor with a personal portfolio of over 60 startups in the United States and Europe. She is a founding member of Astia Angels, an international angel group. She serves on the investment committee for a variety of venture funds. Barbara is co-founder and principal at The Impact Seat, strategy consulting company focused on diversity and inclusion. She began her career at KPMG as an economist performing intellectual property valuations for multinational companies. She holds a Masters Degree in International Economics and Finance from Brandeis University and a BA in Quantitative Economics from Tufts University. **@Beclarke**



## **Kathleen Coviello | NJEDA**

I've spent my career as a financial services professional, building teams that deliver outstanding customer service and unique financial solutions to meet clients' needs. I have twice now built successful entrepreneurial finance units - at Progress and the EDA. I have a track record of building strong networks and adding value for our clients. In my current role as the founding Director of the NJ EDA's Technology & Life science team, I have delivered over \$1 Billion in investments, business incentives, tax credits, and venture fund investments to emerging technology companies. I've orchestrated cross functional teams to allow for the successful deployment of these funds, and all of the supporting infrastructure and resources needed to execute the seamless delivery to customers. **@KathleenCoviell**



## **Olivia Owens | iFundWomen of Color**

Olivia is the General Manager of iFundWomen of Color, the platform for women of color to raise capital through crowdfunding, grants, coaching, and the connections needed to launch and grow successful businesses. Olivia was a founding team member of iFundWomen and managed Business Development and Partnerships. Before launching iFundWomen of Color, Olivia's leadership brokered critical partnerships to help scale the business (GirlBoss, The Wing, The Riveter). She received her Bachelor's degree in Journalism from the University of Maryland. **@iFundWomen**

## Lorine Pendleton | Portfolia

Lorine Pendleton is a seasoned business development executive and attorney with extensive experience in the legal, technology and entertainment industries. She is a Lead Investor in Portfolia's recently launched and eight fund Rising America, which invests in companies with founders of color, women, LGBT or companies with products or services addressing these markets. She is a graduate of Brown University (B.A. Economics), New York Law School (JD) and Kauffman Foundation FastTrac New Ventures Entrepreneurship (Graduate Certificate).

@LorinePendleton



## Seble Tareke-Williams | Investor

Seble is a real estate entrepreneur with a professional background leading community economic development programs across a wide strategy spectrum ranging from non-profit social programs to private community investment initiatives. Most recently, Seble was a Managing Director at the Vanbarton Group, a commercial real estate investment advisor and manager to institutional clients.

@Sebwash



## Peggy Wallace | Golden Seeds

Peggy is a Managing Partner of Golden Seeds. Peggy has been a leader in the growth of Golden Seeds from 5 members when she joined in 2005 to one of the Nation's largest angel networks with 300 members today. Golden Seeds was the first angel group formed to focus on the immense opportunity of investing in women leaders with a keen focus on educating investors to join the early stage investment asset class. To date, Golden Seeds has invested \$130 million into 150+ companies in enterprise, healthcare and B to C, which have gone on to raise over \$1 billion. @Peggywallace



## Judith Sheft | NJEDA

Judith Sheft is the Executive Director of the New Jersey Commission of Science, Innovation and Technology. The Commission's mission is to accelerate economic development in New Jersey through science, innovation and technology including stimulating academic-industrial collaboration and encouraging and supporting entrepreneurs and inventors. She has been engaged with technology /IP innovation and commercialization efforts working with faculty and students to create startup companies and establishing licensing relationships with corporate partners. She advised external startups at NJIT's high technology / life sciences business accelerator/incubator. She is on the Board of Advisors to the NJIT Murray Women's Center and serves as a mentor and coach to students and faculty. @JudithSheft



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**Women of Color Connecting**  
and the 2020 Summit & Celebration.

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# Presenters

## Zoe Bogan | KPMG

Zoe Bogan is a member of the Corporate Development (M&A) Integration team at KPMG LLP, which is responsible for driving integration improvements for US acquisitions. Her expertise includes project management, integration planning, issue resolution, cultural assessment, finance & budgeting, stakeholder management and relationship building. In addition she serves on the Leadership Council for KPMG's Network of Women (KNOW) with an influence to address and respond to the diversity matters in the corporate setting. @Zoebogan



## Reginald Canal | Fortis Lux

Reginald Canal is a Financial Services Professional with Fortis Lux Financial. Fortis Lux is a boutique financial planning firm that offers risk protection strategies and comprehensive wealth & investment management. Prior, Reginald excelled in a variety of roles at HSBC over a 15 years banking career including a two-year overseas assignment with HSBC's Consulting Group in Hong Kong, managed HSBC's New York City flagship Premier Affluent Center to record sales results and started the Affluent African American Segment targeting High Net Worth Individuals and Commercial Clients. He is a lifetime member of the National Black MBA Association; founding board member of the Haitian Roundtable; member of the Board of Directors of Valley Arts; and the Multicultural Committee of the Metropolitan Museum of Art. @FortisLuxFin



## Mois Navon | Mobileye

Mois Navon is one of the founding engineers of Mobileye, where he designed the EyeQ family of SoC (System On a Chip) - the chip powering the autonomous vehicle revolution. He is the author of numerous hardware patents in the field of image processing and computing hardware. Prior to Mobileye, Mois worked for notable companies such as IBM and NASA's JPL as well as a number of Israeli Start-Ups. @Moisnavon



## Vicky Llerena | Social Vibes Media

Vicky brings with her over 12+ yrs of experience having worked at Univision WXTV-41 and PRNewswire. In September 2017, Llerena was named Top 25 Brand Builder by Leading Women Entrepreneur. Her team was recognized by NJBIZ (2017) as an influential Latino-Millennial media agency in New Jersey. Her articles have been featured in NJBiz, Huffington Post, CEO Blog Nation, and many more media outlets. @Llerenavicky



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*Portfolio Rising America Fund Lead Partners Noramay Cadena, Lorine Pendleton, Juliana Garaizar and Karen Kerr*

## INVEST IN THE RISING AMERICA FUND™

We empower Women of Color to become investors,  
funding the founders and companies they want in the world  
for returns and impact.

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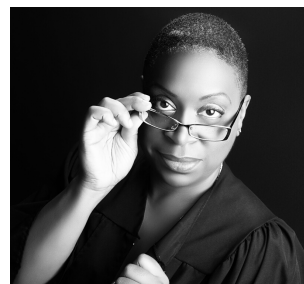
# Entrepreneurs



**Majora Carter**  
Boogie Down Grind Cafe  
Boogiedowngrind.com  
@Boogiedowngrind



**Adrienne Fudge**  
40 Dreams  
40dreams.com  
@40dreamsmeal



**Dr. Alissa Gardenhire |**  
Kids Win  
bestinclasseducation.com/south-orange  
@bestinclasssoma



**Kimberly Gray**  
Uvii  
Uviiapp.com  
@Makeyouruviis



**IyaSokoya Karade**  
Athletic Arts Academy  
athletic-arts-academy.org  
@AthleticArtsAcademy



**Tiasia O'Brien**  
Seam Social Labs  
synergizeinsights.com  
@SynergizeNYC



**Jihan Thompson**  
Swivel Beauty  
Swivelbeauty.com  
@Swivelbeauty

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# Thank you

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## **Women of Color Connecting Leadership Council**

Thank you to the WOCCON Leadership Council for your ongoing support:  
Bonnie Carter • Majora Carter • Tara Carter • Cynthia Crossley • Nana Duncan  
Bruce Eckfeldt • Stephanie Fowler • Twyla Garrett • Annie Godfrey • Jeff Hamer  
Deborah Jackson • Jan Johnson • Kay Lucas • Kristin McDonough • Clarence McGann  
Vishal Muni • Gina Nisbeth • Avis Yates Rivers • Gillian Sargeant-Allen • Lynn Selassie  
Monica Slater Stokes • Peggy Wallace • Sandi Webster

## **Benefit Celebration Host Committee**

Reginald Canal • Michael Lear • Tom Reynolds • Chris Sabin • James Simmons  
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## **IFEL Team**

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Rudyard Ceres • Marshon Marshall • Kendra Miller • Ram Raja

## **Volunteers**

Mariam Serna • Catrina Alexandre • Germine Martin • Mark Hair

Thank You to everyone in attendance at this year's event for the part you have played in making it a success; to Beth Briant and the staff at the Newark Liberty International Airport Marriott; to all the speakers for sharing your wisdom and insights; to Carlson Audio Visual for helping us again stretch our limited resources; to Zoe Bogan and KPMG for printing this program book, and to the IFEL community including our entrepreneurs, donors, collaboration partners, allies, advocate and champions...thank-you, thank-you, thank-you.  
We could not do this without you.



# Volunteer Your Expertise



Whether you have two hours per month or two hours in total, you can use your professional skills, expertise and talents to help a small business grow. Join our volunteer community to make a difference.

[woccon.org/volunteeryourexpertise](http://woccon.org/volunteeryourexpertise)

**We can't predict the future  
but we can plan for it,  
together.**



**Whatever challenges come your  
way, we strive to offer you  
confidence and certainty in our  
protection planning processes.**