



#THE*SHIFT* SUMMIT

POWERED BY:

verizon

ABOUT US

#TheShift Summit

#TheShift Summit is a one-day experience dedicated to Economically Empowering Black communities.

#TheShift Summit is an annual gathering to connect, engage and inform entrepreneurs, small business owners, professionals and stakeholders about opportunities, resources, programs and policies that increase economic activity that will lead to economic empowerment and equity.

#TheShift Summit attendees will enjoy a day filled with panel discussions, workshops and chats with community, business and organization leaders from around Michigan and the ability to connect with other leaders from the area.

#TheShift Summit is a critically important opportunity for attendees to gain knowledge and build networks that will help them create transformational economic development within their communities.

Grand Rapids Area Black Businesses

Grand Rapids Area Black Businesses (GRABB) is an Economic Development social enterprise. GRABB works to foster an economy that creates prosperity and supports the revitalization of predominantly Black neighborhoods. GRABB expands opportunities for Black businesses in the Metro Grand Rapids area by assisting them with acquiring four forms of capital (Human, Social, Intellectual and Financial) and creating awareness for Black businesses.

GRABB is empowering the Black business community that is leading to meaningful and beneficial economic growth and sustainability. GRABB works closely with current and aspiring entrepreneurs regardless of what stage or phase they're at. With the goal to enhance, and expand the Black business community. We believe that creating vibrant business districts anchored by Black businesses is vital in raising the quality of life for families in economically depressed predominantly Black neighborhoods in Metro Grand Rapids and beyond.

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FULL SUMMIT AGENDA

10:00 AM - 11:00 AM

Registration/Pre-Summit Activities

11:00 AM - 11:30 AM

Welcome/Setting the Stage for the day

- Welcome: Verizon – Brianna Ellison
- Jamiel Robinson, Founder Grand Rapids Area Black Businesses

11:30 AM - 12:15 PM

Opening Plenary

- Know Your Price: Valuing Black Lives and Property in America's Black Cities

12:10 PM - 1:00 PM

Lunch/Networking/Quiz

1:00 PM - 1:45 PM

Breakout Sessions – Round 1

- Generation Wealth > Generation Curses
- Making it Through Covid-19
- Heavy on the Digital – E-commerce, Digital Storefronts and Social Media Marketing in the Era of Covid-19

1:45 PM - 2:00 PM

Break

2:00 PM - 2:45 PM

Breakout Sessions – Round 2

- Cannabis Inc. USA – Opportunities, Barriers & Equity
- Capital BUFU (By Us For Us)

2:45 PM - 3:00 PM

Break

3:00 PM - 3:45 PM

Closing Remarks

- Buy The Block: From Mantra to Movement

3:45 PM - 4:00 PM

Closing Ceremony



#TheShift Summit

Featured Speakers

Andre M. Perry

Our featured speaker Andre M. Perry is a fellow in the Metropolitan Policy Program at Brookings, a scholar-in-residence at American University, and a columnist for the Hechinger Report. He is the author of the new book *Know Your Price: Valuing Black Lives and Property in America's Black Cities*, which is currently available wherever books are sold.

A nationally known and respected commentator on race, structural inequality, and education, Perry is a regular contributor to MSNBC and has been published by The New York Times, The Nation, The Washington Post, TheRoot.com and CNN.com. Perry has also made appearances on CNN, PBS, National Public Radio, NBC, and ABC. His research focuses on race and structural inequality, education, and economic inclusion. Perry's recent scholarship at Brookings has analyzed Black-majority cities and institutions in America, focusing on valuable assets worthy of increased investment.

His research has spotlighted the struggles of Black businesses—including artists and art institutions, restaurants, and barbershops and beauty salons—as they await federal relief from COVID-19's economic impact.



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Featured Speakers

Lynn Smith

Our featured speaker Lynn Smith is an entrepreneur and the creator of Buy The Block, one of only Black-owned crowd-investing platform that is helping Black communities build wealth while determining the direction of development in their communities.

Lynn has invested in real estate since she was 21, and experienced firsthand how difficult it can be for small investors to get financing. She also saw how the North Miami neighborhood where she grew up was radically altered by development, without any input from residents. Those experiences led her to found Buy The Block.

Smith is motivated by the power that crowd-investing has to engage people and give them a sense of agency. “It really helps to get the community involved and show them they can be part of an action that’s being taken in their community and get the benefits and rewards,” she says.

Making it Through Covid-19

It was already difficult making it as a Black Entrepreneur dealing with lack of equitable access to capital, limited access to networks and markets, racism, fighting negative perceptions and stereotypes then Covid-19 came along and compounded the difficulty. In the session we will hear from a panel of emerging and seasoned business owners about how they have pivoted and are making it through Covid-19

Moderator

Panelist

- **Duanta Taylor** | Klassy Kidz Entertainment
- **Tico Duckett** | Duckett Brothers Distributing
- **Jovan Naves** | Bare All & Bac Print
- **Ashleigh Evans** | InBooze Cocktail Kits

Heavy on the Digital – E-commerce, Digital Storefronts and Social Media Marketing in the Era of Covid-19

The digital divide for many Black businesses became even greater as a result of COVID-19 which has upended nearly every aspect of life and many small businesses have been left struggling in its wake. Join us for a panel discussion with UX, Website and Marketing experts guiding business owners through the new digital norm on a path to success.

Moderator

Panelist

- **Asia Horne** | Asia Does It
- **Brandon Ross** | Grand Apps

Generation Wealth > Generation Curses

Establishing a financial foundation for your family and generations to come is important. In this session you will hear from these entrepreneurs on how they are creating generational wealth through entrepreneurship and other avenues while destroying generational curses that too many in our community perpetuate.

Moderator - Darel Ross | Forty Acres Enterprise

Panelist

- **Darel Ross** | Forty Acres Enterprises
- **Tanya Powell** | Accountability Partners LLC | Legacy Homes GR

Cannabis Inc. USA – Opportunities, Barriers & Equity

After being over criminalized through the failed War on Drugs Black entrepreneurs have been almost completely shut out of the opportunity to participate in the multi-billion dollar legalized cannabis industry. Join us as we discuss ways Black entrepreneurs and Black businesses can participate in this multi-billion dollar industry.

Moderator - Black & Brown Cannabis Guild

Panelist

- **Black & Brown Cannabis Guild**

Capital BUFU (By Us For Us)

No, it's not the capital of a country. Black businesses continue to struggle accessing capital for their businesses. Whether its traditional capital from banks and financial institutions or Venture Capital from investors, Black entrepreneurs and businesses receive nearly zero in funding and are denied disproportionately compared to others. Here are 3 entities whose mission is to create access to capital for Black businesses and the community.

Moderator - Troy Butler

Panelist

- **First Independence Bank**
- **Kevin Davis** | Rende Progress Capital
- **Skot Welch** | New Community Transformation Fund
- **Dimitrius Hutcherson**

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