

**Tues**  
**6/25**  
**5:30p**

KANSAS CITY 2019

# HOW TO MAKE MONEY In Business

**TWELVE**  
MAGAZINE

**kcsoul**

**BL100**

**BLUE BB**

**BG**  
**nphkc.com**

**Build Customers | Grow Revenue**  
**Raise Capital | Maximize Investments**

**Kauffman Foundation | 4801 Rockhill Rd, KCMO**

**The Empowerment Forum of the Year!**

**JOIN EXPERTS IN:**

**Real Estate**  
**Technology**  
**Accounting**  
**Banking**  
**Investments**  
**Business Development**  
**Marketing**

Sherry Lumpkins, Host  
Blue Symphony, LLC

**Register EARLY For**  
**FREE B4 6pm Entry**  
**[twelvekc.com/money](http://twelvekc.com/money)**



## Secure Your Success.

# How to Make Money in Business!

**Tues 6/25/19 | Kauffman Foundation Conference Center, 4801 Rockhill Rd.  
KCMO 5:30p-8:45p.**

The path to wealth is through business ownership. In today's world that can be accomplished through both investments and entrepreneurship. "How to Make Money" brings business experts to provide insights in building businesses and growing revenue. Panelists and onsite experts address success strategies, raising capital, credit, digital marketing and even real estate investing in one evening. Those looking to start or scale a business will benefit.

Open to the public. Arrive early for networking.

Entry is **FREE B4 6PM with early advance registration** by Sat 6/22. **\$15 After 6/22 until 5p 6/25.**

**Register at [twelvekc.com/money](https://twelvekc.com/money)**

- 5:30p Check-in & Networking Begins plus onsite counseling and information
- 6:30p Opening: Generational Wealth—Ownership, Investment, Education...repeat.
- 6:45-7:10p Panel 1: Winning Biz Moves! Growth Strategies
- 7:25-7:45p Panel 2: Get Money to Grow: Small Biz vs. Startups. Loans, Alternative Financing and the Preparation required.
- 8:00-8:45p "Show Me" Workshops:
  - 1) Building Dollars. The truth about Real Estate: Investing, Development, Selling
  - 2) Digital Marketing Playbook. Grow Like Industry Leaders

**Hosted by Blue Symphony LLC, Beta Lambda Educational Foundation,  
TWELVE Magazine & KCSoul**

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**Register at [twelvekc.com/money](https://twelvekc.com/money)**

**Questions: [info@twelvekc.com](mailto:info@twelvekc.com). Program & participants subject to change.**

## 5:30p Onsite Counselors, Resources & Networking:

**Mary T. Ricketts, CEO of Wealth-ON-Purpose.** Certified Financial Coach | Retirement Planning | Professional Speaker, Trainer and Coach-JMT

**Frederrick Buford, Regional Sales Director, FES.** Works to educate & improve the financial scenarios of consumers through credit repair and restoration services.

**Davoya Marshall.** Davoya has a Master's of Project Management and is licensed in financial services (Series 7 and 66), life, health, property and casualty insurances. She has been in the industry for ten years and is passionate about consulting with clients to determine needs and find solutions to those needs.

**Sean Adams.** Sean is a Certified Financial Planner at Creative Planning. Creative Planning provides comprehensive wealth management services including investment management, financial planning, charitable planning, retirement plan consulting, tax planning, and estate planning services.

**Christopher Jones.** Founder of MatchRite Care, whose objective is to deliver a patient's personal health records right to their hand in a simple and clean format. Customers will then be able to access, store, and manage their medical records from multiple provider's regardless of EHR sources, all in one software platform.

**KCSOURCELINK.** KCSOURCELINK connects entrepreneurs and small businesses in the 18-county Kansas City region to a network of 240+ nonprofit, business-building resources, all ready to help your business idea, startup or established company grow and succeed. They match your small business to the right resource for your business stage, industry, location and need.

**National Association of Marketing Professionals.** Join us for the group launch! Meet and network with African-American marketing professionals. Marketing, Sales, Media, Advertising, PR. It's the start of new connections, ideas and resources.

## 6:30p Program Opening

### **Sherry Lumpkins, Event Host**

Principal, Blue Symphony, LLC. Since 2002, through Blue Symphony, Sherry's delivered custom web solutions. Her breadth of experience spans commercial, non-profit, and public sectors as well, where she's helped expand organizations' reach by building and implementing customized, full-featured websites and software applications.

## 6:35p-6:45p Generational Wealth through Business

- **Frank Clay, Consultant,** author, entrepreneur and business coach. His experience includes owning the ClayGroup, multi-million dollar supplier to VA medical centers and corporations.

## 6:45p – 7:10p (Q&A to 7:20p) Winning Moves! Growth Strategies

Building business from the ground up or expanding, learn:

- Building from an idea
- Finding support. Team building
- The Hu\$tle of an entrepreneur
- Building loyal customers
- The Formula-People, product and process

### **Kira Hopkins, Moderator**

Owner of Entrepreneur Business Basics (EBB) and a certified Kauffman FastTrac facilitator and provider.

- **Jason Parson.** Owner of Parson & Associates, LLC which offers strategic project management, public involvement, governmental affairs, and communications programs on behalf of governments, agencies, and businesses.
- **Marquita Miller.** Author, small business expert and founder and CEO of Five Star Tax and Business Solutions – a full- service accounting firm in Kansas City.
- **Ed Honesty.** President, Chief Operating Officer and a member of the board of directors of Best Harvest Bakeries. which produces buns for some of the leading QSR's and Casual dining restaurants in the United States.
- **Shantelle Tomlin.** Owner and Operator of several businesses including Tomlin Academy Early Childhood Center, Thurlee's Cleaning Service to name a few.
- **Greg Ikner.** President of the AGA Group. Leading firm in workforce solutions in Medical and IT Staffing, Recruiting and HR Support Services. 2018 Kansas MBE of the Year.

## 7:25-7:45p (Q&A to 7:55p) Capital to Grow: Loans, Investments, Grants & More

Money sources for small businesses and startups and attracting investors

- The Preparation: Business Plan, Your Team, Articulating the Idea
- Determining Market Viability
- Banking & Alternative Sources of Capital

### **Carlanda McKinney, Moderator:**

CEO, Co-Founder, Raaxo. This startup owns a proprietary technology which takes you from click to custom garment creation to delivery at your door within 2 weeks.

- **Philip Hickman, Ed.D.:** Founder of MindAble Solutions, LLC., a technology solutions firm and the educational technology reading platform *PlaBook*. He's also a 2018 LaunchKC Grant Recipient and #1 Best Selling author of *Execution by Firing Squad*.
- **Bryan Shannon:** Developed the startup, TicketRX platform. Successfully partnered with ORDP to exit and now serves as Managing Director of ORDP powered by TicketRX.
- **Herb Hardwick:** Founder and principal of the Hardwick Law Firm, LLC. The firm has significant experience in public finance, real estate finance and development, and public

incentive financing. In addition to being an attorney, Herb has also been an organizer and investor in five (5) community banks and he along with investors, are now in the process of purchasing another community bank which he hopes to grow over the next ten years.

- **Davin Gordon:** Davin is the Business Development Officer of AltCap and is responsible for identifying and implementing strategies that build awareness and opportunities to support AltCap's alternative, nontraditional financing products. He coordinates the organization's programs, as well as administers AltCap's annual "AltCap Your Biz Competition".
- **Theodis Watson:** Assistant Vice President and Community Business Relationship Manager at Central Bank of the Midwest

## 8:05p-8:35p (Q&A to 8:45p) The Truth in Real Estate: Investing, Development, Selling

Owning property is known as the tried and true foundation for generational wealth, money that transfers to your heirs. However, navigating the market, financing options and timing takes skill. Start building your game plan here.

- Profit in selling, investing, building
- Cost to get started
- Finding property and deals
- Managing risk & common Pitfalls
- Financing & Debt
- Residential vs. Commercial

### Donald Lee, Moderator

Don has worked in real estate development for over 30 years as the Executive Vice President/Board Member of the Community Development Corporation of Kansas City. Serves as Building Manager of the BLEI.

- **Bilal Hazziez:** CEO/President at Premier Homes and Investments, a full service Real Estate Investment Corporation that specializes in residential single family and multi-family homes.
- **Leonard Graham:** Co-owner and President of Taliaferro and Browne, Inc., a consulting engineering, landscape architecture and surveying firm.
- **Myeisha Wright:** Myeisha is managing broker of The Real Estate House, LLC and is an active leader in the Leasing/Property management community as co-owner of TREH KC, LLC. She is also a real estate investor and graduate of REAP (Real Estate Associate Program), a national organization that introduces minorities into commercial real estate.
- **Donald L. Maxwell:** President of DEL Associates corporation, a leading developer of commercial retail space, multi-family housing, building new single-family housing, rehabbing existing blighted conditions in the inner city of Kansas City. Most recently acquired Linwood Shopping Center and Linwood Square at Linwood and Prospect a project with over 26 million rehab dollars.

## 8:05p-8:35p (Q&A to 8:45p Digital Marketing Playbook

Scaling a brand requires expanding your reach to the right audience. An online presence is a start, but how do you maximize it and integrate other technology to win.

- Product & Service—Market Assessment
  - Marketing to Break Through the Clutter
  - Social media that Reaches and Converts
  - Tech Tools to Improve Performance
  - B2B vs. B2C Solutions
- 
- **Ken Lumpkins, Presenter**  
**Creative Director & Brand Manager of Blue Symphony, LLC.** He provides strategic, creative direction for internal and client projects. Responsible for design, marketing strategy and brand development across all platforms. Optimizing brand performance through marketing, search, social media, electronic media and experiential marketing. His experience includes generating multi-million-dollar revenue leading campaigns with national, leading ad agencies, corporate marketing departments. This works includes supporting brands such as Walmart, Sprint, Apple, McDonald's, American Century. As an entrepreneur and founder of brands, KCSoul and TWELVE Magazine, addition to clients range from those in arts and entertainment such as the KCRep, Live Nation, and Budweiser, to name a few.