



Construction Roundtable of New Jersey 5th Annual Diversity in Construction Conference Program Agenda

8:30 am – 9:00 am

Registration and Continental Breakfast

9:00 am – 9:05 am

Welcome and Introduction

Joel Bloom, President, NJIT

Tom Kowalyk, Chairman, CRTNJ

Kevin Monaco, Executive Director, CRTNJ

9:05 am – 9:30 am

Capital Project Update: Work in Progress and Planned

Andrew Christ, P.E., NJIT

9:30 am – 10:30 am

Make the Connection: Because YOU Are the Brand

Join us for an interactive and dynamic presentation led by best-selling author and motivational speaker Steve Adubato, PhD., who will explain why everyone can benefit from building their brand.

Dr. Adubato's best-selling book, "You Are the Brand," analyzes the success of various brands, including TLC's "Cake Boss" host Buddy Valastro, Coca-Cola, Martha Stewart and Oprah. Dr. Adubato says the key to branding is distinguishing yourself from the pack and his presentation will provide tips, strategies and tools you can use immediately to build a brand strategy that focuses on YOU—your reputation and your unique position in a highly competitive market. It is a presentation you can't afford to miss because YOU are the brand!

10:30 am – 10:45 am

Networking Break

10:45 am – 11:45 am

Challenges & Opportunities for Emerging Firms

Moderated By: Steve Adubado, Ph.D

A moderated yet spirited discussion on challenges and opportunities facing emerging firms as they work towards establishing themselves in the construction economy.

CRTNJ Owner Member

Major CM/GC

Marjorie Perry, CEO, MZM Construction

John Harmon, African American Chamber of Commerce – NJ

Other Small/Female/Veteran/Minority Owned Firm

Representative

11:45 am-1:00 pm

Luncheon and Keynote Address

Mayor Ras Baraka, Mayor of Newark

Economic Development, Job Creation and Community

Reinvestment in New Jersey's Largest City

1:00 pm-1:45 pm

Bonding and Finance for Small/Diverse Firms

John Harmon, President African American Chamber of Commerce NJ & Chairman, National Black Chambers of Commerce

1:45 pm- 2:30 pm

Demystifying the Certification Alphabet Soup

Stephanie Burroughs, StephanieSpeaking, LLC

Ms. Burroughs works to clear up the confusion over diversity certifications and dispel certification myths. This presentation will:

- Explain and clarify the various certification acronyms
- Provide a clear understanding of the private, public and government certifications
- Help business owners determine which certifications fit their profile
- Provide helpful strategies for using these marketing tools
- Help you overcome stagnation and procrastination due to the document

2:30 pm – 3:00 pm

Diversity Programs and Work Opportunities in Utility Sector

Susan Hogan, PSEG Supplier Diversity

Dan Kovach, PSEG Capital Programs

3:00 pm – 3:30 pm

The NEW American Dream Project

Senior Executives from PCL Construction, the new Construction Manager for the Revitalized American Dream Project will provide a detailed overview of this major retail, entertainment center which includes a large scale amusement park. PCL has previously built the Mall of America, the West Edmonton Mall, the Staples Center and many other major significant projects worldwide.

3:30 pm

Networking and Program Conclusion