TechCorner Spotlight now features new technologies and tools in addition to diverse-owned technology companies.

What is Cisco DevNet? Some say it is a developer’s utopia, a growing tech company’s BFF. You decide after reading about DevNet and checking out the website here. Start by taking a tour of DevNet to learn how we help developers and IT professionals who want to write applications and develop integrations with Cisco products, platforms, and APIs.

continued on page 4
WBENC turns 20!
and reflects on technology growth

The largest third-party certifier of businesses owned, controlled, and operated by women in the United States celebrates its 20th anniversary this year. The Women’s Business Enterprise National Council (WBENC) and its stakeholders celebrated this momentous occasion at this year’s annual WBENC conference and business fair this summer in Las Vegas, Nevada.

Furthereing the success of women-owned businesses, the four-day event included some of the best programming yet. The 2017 conference opened with an orientation workshop for first-time conference attendees, a NextGen meeting for future WBEs and supplier diversity professionals under the age of 40, multiple concurrent workshops, and of course its day-long business fair. The conference concluded with even more thought-provoking workshops, a dinner and awards ceremony, and the 2016 Motor City launch party. Events included with even more thought-provoking workshops, a dinner and awards ceremony, and the 2016 Motor City launch party. Events included

Over the last 10 years, we continued to expand that organizational framework by us- ing our WBENCLink certification database, which allows WBENC to make use of clear communica- tion, shares opportunities for women business- ness owners, and empower leaders around the world.

Q: What has been the greatest technology value-add to the council and its stakehold- ers to date?
A: Our WBENCLink supplier database houses more than 14,000 WBENC-certified businesses ready and willing to do business with our corporate and government members as well as other women business enterprises (WBEs). Obviously, this is a core value-add for our cor-

However, we always strive to improve. Last year, we transitioned our database to completely digital records, making sure of added security for highly sensitive files. We also sought to bring efficiency to the process for extremely busy women business owners. By approaching this technology upgrade with collaboration in mind, we increased the value-add for all our audiences.

Q: Which certified WBEs in the technology industry would you consider innovators, trailblazers, and disruptors, and why?
A: We have so many great WBEs in the technology industry, and that doesn’t count the WBEs who are just getting WBENC certified. Even startups know that technology should feature prominently in any business owner’s strategic plan.

This year we can spotlight Ampcus, Inc., one of our WBE Presenting Sponsors for our National Conference and Business Fair in Las Vegas, who presented on best practices for quick decision making to avoid major disruptions in operations: every leader’s worst nightmare.

Q: Since launching your Student Entrepreneurship Program eight years ago, you have had more than 150 students to gradu- ate from the program. Science, technol- ogy, engineering, arts, and mathematics (STEAM) have been a significant part of your program. How have your students’ interest in aptitude for these areas exceeded

A: From the start, WBENC’s founding leaders understood that technology is a conduit for collaboration. In 1997, we were on the cusp of the dot.com boom, and using core technol- ogy foundations, we grew a movement around women’s business development. We used new technologies of the time to bring together disparate communities, including our growing corporate and government members, our 14 regional partner organizations (RPOs) from around the nation, and even global organiza-

Q: How has WBENC grown technology wise in the last 20 years? 10 years?
A: With a working title of “Women Businesses: Innovators, Trailblazers, and Disruptors,” we reflect on successes and to plan for more. As these milestones arrive, it is natural to off. As these milestones arrive, it is natural to

Q: What has been the role of women and women-owned business in science and technology and their contributions to the world.
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Q: Predict, if you will/dare, the role of women and women-owned business in science and technology in the future.
A: The WBENC community succeeds from sharing our success. If I cannot speak for all women, but I believe like women leaders have the unique opportunity to open the doors for other women. When we share our success through mentorship, inspired and driven by the ideas public success of these students. The pitch competition has featured life-saving medical devices, social apps to help food banks, and online retail services for the disabled. Our students come prepared with patents, pitch decks, and a desire to learn.

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#TechCorner Spotlight:
Cisco DevNet

**What:** What is DevNet?
Cisco DevNet is the single resource for everyone—developer, network engineer, and more. Wherever you are in your development journey, DevNet has the tools and resources you need to learn, code, get inspired, and connect. It’s the place to learn, code, get inspired, and connect. Dig in to find and create inspiring applications, learn about our APIs, and connect with other developers in our communities. What else?
- Find APIs and tools
- Learn and code
- See what others are creating
- Submit creations
- Participate in trending forums
- Build innovative, network-enabled solutions

**Where:** Where can you connect with DevNet?
Connect with DevNet

**Who:** Who can join DevNet?
DevNet is for everyone, from beginning developers to network engineers to women in tech and more. Wherever you are in your development journey, DevNet has the tools and resources you need.

**Why:** Why join DevNet?
- Participate in trending forums
- Submit creations
- See what others are creating
- Learn about our APIs, and connect with other developers in our communities.

## Member benefits
- APNs and SDKs with detailed documentation
- Free 24x7 remote development labs
- Customized notifications
- Self-paced learning tracks
- Active community forums
- Multiple support options

## How:
How do you become a member of DevNet?
Becoming a member of the DevNet Community is free and easy and gives you access to useful resources and tools.

Join by using our new social log-in available in our Learning Labs! To register, visit https://learninglabs.cisco.com.

## DevNet Technologies

### IOT
- Cloud
- Networking
- Analytics & Automation
- Open Source

## Collaboration

## Mobility

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## OUTREACH GALLERY

### 2017 So Cal Electric IT Forum

### VETCON 2017

### 2017 WRMSDC GALA

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**CHAMPIONS OF DIVERSITY NEWSLETTER**

## #theEditor’s Corner

### with Madison Gunter III

**Technology: Ready, Set, Grow**

Increasingly, technology is being woven into the fabric of many businesses and yes, even in small, diverse-owned businesses. Outside of the standard marketing tools (email systems, websites, and lead generation call systems) or the social media applications (LinkedIn, Instagram, and Facebook), some diverse-owned businesses are utilizing technology to educate, develop, and connect their ecosystems. The perceived and actual expenses needed to develop such a platform can be dream busters for many businesses regardless of their size, not to mention time killers. Rodney Woods, president/founder of Diversity in Promotions (DIP) and Playbook Investors Network (PIN), is one such small, minority-owned business owner who found a way to use technology to educate, grow, and connect his stakeholders. We asked Woods about his business enterprises and what the inclusion of technology in his businesses has meant for his businesses and stakeholders.

**MG3:** Rodney, tell us a little bit about both your businesses: Diversity in Promotions and Playbook Investors Network.

**RW:** Happy to do so, Madison. Thanks for asking. Thirteen years ago, we launched Diversity in Promotions, or DIP, as a unique full-service marketing firm that combines general marketing and advertising with sports/entertainment events and diverse suppliers. Essentially, I brought in a few of my friends who happened to be professional athletes and paired them with diverse-owned businesses and major Fortune 1000 corporations that wanted to strategically align their brands for market share growth or paired private investors with diverse-owned businesses that needed help raising capital to scale and grow their businesses.

From DIP, PIN, or rather Playbook Investors Network, was born. PIN is a subscription-based, real-time, digital B2B exchange portal that exposes mutually beneficial business opportunities for small businesses, diverse-owned businesses, and major Fortune 1000 corporations that wanted to strategically align their brands with challenges that small businesses faced.

**MG3:** Without giving away your secret sauce, tell us how technology is woven into the fabric of your businesses.

**RW:** Our platform is video driven, and through it we identify, evaluate, and introduce. We identify diverse-owned businesses seeking capital, evaluate each business, and determine the company’s financial position in order to gain access to capital. PIN’s platform provides subject matter experts who educate and assist businesses through the process of securing capital that best ensures the company’s success. And lastly, we introduce suppliers to one or more financial service third parties offering capital solutions suitable for their business.

**MG3:** And all of that takes place through your technology platform?

**RW:** Yes. We have a unique multilayer platform that identifies the most attractive business candidates and provides significant due diligence support to evaluate potential growth opportunities, as well as provide a hands-on role in executing organic growth avenues.

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**Outlook Gallery**

- 2017 So Cal Electric IT Forum
- VETCON 2017
- 2017 WRMSDC GALA

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**www.cisco.com/go/diverse-partners**

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**54**
DBP PROGRAMS
DBP and Zones Use Diversity in Sales

The time is now to begin the dialogue with your Cisco sales teams about your Tier 1 Spend. Let us show you how.

Today, more companies are utilizing various avenues of influence to increase their Tier 1 spending initiatives through information technology. Utilization of diverse partners, whether woman, minority, or veteran owned, allows customers to satisfy those needs and gain a competitive advantage.

Cisco’s diversity solution

Many customers have utilized Cisco's Diversity Business Practices team as the conduit to start the conversation. For more than 14 years, Cisco’s Diversity Business Practices team has been helping customers solve supplier diversity requirements. The Cisco Diversity Business Practices team provides a seamless transition for partners and customers to help solve supplier diversity business objectives through the procurement of Cisco products and services.

Our competitors don’t have it: Our competitive advantage

Led by Senior Manager Madison Gunter III, the Diversity Business Practices team helps customers buy smarter by maximizing their Cisco spend. Collaborating with partners such as Zones, a certified minority business enterprise (MBE), enables Cisco to help solve customer supplier diversity challenges, deepen relationships, and address competitive threats. Zones’ ability to collaborate with best-in-class partners to deliver customizable solutions and positive business outcomes helps meet the needs of the company.

Zones Chief Global Officer Sean Holiday states, “The Cisco Diversity Business Practices team has enabled Zones access to account teams that are looking to serve our mutual customers with Tier 1 spending initiatives. Zones has received great response from the Cisco teams to partner and develop solutions that afford the opportunity to sell more Cisco technologies.”

Technology: Ready, Set, Grow

Published from page 6

RW: It does.
MG3: What elevates your business above other similar businesses?
RW: Two particular things elevate PIN above similar businesses.

First, we take the time to educate our diverse businesses about the different types of financial solutions available to businesses. We have major corporations buy our Tier 1 and Tier 2 suppliers that they want to help grow. Access to capital has been a constant and tier 2 suppliers that they want to help grow. Access to capital has been a constant advantage.

Cisco’s channel partners play a key role in its software strategy. This past March, there was never a better time for our current and past partners to hear from our executive speaker, Jason W. Gallo. As the global director of enterprise networking and software partner business development, Jason leads a team responsible for developing partner initiatives, programs, and enablement for Cisco’s enterprise networking architecture, buying models, enterprise license agreements (ELAs), and partner software lifecycle management services.

Attendees to this WebEx event included diverse-owned channel partners who already support or are interested in supporting Cisco’s software strategy. Gallo commended his presentation with a timeline of the Cisco partner evolution that reflected the beginning of Cisco in 1984, its 1996 commitment to channels as a strategic route to market, the launch of the collaborative channel in 2009, creation of the global partner organization in 2010, and the current ecosystem and role-based system. The importance of Cisco’s channel partners was emphasized and demonstrated through steady growth in number as well as revenue. Gallo shared that nearly 90 percent of Cisco’s revenue is derived through the channel partners.

The growth and increased importance of its software portfolio, opportunity for diverse partners to grow their software business with Cisco was evident. Prior to sharing Cisco’s software strategy with the diverse-owned channel partners, Gallo spoke to four areas of value that partners get from teaming with Cisco: (1) technology innovation, (2) practice enablement, (3) partner-centric sales and services model, and (4) partner profitability.

By 2019, there will be a $90B total available market for software in network and compute ($17B), analytics and automation ($25B), security ($6B), and collaboration ($24B). This opportunity is unique and creates a huge opportunity to drive growth. This software opportunity is a top priority for Cisco. So how do partners capitalize on this market opportunity with Cisco? Gallo shared ways some of Cisco’s software partners have successfully built up their software practices: (1) software solutions sales, (2) consumption sales, (3) lifecycle advisory services, and (4) software development. What top partners have in common is that they all created a well-documented and actionable software practice plan around these four areas. Gallo’s presentation went on to share that partners’ successes are no longer based on simply attaching software to hardware. Rather, they must lead sales opportunities by explaining the software value and then how the hardware becomes a sales pull-through.

Lastly, Gallo provided attendees with a new resource recently introduced at Cisco Live in Berlin. Cisco DevNet provides developers with the tools, resources, and code needed to build innovative, network-enabled solutions. Members collaborate with each other for the purposes of growing their business, learning new code, receiving one-on-one support, accessing fully tested sandboxes, and much more. Who can become a member? Anyone who registers.

Learn more about DevNet in our TechCorner Spotlight on page 4.

Continued from page 5

About Jason Gallo: Jason Gallo originally joined Cisco through the acquisition of Tandberg, where he led the onboarding of more than 150 partners globally and the design and implementation of the Cisco TelePresence partner go-to-market strategy. During his 25-year career, Jason has worked in many functions, including management strategy consulting, sales, operations, product management, and design. Jason has a bachelor of science degree in electrical engineering from Rochester Institute of Technology (RIT), a master of engineering management degree from Washington State University, and an MBA degree in finance and strategy from the University of Chicago Booth School of Business.

About Cisco’s Channel Programs: The Cisco Partner Program (CP2): Executive Speaker Series is a business development series designed for our current and past partners. The CP2 speaker series is on another program by which our partners continue to gain insightful, practical, relevant, and timely information from proven business executives, including Cisco senior executives. The CP2 speaker series is on an eight-week event conducted by WebEx and held throughout the year.

About Cisco: Cisco is the leader in commercial networking, the broad range of applications driven by the cloud, and the Internet of Things. Today, more than 500 million connected things are generating an estimated 5 exabytes of data a day, and the amount of data being generated is expected to reach 100 exabytes by 2020. Cisco is focused on giving people the tools they need to transform that data into insights. Cisco’s software strategy has been an important part of the company’s business in recent years, with a focus on expanding its software portfolio, and partnering with developers and organizations to help them build and deploy software-driven solutions.

Contact Us: For more information, visit www.cisco.com/go/diverse-partners or call 1-800-553-2010.

CP²: Cisco Software Strategy for Partners

SOFTWARE is an important part of Cisco’s portfolio and an integral part of technology trends. Cisco’s channel partners play a key role in its software strategy. This past March, there was never a better time for our current and past partners to hear from our executive speaker, Jason W. Gallo. As the global director of enterprise networking and software partner business development, Jason leads a team responsible for developing partner initiatives, programs, and enablement for Cisco’s enterprise networking architecture, buying models, enterprise license agreements (ELAs), and partner software lifecycle management services.

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softX：“Today’s presentation provided deep insights into Cisco’s foray into the software domain and the strategy that it is executing on top of its hardware platform to form a new business model that creates value for partners and customers.” Dan Craig, Enterprise IT Solutions Consultant

Cisco software strategy for partners

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CONTRACTING NEWS
SBA Programs for Veterans

The U.S. Small Business Administration (SBA) has resources and pro-
grams to help veterans and service-disabled veterans start, grow, and
finance a business. There are programs and resources for aspiring and
existing veteran entrepreneurs and military spouses.

What kind of resources?

For aspiring veteran entrepreneurs, there are resources available to
help write a business plan and to register a business, for starters. Ex-
isting veteran entrepreneurs can receive assistance with growing their
businesses through hiring, marketing, and exporting resources.

The mission of the SBA’s Office of Veterans Business Development is to
maximize the availability, applicability, and usability of all administra-
tion small business programs for veterans, service-disabled veterans,
reserve component members, and their dependents or survivors.

What programs are available? Here are a few, but there are many more.

Training

Veterans Business Outreach Center (VBOC) Program: Provides enter-
preneurial development services such as business training, counsel-
ing, and resource partner referrals to transitioning service members,
veterans, National Guard and reserve members, and military spouses
interested in starting or growing a small business. The SBA has 20 or-
ganizations participating in this cooperative agreement and serving as
VBOCs.

Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE): Ad-
ministered by the Institute for Veterans and Military Families and SBA
funded, V-WISE includes online training, a conference that harnesses
the unique esprit de corps of women veterans and female military
spouses, and follow-on mentoring through a community of partners.

Financing

Leveraging Information and Networks to Access Capital (LINNC): An
online matchmaking service, connecting small business owners with
nonprofit lenders that offer free financial advice and specialize in mi-
croloaning, smaller loans (SBA Community Advantage Program), and
real estate financing (SBA 504 Loan Program).

SBA Veterans Advantage: Guarantees loans approved to businesses
owned by veterans or military spouses during fiscal year 2017 (October
1, 2016 through September 30, 2017) will receive the benefit of its regu-
lar guaranty fee reduced by 50 percent, when the loan is over $150,000.

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SBA’s Veterans’ Entrepreneurship Act of 2015: Reduces the upfront
borrower fee to zero dollars for eligible veterans and military spouses
for SBA Express loans up to $350,000.

Deployment

Military Reservist Economic Injury Disaster Loan Program (MREIDL):
Provides loans up to $2 million to eligible small businesses to cover
operating costs that cannot be met due to the loss of an essential em-
ployee called to active duty in the reserves or National Guard.

For more details about these and other resources and programs, click
here.

New HUBZone Maps

The HUBZone program recently announced the release of the new
HUBZone maps. The new maps have the most current HUBZone des-
ignations and features to improve their usability.

You can determine if an address or a particular area is designated as a
HUBZone by using the HUBZone maps.

What is a HUBZone? Managed by the Small Business Administration
(SBA), the Historically Underutilized Business Zone program encour-
ages economic development and employment growth in distressed areas
or underutilized business zones by providing access to more federal
contracting opportunities. Enacted into law under the Small
Business Reauthorization Act of 1997, businesses in HUBZones can be
eligible for certain federal contracting opportunities if they meet
SBA’s eligibility requirements.

Who’s eligible?

To qualify for the program, a business (except tribally owned concerns)
must meet the following criteria:

• It must be a small business by SBA standards.

• It must be owned and controlled at least 51 percent by U.S. citi-
zens, a community development corporation, an agricultural co-
operative, or an Indian tribe.

• Its principal office must be located within a Historically Under-
utilized Business Zone, which includes lands considered Indian
Country and military facilities closed by the Base Realignment and
Closure Act.

• At least 35 percent of its employees must reside in a HUBZone.

If you are eligible, visit Applying for the HUBZone Program and
Maintaining the HUBZone Certification. Be sure to read the HUB-
Zone Primer transcript for the details about this program.

FY17 Federal Procurement
Small Business Scorecard

Seven Federal Agencies Received A+ Grade

For the fourth consecutive year, the federal government reached
its small business federal contracting goal.

In case you missed it, the U.S. Small Business Administration an-
ounced this spring that the federal government reached its small
business federal contracting goal for the fourth consecutive year.

Here are the highlights:

• Awarded 24.34 percent in federal contract dollars to small busi-
nesses, totaling $99.96 billion, an increase of more than $9 billion
from the previous year.

• Exceeded the Small Disadvantaged Business (SDB) goal, almost
doubling it.

• Awarded highest achievement ever for percentage of contract dol-
lars to Service-Disabled Veteran-Owned (SDVO) small businesses.

• Increased prime contract dollars in all categories.

• Exceeded its subcontract goals for awards to women-owned and
small disadvantaged businesses.

The FY 2016 Small Business Procurement Scorecard that SBA uses to
grade agencies in terms of prime contracting and subcontracting per-
f ormance, as well as other factors, resulted in an overall grade of A for
the federal government. Seven agencies received A+, 11 received a grade of A, four received a grade of B, and one agency received a grade of C.

Factors on which the agencies are graded.

• Commitment to small business utilization

• Effective engagement of senior-level management in achieving
small business goals

• Data quality of small business contracting

• Training of acquisitions staff

• Outreach to small business

• Bundling avoidance, justification, and mitigation

• Office of Small & Disadvantaged Business Utilization (OSDBU) or-
ganization

Each agency’s overall grade will show an A+ for agencies that meet or
exceed 120 percent of their goals, an A for those between 100 percent
and 119 percent, a B for 90 to 99 percent, a C for 80 to 89 percent, a D for
70 to 79 percent, and an F for less than 70 percent. An agency’s overall
grade is composed of three quantitative measures: prime contracts (80
percent), subcontracts (10 percent), and its progress plan for meeting
goals (10 percent).

See government-wide and agency performances and scores here.

OUTREACH GALLERY

www.cisco.com/go/diverse-partners
IN THE NEWS

Business Disruption Workshop at WBENC

“Disrupt or Be Discarded” was one of several workshops offered at the Women’s Business Enterprise National Council (WBENC) annual conference this summer in Las Vegas, NV. Disruption discipline Madison Gunter II did what he does best: Dish out intriguing and actionable business growth strategies that capture the attention of even the most seasoned entrepreneurs. Gunter led with quotes from both Chuck Robbins and John Chambers, current and past Cisco chief executive officers, respectively, about how imperative it is to disrupt yourselves and your industry to be successful or be left behind.

What is disruption?

Gunter introduced disruption as a business strategy and transition that creates a new market and value network that eventually disrupts an existing market and value network. To be disruptive:

• **Changing your industry**: Gunter provided real-world examples of how disruptors have changed their industries. Tesla Motors, most certainly disrupted the automotive industry set Isom’s business far apart from his competitors and increased his value to his customers around the world.

Michelle Vondrasek, president, Von Technologies also carved out a wireless analytics niche in her industry that not only changed but also created a new segment in her industry that leaves her competitors behind.

Gunter concluded the workshop by encouraging the audience of nearly 250 attendees to ask themselves if they wanted to be a Netflix or a Blockbuster.

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During the workshop, Gunter invited two WBENC-certified business owners to share how they used disruption to keep their businesses from being disrupted. Pam Isom, president and chief executive officer of ICE Safety Solutions, shared how she created a want that her customers didn’t yet know they needed using technology. Disrupting her industry set Isom’s business far apart from her competitors and increased her value to her customers around the world.

Why Zones?

Zones is a leading global provider of comprehensive IT solutions. For more than 30 years, from Seattle to Sydney, Dallas to New Delhi, and beyond, Zones has taken pride in becoming experts in all things technical. Zones’ primary areas of expertise include:

- Modernization
- Optimization
- Transformation of network infrastructure
- Data center
- Mobility
- Unified communications
- Cloud and security
- Workplace technology
- Internet of Things (IoT)

This global expertise, spread across 80 countries, allows Cisco customers to not only succeed, but also help customers assess, design, implement, and manage end-to-end solutions for all their IT needs, while actualizing Tier 1 spend through their diversity certification. Zones is certified as an MBE under the guidelines of the National Minority Supplier Development Council, Inc. (NMSDC) and is also a certified Corporate Plus member of the NMSDC.

More importantly, Zones recognizes the benefits of supporting a diverse supplier base in order to bring thought leadership and unique capabilities to its clients. Zones was honored to receive the Northwest MBE MBE to MBE Inclusion Award for its support and inclusion of diverse suppliers.

Cisco Supports VETCON 17

While there are many veteran support organizations that provide certification and advocacy (NMSDC and WBENC, respectively). Although they are in their infancy, we see great promise in supporting the National Veteran’s Business Development Council (NVBDC), VeteransList, and VETCON as offering similar support to veteran-owned businesses.

Cisco values innovative entrepreneurs and diversity, and our buying decisions have to be value driven. The diversity we encountered, including but not limited to gender and ethnicity, illustrated the rich perspectives and innovation our veterans bring to the table. They are a diverse community united by a common experience: offering value, leadership, learning, and problem-solving skills. To learn more about great veteran-owned companies, contact us at gssdiversity@cisco.com.

Champions of Diversity Newsletter

www.cisco.com/go/diverse-partners

OUTREACH GALLERY

DBP and Zones Use Diversity in Sales

(Reprint from Cisco Global Procurement Services Blog)

**VETCON** is a veteran entrepreneur conference that promotes the veteran community. Cisco Global Procurement Supplier Diversity and Sales Diversity Practices were among the sponsors of VETCON 2017 in Redwood City, CA on March 23–25, 2017. The three-day event targeted entrepreneurs whose businesses are 51 percent owned by a veteran or service disabled veteran, giving them access to sponsors (like Cisco), venture capitalists, support organizations, and a broad range of interesting speakers on a variety of topics relevant to small businesses.

Many new and innovative businesses attended:

- **Travelrecon**: Offers security intelligence about travel risk at country, region, city, and street level.
- **CarDash**: Bay Area service that picks up, services, and returns client's cars the same day using a network of service centers and negotiating volume discounts, so clients receive the best value.
- **Vetarian**: Digital mentorship platform that makes being a mentor and finding mentors effortless, enables mentorship on demand, and is easily adaptable for a corporate mentoring program.
Lake Tahoe was the locale for the annual Diversity Professionals Connect (DPC) Summit.

Cisco Senior Manager Madison Gunter III, Diversity Business Practices and Global Offset and Countertrade, led an interactive day-long workshop entitled ‘Using Disruption to Take Your Business to the Next Level” during the third annual DPC Summit this spring. DPC is a unique and intimate summit where corporate diversity leaders and entrepreneurs work together to develop applicable, innovative business solutions and is the brainchild of Melissa Simmons, publisher, Diversity Professional Magazine.

Gunter encouraged attendees to consider the following as options for disrupting their current businesses for achieving next-level growth: new technologies, mentors and advisors, and acquisitions.

The invitation-only crowd paired off into teams that included an entrepreneur and a corporate diversity leader. The corporate diversity leaders served as mentors to the entrepreneurs as they worked on multiple activities that culminated in viable 12- to 18-month business strategies for moving their businesses to the next level. Participants walked away with not only a tool for growing their businesses, but also ways in which their businesses can thrive and grow in spite of or because of disruption.

More about DPC Summit

The mission:
The goal of DPC is to embrace, fulfill, grow, and sustain the advancement of the diversity professional. We are passionate and dedicated to connecting people, exploring opportunities, and building success through personal relationships and shared experiences.

Who should attend:
DPC is for you if you are looking for a new way of doing business and are a small business owner, supplier diversity professional, or workforce diversity professional working in an environment with a commitment to diversity, inclusion, and equality.

Contact DPC at events@diversityprofessionalsconnect.com.

CONTACT US