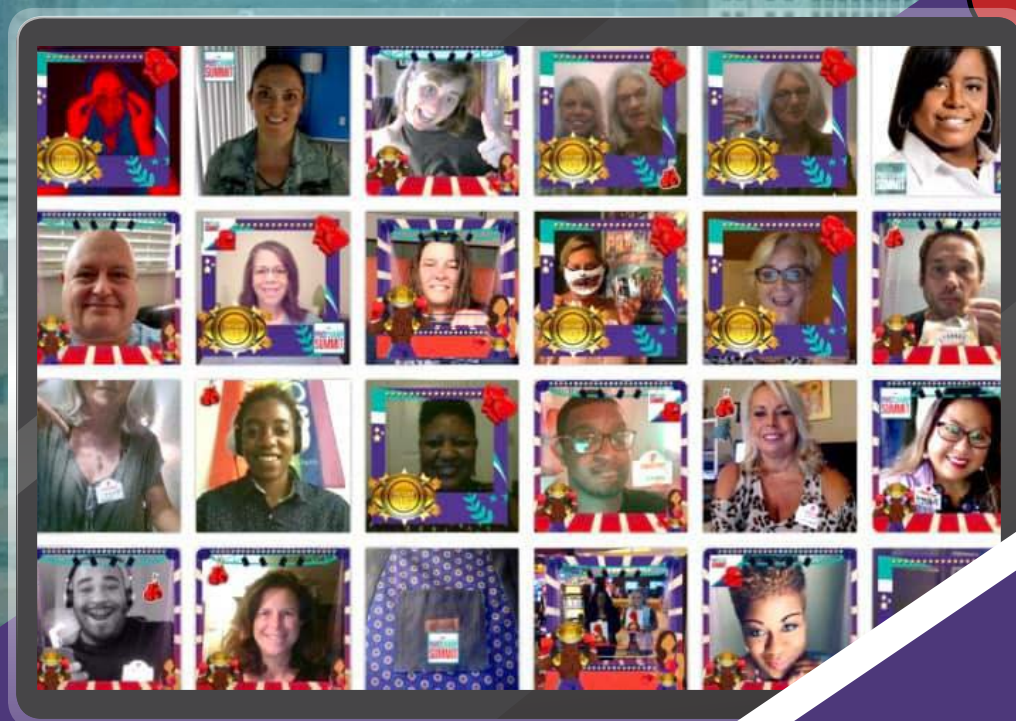
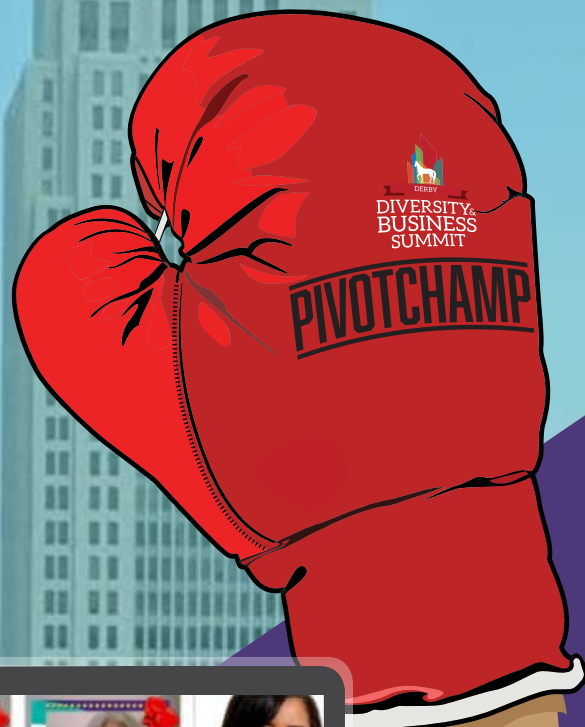


DDBS
V I R T U A L
**PIVOTCHAMP
SUMMIT**



2020
Wrap Up & Overview

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OUR PARTNERS



SUPPORTERS



SWAG BOX SUPPORTERS



A LETTER FROM OUR FOUNDER

Dear Community Partners,

The overwhelming support we have received, not only within the local business community but with national corporate, governmental, and philanthropic partners with the DDBS Virtual PIVOTChamps Summit for 2020 has been tremendous. We are beyond grateful for the amount of time everyone plugged in with us.

The human race is hungrier than ever for a tribe and place to call home where unification and human first is the only way. DDBS has afforded many new connections and a space where those who have a desire for our country to provide equity to all of its citizens a voice. In spite of all that has been going on around us, we are continuing to build momentum with our certification partners, corporate sponsors, steering committees, advisory committees and each of you - proving that we are stronger together. Embracing diversity means we need access to one another, so we can network, listen and learn. As diverse-owned business leaders, we have our own focus and concerns, however, one thing we all share is a vision that is inclusive. Your presence here shows us your commitment, and the value we place in each other and ourselves.

Again, to our steering committee liaisons, and host city chairs, we are extremely grateful. Without your belief in the vision for DDBS, your understanding of the needs of LGBTQ-owned, women-owned, minority-owned, veteran-owned and disabled-owned businesses, none of this would be possible. We thank you for your trust, connections, business acumen, hard work and planning. Special thanks also goes to all of our speakers, judges, mentors, certification partners, and other affinity group allies, for their belief in this collaboration. While DDBS is where we all come together, it simply couldn't happen without the foundation you have provided and your belief in the true spirit of diversity. We would also like to thank our corporate sponsors for their support and for recognizing the value of this event. While other conferences speak to one facet of our diverse communities, our sponsors recognize that DDBS serves us all. The access DDBS provides allows corporations to become more engaged with diverse-owned suppliers at a moment when the expense of multiple yearly conferences might otherwise make diversity less of a priority. We couldn't be prouder of what this collaboration has become. Here at DDBS, we are seeing the future: diverse business leaders working together, finding and building common ground, identifying paths toward growth and prosperity for our communities and ourselves, and building power together.

When the concept for the Derby Diversity & Business Summit (DDBS) was born, we never imagined what it would, or could, look like. After the unprecedented COVID-19 pandemic was announced, we found ourselves having to pivot from what had become the ultimate destination for diverse business leaders, leading up to the Kentucky Derby, to a virtual summit. Staying positive during this climate, has been challenging in itself. Being able to run a business, and have it thrive, has been an exceptional feat. DDBS is proud of each PIVOTChamp winner! Kudos to each of you for overcoming all obstacles, pivoting your marketing strategies and exceeding your sales, during this time.

We are the disrupters. Let's keep it going...



Sincerely,
Tawana Bain
Founder/Chair



Generating
Economic
Impact &
Driving Unity
Across the
Country



“

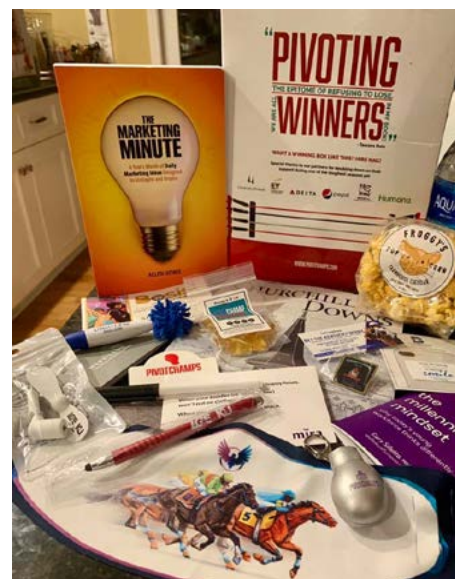
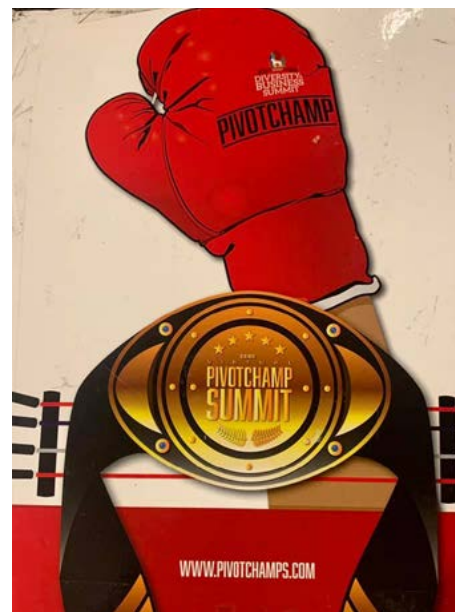
My favorite part of the conference was my ability to travel across the country with the click of my mouse in spite of Covid. Phenomenal job with the Host City Breakouts!

MICHELLE SHELTON
Shelton Holdings, LLC

WE PIVOTED

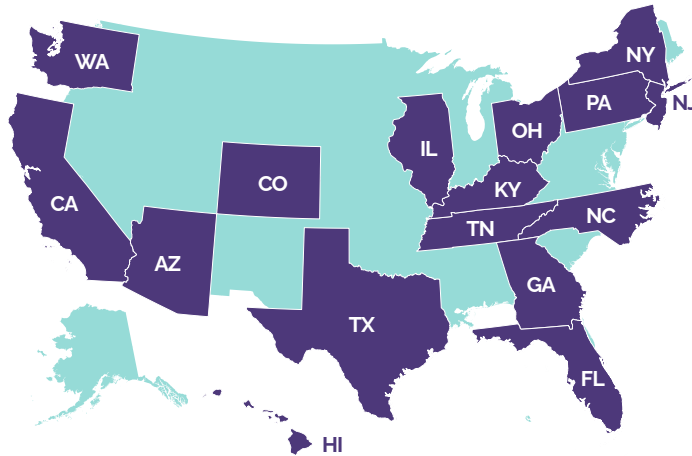
Year three (THE 2020) is one for the books! Corona Virus took the world by a storm and Civil Unrest uncloaked why the work with DDBS is so mission critical. DDBS was formed to bring about inclusiveness and intersectionality among all facets of the business community whether Black or Brown, Woman, LGBTQIA+, Disabled or Veteran, but we are not removed from the reality that our Black businesses and leaders have not and do not see the same equity as its peers which is more so the reason why we include all diverse groups in our business model. Being intentional with bringing all groups together enables our members, community and corporate allies to hold honest dialogue and conversations about our differences as well as our similarities to strengthen solidarity across race, gender, age and ability. To grow economically while bringing an understanding of culture and inclusion to the forefront, while tearing down the stereotypes and prejudices held against different groups. DDBS also promotes cultural understanding by celebrating diversity and achievement through a variety of programs and platforms. The DDBS Awards celebrate those who exemplify outstanding excellence and achievement in improving diversity for People, Processes or Products & Services that have had a positive impact on the workforce, supply chain or community and quality of life. The DDBS International Fashion Show showcases inclusivity and creativity in fashion from around the globe.

To our Speakers, Corporate Sponsors and Diverse-owned businesses representing women-owned, minority-owned, veteran-owned and the LGBTBE – We hope to see you in person in 2020 as we leverage our success with the big PIVOT and bring a much bolder, large more impactful experience. From International Derby Travels the runway, to our new art installation – Tearing Down Walls, the Derby Sneaker Ball, DDBS Awards, The DDBS Youth Jam Fest and soooo much more!



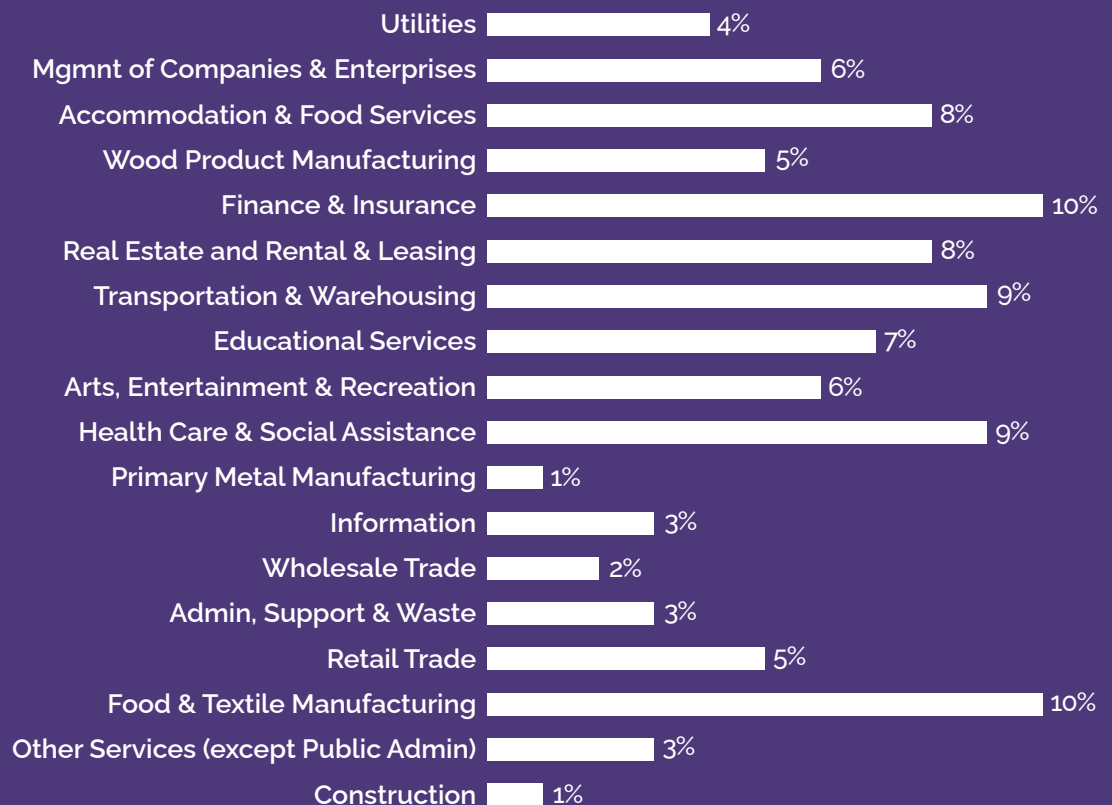
BY THE NUMBERS

TOTAL "CAPTURED" ATTENDANCE 1,100+



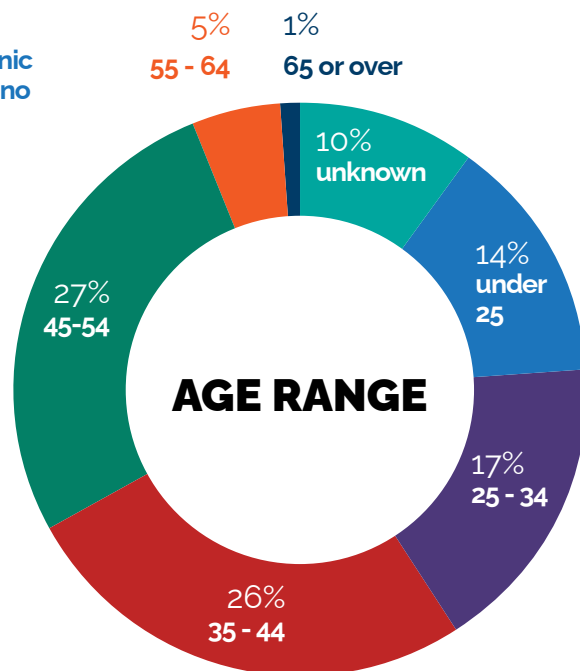
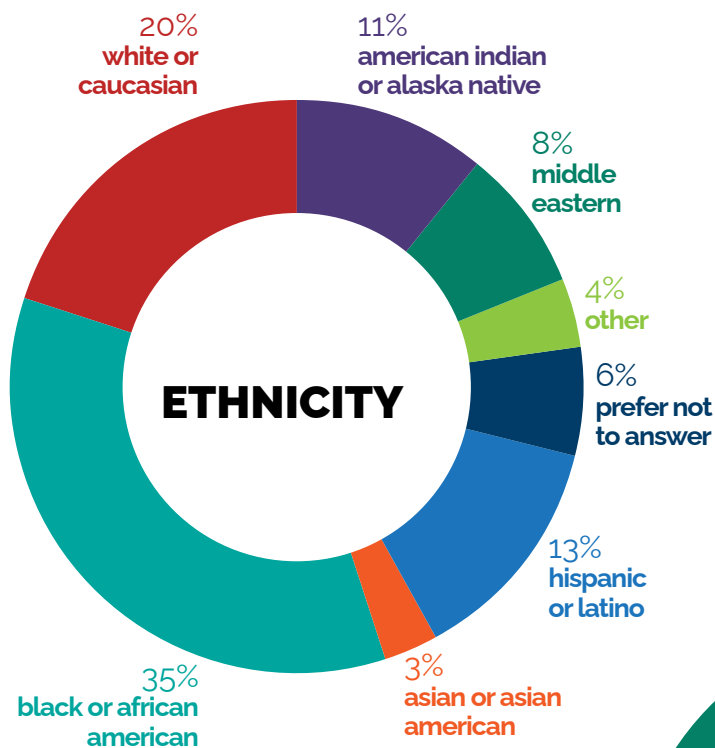
167	Louisville	32	Ohio
46	New York	33	Tennessee
19	Arizona	26	Illinois
17	Colorado	44	Pennsylvania
35	Florida	32	New Jersey
44	Georgia	20	N. Carolina
27	California	16	Washington
34	Hawaii	561	Unknown
23	Texas		

INDUSTRIES



WHO WE DID IT WITH

BY THE DEMOGRAPHICS



WHO ATTENDED?

1. CEOs
2. Presidents
3. Business Owners
4. Founders
5. Lawyers
6. Directors of Diversity Strategy
7. Sales & Business Development Professionals
8. HR Professionals
9. Customer Service Representatives
10. Other

AWARDS

ANNOUNCING THE PIVOTCHAMP AWARD WINNERS!



OVER \$5M

AVIS YATES RIVERS
Technology Concepts

UNDER \$1M

JOEY MAC DIZON
The Mobile Cigar Lounge

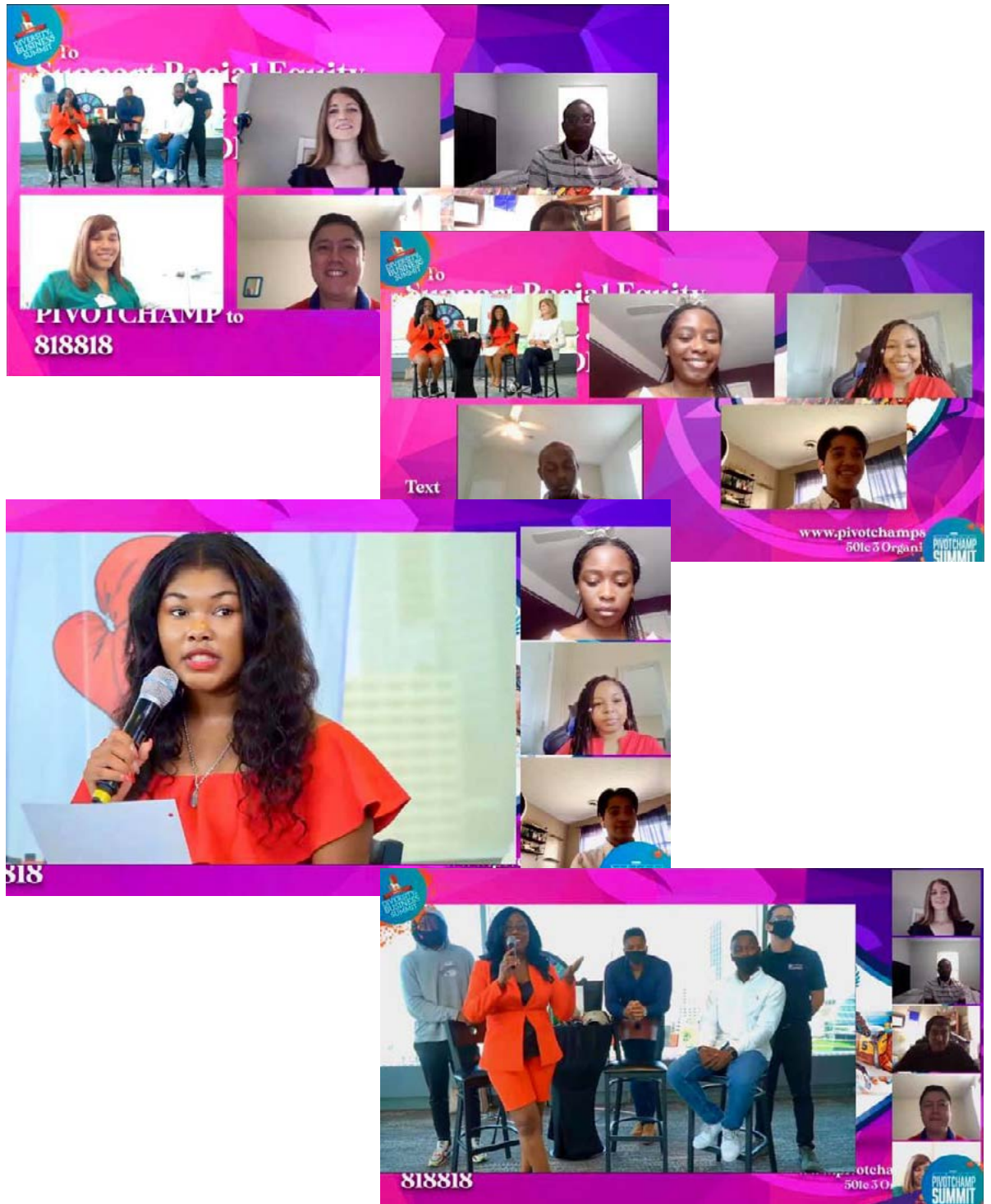


\$1-5M

MICHELLE TASMAN
Rodeo Drive

DDBS YOUTH JAM FEST

MY OLD KENTUCKY HOME
REIMAGINED





LOS ANGELES

The State of Belonging

CINCINNATI

Economic Resilience



HONOLULU

Reopening Readiness



CHICAGO

The State of Belonging for Chicago

MAIN STAGE & BREAK OUT SESSIONS



Straight White Dudes Talk Diversity



Diversity in the Business of Sports



The Reality with Diversity in Financial Services

VIRTUAL BOURBON TASTING



GET OUT THE VOTE



WHAT WE DID

daily SCHEDULE updates!



AUGUST 31 MONDAY

5:00 PM
The reality with Diversity in Financial
Services with Bank of America

5:45 PM
Keynote
"The Sales Pivot" Weather Check,
CEO Demetrius Grey

6:15 PM
Executive Briefing
"The State of Innovation
and Belonging" UPOP

6:30 PM
Comedian - Austin Rich
Interracial Dating
During COVID & CIVIL Unrest

7:00 PM
PIVOTChamps Challenge

8:00 PM
Wrap Up.
See you Tomorrow!

SEPTEMBER 1 TUESDAY

9:30 AM
Uncovering Black Girl Magic
in the Workplace

11:00 AM
Breakout Sessions

The Oppression I see Looks Like Me

Find Your Voice
& Kick Some Glass

12:15 PM
Breakout Sessions

Darkside of Diversity
in Academia

Leveraging Supplier
Diversity

1:30 PM
Breakout Sessions

Straight White Dudes
Talk Diversity

Strength in Sisterhood

2:45 PM
Main Stage
Panel Discussion:

Get Out the Vote W/
DDBS YE Intersection

5:30 PM
Main Stage Mixer Black Jockeys &
Bourbon Virtual Tasting with PPATH,
Legacy
& DDBS YE Intersection

7:30 PM
Wrap Up.
See you Tomorrow

DDBS VIRTUAL PIVOTCHAMP SUMMIT

SEPTEMBER 2 WEDNESDAY

9:30 AM
PIVOTChamps Awards

10:00 AM
Fireside Chat, Sports Marketing
& Diverse Audiences, CMO Mass
Mutual, Jennifer Holleran & Vice
President Partnerships, Churchill
Downs and KY Derby Kristen Warfield

10:00 AM – 4:00 PM
Virtual Exhibit Hall

11:00 AM
Breakout Sessions
Host City Sessions:
Atlanta, Philadelphia, Cincinnati,
Detroit, New Jersey

12:00 PM
Main Stage Entertainment
Kendra Dawsey

12:30 PM
Breakout Session Room
Host City Sessions:
Dallas, Oklahoma, Nashville, Chicago,
Louisville

1:40 PM
Breakout Sessions
Host City Sessions:
Miami, New York,
DMV (DC, MD, VA)

2:50 PM Breakout Sessions
Host City Sessions:
Los Angeles, Denver, Multi-City West
Region, Honolulu

4:30 PM
Main Stage Celebration
DDBS Youth Jam Fest, President and
CEO Muhammad Ali Center Donald
Lassere and Young Entrepreneur
Kaniya Harris with her committee
of high school students and Author
Emily Bingham.

5:45 PM
Wrap Up. See you next year!

THE IMPACT OF DDBS

PIVOTCHAMPS WINNERS



Under \$1M

JOEY MAC DIZON

THE MOBILE CIGAR
LOUNGE



\$1-5M

MICHELLE TASMAN

RODEO DRIVE



Over \$5M

AVIS YATES RIVERS

TECHNOLOGY
CONCEPTS

TOTAL AMOUNT DONATED
over \$45,000 in cash &
prizes donated

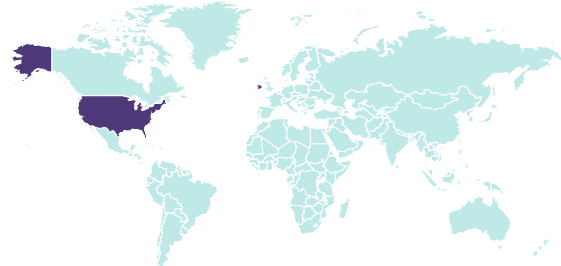
Winners will use winnings for advertising,
training and investing in young women of
color in the tech industry

Social Media Impressions
28,903+



2 Countries tuned in
backstage. USA & Ireland

Registrations by Country



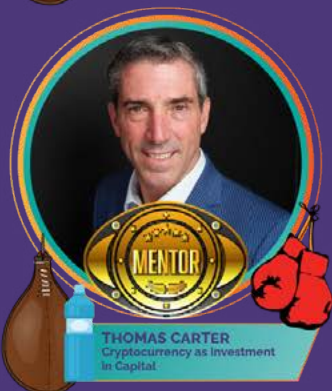
THANKS TO



KISMET IDEAS



THANK YOU TO OUR MENTORS



DDBS
VIRTUAL
**PIVOTCHAMP
SUMMIT**

THANK YOU TO OUR JUDGES



OBIE L. MCKENZI
Vice Chairman, Cordiant Capital



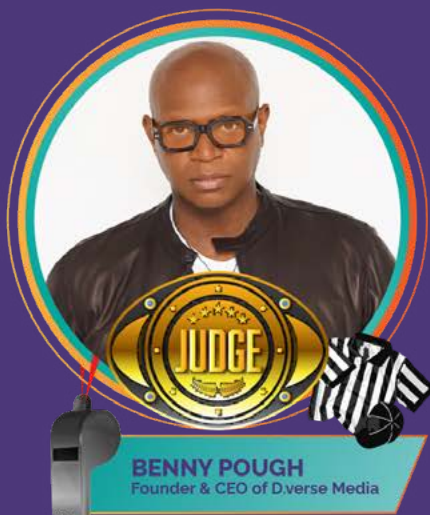
STEPHANIE M. THOMPSON, M.D.
Reproductive Endocrinology
and Infertility



PAIGE BATTCHE
Founder, Kismet Ideas



LORISA BATES
Vice President, Programming,
Content Strategy, Co-Productions
& Multiplatform, BET Networks



BENNY POUGH
Founder & CEO of D:verse Media



HELEN ARCHONTOU, MSW, LSW
CEO, YWCA Northern New Jersey



BISHOP DE'ANDRE SALTER
Entrepreneur, Certified Financial
Expert, & Senior Pastor



TRESSA "AZAREL" SMALLWOOD
Motivational Coach



RENITA BRYANT
Founder & CEO, Mynd Matters
Publishing



@derbydiversity

#NewWayToDerby

DDBS

V I R T U A L

PIVOTCHAMP SUMMIT



WE HOPE TO SEE YOU IN

2021

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