

TUESDAY, OCTOBER 11

1:30 – 7:00 P.M. • SHERATON GRAND SACRAMENTO, 1230 J ST.

Leveraging our Diversity

2005 Multi-Cultural Business Forum



KEYNOTE SPEAKERS



Dr. Bertice Berry
Author and TV personality



Anna Escobedo Cabral
United States Treasurer



Antonio Villaraigosa
Mayor of Los Angeles (invited)

AGENDA

1:30 – 2:30 P.M.
General Assembly
with Keynote
Speakers

2:40 – 3:30 P.M.
First Breakout
Session*

3:45 – 4:45 P.M.
Second Breakout
Session*

5:00 – 7:00 P.M.
Power Networking
Reception;
Marketstyle Ethnic
Food Stations;
Excellence in
Diversity Awards
and Raffle

*Attendees have their choice
of workshops from the Small
Business or Corporate Tracks.

Small Business Attendees!

- **Participate** in workshops about best practices for marketing and procurement strategies
- **Learn** about legislative, market and statistical changes that impact your business
- **Network** with corporate representatives, community leaders, potential clients and top business professionals

Corporate Attendees!

From CEOs to Diversity Officers to Sales and Marketing Executives...

- **Learn** about best practices on diversity issues and programs
- **Strengthen** your organization's diversity initiatives
- **Market** more effectively to multi-cultural consumers

For more information or to register, go to

[MULTICULTURALBUSINESSFORUM.COM]

or call Six Degreez at (916) 448-2881

PRESENTED BY:

The Alliance for Business and Community



The Alliance for Business and Community is a collaboration of the Sacramento Asian Pacific, Black, and Hispanic Chambers of Commerce. It was formed to increase the economic vitality of this region, on the premise that diversity is good business.

IN PARTNERSHIP WITH:

SACRAMENTO
Business Journal
EL DORADO PLAZA SACRAMENTO, CA



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