

Women Export Program

The Women Export University is a one-day workshop promoted by UPS, the City of Atlanta Mayor's Office of International and Immigrant Affairs and the Russell Innovation Center for Entrepreneurs (RICE) to equip female entrepreneurs with the resources and tools to compete internationally.



THE PROGRAM

The Power and Science of Marketing & Branding Your Business

Where Do I Even Start?
Exporting & Expanding Your Business Internationally

Where is the Money? Financial Opportunities, Grants, and E-Commerce

Network with SBA, EximBank, UPS, US Commercial Services, Invest Atlanta and Beltline

April 12, 2023

8:00 AM EST

504 Fair ST SW, Atlanta, GA 30313



Mayor's Office of International & Immigrant Affairs - Welcoming Atlanta



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Agenda

The Women Export University is a capacity-building program that equips entrepreneurs with the necessary tools and resources to become globally competitive and increase the participation of women-owned businesses in international trade. This year, Women Export University is a one-day hybrid event full of insights and training on export strategies, tools, and resources to enter new markets, insights on how to build an export-friendly digital presence, and guidance on package flows and preparing export shipments. Join us to learn more about e-commerce, marketing, and federal, state, and local resources.

Agenda:

8:00 am-8:30 am: Registration

8:30 am-8:40 am: Welcoming Remarks/ Program Overview

- Maria Luisa Boyce, Vice President, UPS Global Public Affairs
- Vanessa Ibarra, Executive Director, Mayor's Office of International & Immigrant Affairs

8:40 am- 8:45 am: Welcoming Remarks, Mayor Dickens, City of Atlanta

8:45 am - 9:15 am: Fireside Chat Kevin Warren, Chief Marketing Officer, UPS and Laura Lane, Chief Corporate and Sustainability Affairs (Confirmed)

9:15 am-9:30 am: Keynote Speech, Anna Zaleski Mori, UN Partnership and Project Manager

9:30 am-10:00 am: Ted Talk: The Power and Science of Marketing & Branding your business

- Kashi Sehgal, Founder & CEO, [Retaaza](#)
- Monica Maldonado, President and CEO, [IPCOMM](#)
- Evana Oli, Co-Founder, [Beautiful Curly Me](#)

10:00 am-10:10 am: Ted Talk Panel Q&A

10:10 am-10:30 am: Coffee/Tea/Snack Break

10:30 am-11:15 am: Where do I Even Start? Exporting & Expanding your Business Internationally

- Susan Kintanar, Regional Director, EximBank
- Rhona Sinkfield, Trade Specialist, U.S. Export Assistance Center
- David Leonard, Export Finance Manager, Small Business Administration
- Mary Waters, Deputy Commissioner International Trade, [Georgia Department of Economic Development](#)

11:15 am- 11:30 am: Presentations Q&A

11:30 am – 12:15 pm: Where is the Money? Financial Opportunities, Grants, E-commerce

- Visa's [She's Next Grant Program](#)
- Stefan Harrigan, Global Business Development, [Metro Atlanta Export Challenge Grant](#)
- Amy Barbieri, Co-Founder, President, and Chief Growth Office, VITAL4

12:15 pm-12:20 pm Maria Luisa and Vanessa Ibarra instruct everyone to enjoy lunch and networking, before the round table session. Participants are invited to add their ideas on what they would like to see for female entrepreneurs.

12:20 pm 1:00 pm: Lunch and Networking

1:15 pm to 1:45 pm: The Power of Partnership and Community

- Shakiri Murrain, Director of Innovation Solution, RICE
- Ayana Green, Vice President, UPS
- Shaquana Teasley, Founder & President, Agate Solutions, LLC

2:00 pm to 2:45 pm: Breakout Round tables with SBA, EximBank, UPS, US Commercial Services, Invest Atlanta, Beltline.

2:45 pm-3:15 pm: Seated Yoga/ Mindful Movement practice with Mori Russell

3:15 pm-3:20 pm: Maria Luisa and Vanessa Ibarra close out the event

Opening Remarks, Maria Luisa Boyce and Vanessa Ibarra



María Luisa Boyce is Vice President of International Policy for Global Public Affairs, bringing more than 25 years of experience and leadership in international trade, customs affairs and cross-border trade. In her current role, she is part of the team working on Capitol Hill, Washington D.C., United States, advocating for UPS' priorities, she leads UPS's government affairs efforts in Latin America, advocates for global policy impacting UPS's Small Business Enterprise (SMEs) customers and leads for the Global Public Affairs team the UPS Women Exporters Program. As a policy leader, Maria Luisa participates in different roles, including as Co-Chair of the Trade Facilitation Committee of the American Business Dialogue, representing UPS at the Alliance for eTrade Development, and Chair of the Supply Chain Security

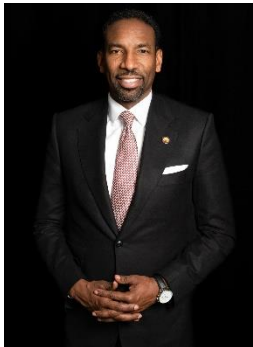
Policy Committee with the American Trucking Association, among others. In her professional career, Maria Luisa has held different positions and functions in both the private and public sectors of the United States, to include U.S. Customs and Border Protection and the Border Trade Alliance. She has worked in regional committees, and partner with multilateral organizations. This has allowed her to have a solid knowledge of cross-border trade, understanding of logistics and the challenges faced by SMEs around the globe. Originally from Bogotá, Colombia, María Luisa holds a bachelor's degree in Finance and International Relations from Universidad Externado de Colombia and has a Certificate from the Harvard Kennedy School of Government for Strategic Management for Regulatory and Compliance Agencies.



Vanessa Ibarra is the Executive Director for the City of Atlanta Mayor's Office of International & Immigrant Affairs where she oversees the City's international strategy and global positioning, as well as expanding outreach efforts to improve the day-to-day lives of immigrant Atlantans. Under her leadership, the city has strengthened ties with local, national, and international partners around diplomacy, trade, education, culture, sports, technology, foreign-born communities, and attracting international events. Vanessa has participated in numerous international missions across the globe to further economic and diplomatic partnerships and to elevate Atlanta's presence internationally. She has

launched inaugural programs to support businesses in their international expansion, startups, and female entrepreneurs, and promoted a global campaign to empower women and young girls. Vanessa is a recipient of the French National Order of Merit with the rank of Knight from the President of France, Emmanuel Macron. She was recognized by the Georgia Hispanic Chamber of Commerce as one of the 50 Most Influential Latinos in Georgia and is part of Georgia State University's Robinson College of Business Class of 2022 40 Under 40. Vanessa serves as Board Member to the Georgia Hispanic Chamber of Commerce, La French Tech Atlanta, and the French American Chamber of Commerce. She is also an Advisory Board member to the Atlanta Global Studies Center, Atlanta Sustainable Fashion Week, and a member of the Francophone-Atlanta Committee.

Welcoming Remarks, Mayor Andre Dickens, City of Atlanta



Andre Dickens is the 61st Mayor of Atlanta. A proud native of Atlanta and a product of Atlanta Public Schools, Mayor Dickens is focused on bringing opportunity and equity to the city that he loves.

Mayor Dickens' agenda is rooted in Moving Atlanta Forward, through improving public safety, increasing opportunities for the city's young people, empowering neighborhoods, and investing in housing and combatting homelessness, all while fostering a culture of integrity in the City. As he shared in his first State of the City address, his vision for Atlanta is:

One city with one bright future. A city of safe, healthy, connected neighborhoods with an expansive culture of equity, empowering upward mobility and full participation for all residents, embracing youth development, and an innovative, dependable government moving Atlanta forward, together.

Mayor Dickens was sworn in as Mayor in January 2022. Early accomplishments include making the City's first-ever investment in early childhood education; the establishment of the Nightlife Division to address establishments with a history of high crime; the reestablishment of the Pothole Posse to rapidly respond to residents' reports; and leading the successful coalition to keep Atlanta whole in opposition to a de-annexation effort.

Prior to his election as Mayor, Dickens served eight years as an at-large City Council member. He was an entrepreneur for over a decade in both the private and nonprofit sectors and a leader in Atlanta's tech sector. Mayor Dickens is a graduate of Mays High School and holds a bachelor's degree in chemical engineering from the Georgia Institute of Technology as well as a Master of Public Administration from Georgia State University.

As the Post 3 At-Large City Council member from 2014 to 2021, Andre Dickens was a vocal legislative leader on public safety, transportation, affordable housing, workforce development, educational opportunities for Atlanta Public Schools students, and seasoned citizens programming. He served as the chairman of the Transportation Committee, providing oversight to city streets, bridges, sidewalks, paths, and Hartsfield-Jackson Atlanta International Airport, the world's busiest airport.

Mayor Dickens enjoys spending time with his daughter, experiencing live music, attending church services, and traveling the world. He is an avid supporter of all of Atlanta's sports teams.

Fireside Chat, Laura Lane and Kevin Warren, UPS



Laura Lane is Executive Vice President (EVP) and Chief Corporate Affairs and Sustainability Officer. In this role she oversees Public Policy and Government Affairs, Communications, Sustainability, Community Relations and The UPS Foundation and is a member of UPS's Executive Leadership Team reporting to CEO Carol B. Tomé.

Laura began her UPS career as president, Global Public Affairs in 2011 and was responsible for worldwide government affairs activities for UPS in over 220 countries and territories. She managed a global team of government affairs and strategic communications professionals. In this role, she strengthened UPS growth and competitiveness, including successfully advocating for comprehensive tax and pension reform; enhancing network efficiencies through infrastructure investments; securing alternative fuel credits in support of sustainability; working to modernize trade agreements and customs processes; leveling the playing field with postal networks; facilitating UPS Flight Forward certification; and advocating for laws that promote equity and justice in the workplace.

Prior to joining UPS, Laura served in both the public and private sectors. She was managing director and head of International Government Affairs at Citigroup and vice president for Global Public Policy with Time Warner.



Kevin Warren is Executive Vice President (EVP) and Chief Marketing & Customer Experience Officer at UPS. As a member of the company's Executive Leadership Team, Kevin is responsible for U.S. and International Marketing, The UPS Store, Digital Access Program (DAP), Revenue Enablement, Business Planning, Forecasting & Pricing, Digital Marketing, Customer Experience, Global Business Services and Brand Relevancy. His highly developed perspective on data-centric business and non-traditional engagement channels is driving change at UPS and setting new standards in digitally

enabled customer experience. As the e-commerce business era takes shape, Kevin is driving the critical aspects of UPS strategy that will deliver the business of the future.

Most recently, Kevin served as Executive Vice President and Chief Commercial Officer for Xerox Corporation, where he was responsible for Marketing, Worldwide Channel Strategy, Salesforce Effectiveness and Global Client Engagement for the company's diverse portfolio of hardware, software and services.

Previously, Kevin served as President of Global Growth Opportunities, responsible for accelerating revenue growth outside the United States. In 2007, he was named Chairman, President and Chief Executive Officer of Xerox Canada and in 2010, was named president of U.S. Client Operations. Kevin joined Xerox in 1983 as an intern in Washington, D.C.

Keynote Speaker, Anna Zaleski Mori, UN Partnership and Project Manager



Anna Zaleski Mori is the Project and Partnership Manager (Gender & Sustainability) at the International Trade Center. In her role she identifies and manages over 60 partnerships of the United Nations' SheTrades to take 3 million women and SMEs to market.

Anna also fundraises and manages various development projects in countries such as Zambia, Mexico, UAE, Vietnam, India and others.

Anna previously worked in business development in the automotive industry in Brazil and China. Anna

Ted Talk: The Power and Science of Marketing & Branding Your Business



Kashi Sehgal is Founder & CEO of Retaaza. She also serves as Managing Partner and Co-Founder of Forethica – an ethics consulting company helping the world be more actively ethical. Kashi started her first company, Gigabark – a mobile solutions company focused on driving revenue through building authentic relationships with stakeholders – in 2007. She has become a seasoned entrepreneur building businesses and nonprofits in education, sustainability, food systems, ethics, technology, entertainment, homelessness, and more. Kashi has worked with several global corporations running strategy and business development across digital, design, ecommerce, supply chain, and manufacturing. As a consultant she has worked with Fortune 100s on organizational development and strategy and on strategic planning and growth strategy – especially with startups, early-stage companies, and nonprofits. She is a Techstars mentor and serves as an advisor, mentor, and investor to entrepreneurs and companies globally and has served on numerous arts, civic, and nonprofit boards.



Monica Maldonado is a dynamic community leader, small business advocate, and trailblazing entrepreneur with over 30 years of experience leading what is known today as IPCOMM Agency. Under her leadership, the company has been named one of the Top 500 Hispanic American-Owned Businesses in the United States, Top 100 Minority-Owned Businesses in Georgia, and Top 100 Women-Owned Businesses in Georgia. As President and CEO, Monica understands the importance of innovation and empathy and is passionate about helping businesses grow through communications, both print and digital. She is vehement about fulfilling her word and is known by many clients for having a track record of going above and beyond to ensure their most pressing needs are met and delivered with excellence.



Evana Oli is the Co-Founder/Mom-in-Chief at Beautiful Curly Me, a social impact Toy and media company. As a result of her daughter overcoming struggles with self-acceptance at 6, Evana and her now 11 year old daughter Zoe, launched their line of dolls, books and puzzles to inspire self-love and confidence in young black and brown girls. Beautiful Curly Me has been featured on various platforms including Forbes, Good Morning America, Black Enterprise and the Oprah's Favorite things promotion. In line with their mission, for every doll purchased on beautifulcurlyme.com, one is given to a young girl in need. Prior to Beautiful Curly Me, Evana spent 15+ years as an award-winning marketing and strategy leader at various organizations including Georgia Pacific, Delta, Honey Baked Ham and CNN. She served on the board of the Atlanta Interactive Marketing Association (now Fuse) and currently volunteers with several youth development organizations.

Where Do I Even Start? Exporting & Expanding Your Business Internationally



Susan Kintanar joined the Export-Import Bank of the United States in July 2012. She serves as the Regional Director for the Eastern Region. Susan has worked in international banking for over 30 years, from Asian International Bank, UBAF Arab American Bank, European American Bank, National Bank of Canada, Fidelity National Bank, Citibank and Regions Bank. She graduated from New York University with a master's degree in Industrial Psychology and graduated from Pace University NY with an MBA in Strategic Management. She frequently is an invited speaker to various international professional associations. In addition, Susan is a permanent, accredited Certified Cash Manager.



Since 2015, Mary Waters has served as Deputy Commissioner, International Trade for the Georgia Department of Economic Development (GDEcD). In this role, she oversees the state's International Trade program, which provides services that contribute to the expansion of Georgia's exports, the creation and retention of jobs attributable to exports, and the continued internationalization of Georgia's economy. Georgia's international trade program helps export-focused companies and industries expand international sales through market intelligence, problem-solving consultations, and meaningful connections to key international opportunities. Under the leadership of Mrs. Waters, Georgia became a Top Ten Exporting State for the first time in 2020, and the International Trade Team earned an "E-Star Award" for Excellence in Export Services for an unprecedented fourth time from the U.S. Department of Commerce.



David Leonard is the SBA Office of International Trade (OIT) Export Finance Manager stationed at the Atlanta U.S. Export Assistance Center (USEAC). Starting in 2016, David has supported the USEAC offices serving small business in Alabama, Georgia, Kentucky and Tennessee. David began his SBA career as a SBA disaster loan officer and over the last 25+ years served as a national examiner of SBA Delegated Lenders (PLP & Express) throughout the U.S. and its territories, SBA Chief of Finance and Portfolio Management in Georgia, SBA Surety Bond Chief for 18 states, SBA Chief of Economic Development in Alabama and SBA Branch Manager in Nevada.



Rhonda has more than twenty years of experience in international trade, consulting, and public policy. She joined the Foreign Commercial Service (FCS) in 2013 and currently serves as a trade specialist at the Atlanta U.S. Export Assistance Center (USEAC). Rhonda has also served as the Singapore Desk Officer, Digital Attaché at the U.S. Consulate in Johannesburg, and Commercial Officer at the U.S. Consulate in Shanghai. Prior to joining FCS, Rhonda was a policy analyst with the White House Office of Management and Budget (OMB). In that role she formulated the President's Budget for international affairs agencies with oversight of more than \$5 billion in federal funds and coordinated the Administration's economic development and international trade policy among multiple federal agencies.

Where is the Money? Financial Opportunities, Grants, E-commerce



Amy co-founded Vital4 in 2016 and brings a wealth of expertise in international background screening, global compliance, fraud, and risk mitigation. Amy has over 25 years of experience in sales and marketing for SaaS, technology, data, and compliance.

Prior to Vital4, Amy ran Business Development for an International Background Screening firm where she was instrumental in the successful launch of the first to market SaaS data search solution to meet FCRA requirements. The solution was quickly adopted by large enterprise customers and was acquired in 2021 by Dun and Bradstreet.

At Vital4, Amy drives Vital4's overall growth strategy and go-to-market efforts. Amy's key areas of focus and support are Marketing, Business Development, Sales, and Strategic Partnerships at Vital4.

Amy currently sits on the Board of Managers at Vital4 and the Board of Directors at Fintech Atlanta. Amy resides in Atlanta and has two daughters that attend the University of Georgia.

Amy can be found spending time with her two daughters and beloved dog, Tilly when she's not working. She is also an enthusiastic foodie always looking for a new restaurant to enjoy.



Stefan Harrigan is Senior Manager for Global Business Development for the Global Commerce team on MAC's Economic Development division. Stefan leads the export and international outbound growth initiatives and assists with foreign direct investment (FDI) projects. He is an international relations and business professional with experience spanning Europe and the U.S. Prior to joining MAC, Stefan served as an International Trade Manager with the Georgia Department of Economic Development where he consulted exporters throughout the state on their international business strategy and developed global relationships with key stakeholders and partners to promote Georgia exports.

Stefan obtained his B.A. in world politics from Leiden University College in the Netherlands and a joint Master of Arts in transatlantic affairs from the Fletcher School of Law and Diplomacy at Tufts University and the Collège d'Europe. He is fluent in German and proficient in Dutch.

The Power of Partnership and Community



Shaquana Teasley is widely known for her expertise in duty import recovery with a savings over \$30M. Shaquana has proven to be an industry leader, as a subject matter expert in International Trade Compliance, Global Logistics, Hazardous Materials, U.S. Customs Regulations, Duty Drawback, Free Trade Agreements, Aerospace - Civil Aircraft, Harmonized Tariff Schedule (HTS) Classification, Bureau of Alcohol and Tobacco (ATF) compliance, Supply Chain Security (CTPAT), ITAR, EAR, and Canadian Customs. Shaquana holds a Master of Science Degree from the University of New Haven and a Bachelor of Science from the City University of New York – Queens College. Shaquana is also a Certified Customs Specialist awarded by the National Customs Broker & Forwarders Association of America (NCBFAA) and a Certified Duty Drawback Specialist. Shaquana leads the Atlanta Chapter of the International Compliance Professionals of America, is on the Board of Directors for Troops 2 Logistics, is former Council Chair of the United States Pakistan Chamber of Commerce, holds a Board of Directors position with the Organization of Women in International Trade and is the International Vice-Chairwoman to the NBCC – National Black Chamber of Commerce. Agate Solutions courses and mentoring empowers individuals, teams, organizations by growing their skills to better define their success. Courses prepare individuals and companies for a career in Import, Export, International Trade Compliance, Logistics and Supply Chain. Agate Solutions will make learning simplistic by sharing real world examples, better known as the “Shaq Breakdown.”

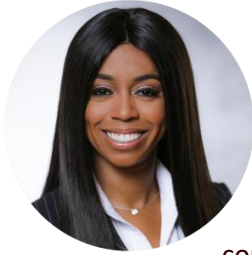


Ayana Green is UPS Vice President of U.S. Marketing. In her current role she leads small and medium business strategy and revenue channels, which includes digital communications, retail channels, start-ups and diverse customer segments. Ayana walks the talk of her passion and commitment to social justice, diversity and inclusion by leading our MBA marketing management program, including recruitment of diverse talent, and through her role as part of the UPS Diversity and Inclusion Steering Committee and the newly formed Equity Justice and Action Task Force.



Shakiri Murrain is serving as the Director of Innovation Solutions for the RICE Center, he is responsible for the development and maintenance of the Logistics Launchpad. This 5,000 square foot warehouse houses a fulfillment center, a UPS store and an innovation lab for building prototypes.

Seated Yoga & Mindful Movement



Mori Russell is an entrepreneur and leads Business Development at Concession International, an airport food and beverage company. Mori is a third-generation leader of her family business, Concessions International, that was started 40+ years ago by her grandfather. She is the owner of Olle Fit, a wellness company focused on mind, body, & spirit. Mori also owns a consulting firm, MCR Services LLC, where she provides development and community outreach work.

Mori graduated in 2015, with her Master of International Business from Florida International University. While in school, she founded and operated her first company, an accessory boutique, O'Amor, in Miami, Florida and online.

Aside from her daily business-oriented goals and operations, she leads Concessions International's corporate Social Responsibility Arm, CI Cares, serves as the Southeast Regional Director for the Airport Minority Advisory Council, and serves on the YMCA Metro Atlanta Ambassador Board. Mori shares her late grandfather, Herman Jerome Russell's, passion for entrepreneurship and supporting causes that are impactful to communities.

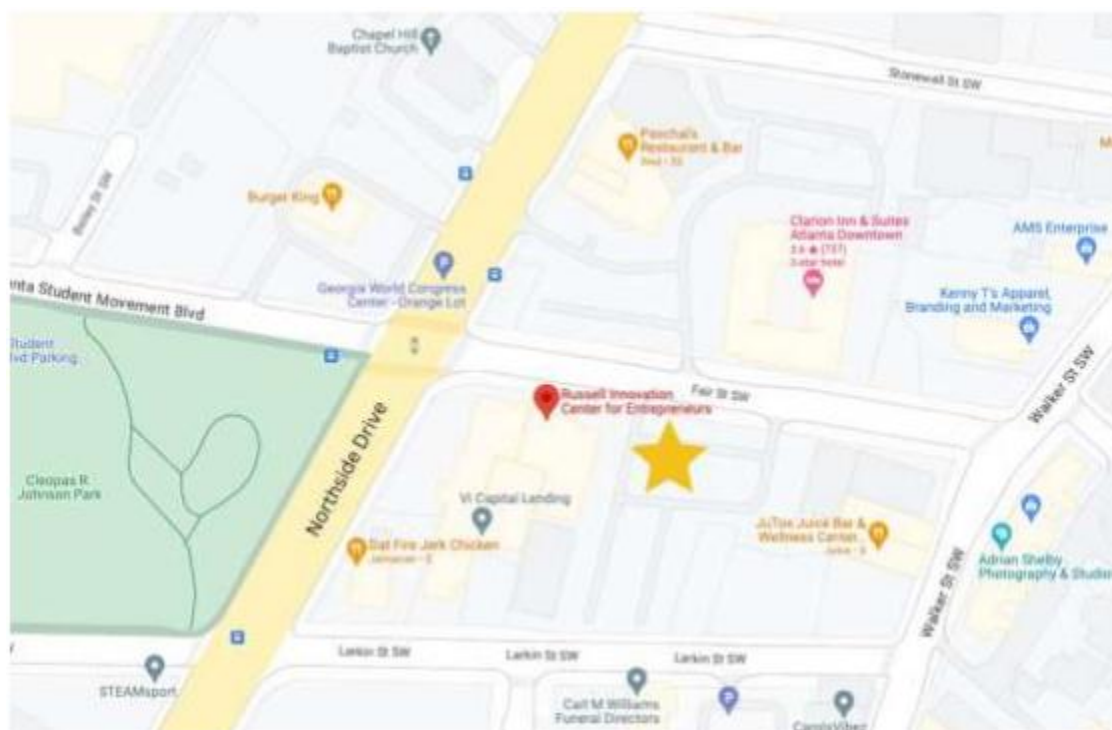
Parking Information

Please arrive at least 15 minutes before the start of your presentation/ panel to allow for check-in and set up. You are welcome and encouraged to join us for the entire event. There will be seating available in the conference room if you choose to join us for the entire program.

Location: Russell Innovation Center for Entrepreneurs 504 Fair St SW, Atlanta, GA 30313

Check-In: Registration will take place in the RICE foyer, immediately in front of the entry. Please then proceed to the 3rd floor auditorium and Paulina will escort you to the greenroom. If you have trouble finding your way, please call Paulina at 470-303-9589.

Parking: Complimentary self-parking will be available at a surface parking lot immediately adjacent to RICE (*see gold star on map below*).



Contact Information

For general questions, comments, or concerns **leading up to the event**, please contact:

Maria Luisa Boyce

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202-675-3342

Paulina Guzman

Deputy Director, International and Immigrant Affairs, City of Atlanta

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470-303-9589

Meredith Steinmetz-Rodriguez

Global Engagement Manager, International and Immigrant Affairs, City of Atlanta

msteinmetz-rodriguez@atlantaga.gov

404-654-7493

For questions or concerns **on the day of the event**, please contact:

Paulina Guzman or Meredith Steinmetz-Rodriguez