



# Know Before You Go Packet

We look forward to seeing you at the AACCNJ's Juneteenth Black Business Expo on June 12th, 2025 at The College of New Jersey (TCNJ) in Ewing Township, NJ.

The following information may be helpful as you plan to attend this exciting event.

## **THE THIRD ANNUAL JUNETEENTH BLACK BUSINESS EXPO**

The Third Annual Juneteenth Black Business Expo, themed "**RESILIENCE IS OUR HERITAGE**", is a Community, Public, and Private Sector Collaborative. The Expo will be a dynamic, educational, and interactive Expo focusing on entrepreneurship, and the economic and cultural empowerment of underperforming communities.

## **MAPS & DIRECTIONS**

Getting to TCNJ is easy from any location!

Brower Student Center – TCNJ  
2000 Pennington Rd, Ewing Township, NJ 08618

## **EVENT PARKING**

Free parking is a close walk to Brower Student Center. Parking is available in lots 5,6 and 7. Lot 7 is the parking garage.

## **BADGE PICKUP INFORMATION**

You can pick up your pre-printed name badge at the Registration area in front of the Brower Student Center.

Walk-ins will be accepted, and name badges will be printed onsite at the Registration Booth.

## **EXPO ATTIRE**

The Expo attire is business/business casual.

# TCNJ CAMPUS

FREE PARKING IN LOTS 5,6, AND 7.



# BROWER STUDENT CENTER

FREE PARKING IN LOTS 5,6, AND 7.

Sponsorship and  
Exhibitor  
Registration



General  
Registration

Roscoe The Lion Statue -  
Ribbon Cutting Ceremony

# AGENDA

## 8:00 AM

**Registration Opens - Continental Breakfast**

## 8:45 AM

**Ribbon Cutting Ceremony**

Roscoe the Lion Statue

## 9:00 AM

**Exhibit Hall Opens**

Room 100

## 11:00 AM - 12:00 PM

**Financial Planning 1-on-1 with Prudential**

Room 216

**Matchmaking Sessions**

Second Floor Atrium

## 11:00 AM - 12:00 PM

**Breakout Session - Crossroads: Taking  
Your Business To The Next Level**

Room 222

## 12:00 PM - 1:50 PM

**Lunch**

Atrium and Room 225

## 12:30 PM

**Special Guest -  
Governor Phil Murphy**

Room 225

## 1:00 PM

**Keynote Address - Dr. Boyce Watkins**

Room 225

## 2:00 - 3:30 PM

**Financial Planning 1-on-1 with Prudential**

Room 216

**Matchmaking Sessions**

Second Floor Atrium

## 2:00 - 3:00 PM

**Breakout Session - DEI Versus Meritocracy:  
Unraveling Facts From Fiction**

Room 224

## 4:00 PM

**Expo Hall Closes**

**Networking Reception**

Traditions Bar & Grill

## 5:00 PM

**Juneteenth Black Business Expo Ends**

# EVENT HIGHLIGHTS

## HEALTH & WELLNESS FAIR

**9:00 AM – 12:00 PM and 2:00 – 4:00 PM**

Expo Foyer

Capital Health and Horizon Blue Cross Blue Shield New Jersey are co-hosts for the Health Fair! Learn about community education resources and information on cancer awareness at their booth. And hear from physicians about various health conditions that impact minority communities.

Complimentary screenings:

- Blood Pressure
- Cholesterol
- Blood Sugar
- Mental Health Assessment

## MATCHMAKING SESSIONS

**11:00 AM – 12:00 PM**

**1:00 PM – 2:30 PM**

### **PARTICIPATING CORPORATIONS:**

SJI, Turner Construction, American Water, NJ Transit, Withum Smith+Brown PC, United Airlines, HNTB, Delaware River Port Authority, Fiserv and Ferreira Construction

Please arrive 15 minutes before your scheduled meeting times to check in.

Prudential Advisors will be providing 15-minute consultations with a financial planner. You can schedule your appointment on the matchmaking site. Please check in at the matchmaking desk for your appointment. The meetings will occur in room 216.

# EVENT HIGHLIGHTS

## BREAKOUT SESSIONS

**11:00 AM - 12:00 PM**

### **SESSION 1 - Crossroads: Taking Your Business To The Next Level**

**MODERATOR** Gary Mann

**PANELISTS** Veda Shamsid-Deen  
Dale Favors  
Lisa Lovell, MBA

This discussion will feature a distinguished panel of professionals from varying disciplines who will share their insights to help Black business owners trying to propel their business forward with success. The session will include topics such as:

- Using emerging technology in your business for a competitive edge
- Business Growth & Market Expansion
- Ensuring strong financial health/life insurance
- Marketing Your Business

**2:00 PM - 3:00 PM**

### **SESSION 2 - DEI Versus Meritocracy: Unraveling Facts From Fiction**

**MODERATOR** Dr. John E. Harmon Sr., IOM

**PANELISTS** Dr. Pauline Lloyd  
Dee C. Marshall  
Dr. Diana Artis  
Robert Johnson

Today, facts are misrepresented in the current discussions and now many confuse DEI with preferential treatment. However, the Disparity Study and other data clearly show Black businesses are not getting a fair share. Panelists will share their insights to help Black business owners navigate in 2025 and beyond to reach their business goals. Dr. John E Harmon, Founder and CEO of AACCNJ, will moderate the session.



# EVENT HIGHLIGHTS

## SPECIAL GUEST GOVERNOR MURPHY

**12:30 PM**

Governor Phil Murphy will make remarks as a Special Guest Speaker!

## KEYNOTE SPEAKER - DR. BOYCE WATKINS

**1:00 PM**

We are excited to announce Dr. Boyce Watkins as the Keynote Speaker!

Dr. Watkins is a Finance PhD., best-selling author, speaker and founder of The Black Business School. In addition to publishing scholarly articles on finance and investing, Watkins is an advocate for education, economic empowerment, and social justice. He has appeared on various media outlets including CNN, Good Morning America, MSNBC, and Fox News.

Dr. Watkins will speak on the topic of resilience and provide his expertise on legacy, leadership, and success, during a fireside chat with John E. Harmon, Sr., IOM, Founder, President & CEO, AACCNJ. The format will be a thirty minute discussion, followed by thirty minutes audience Q&A. This is a closed event to the press and video recording is not allowed by audience members.

## BLACK HEART EXHIBIT

Room 101

Black Heart returns to the AACCNJ Expo with Northstar, the Chamber's newly developed conversational AI companion. Curious about stories of resilience, trends in New Jersey's economic landscape, or which workshops best match your interests? Just ask Northstar. Also back by popular demand is Illumination: Tracing the History of Black Wealth in America—an interactive timeline that begins with Black Wall Street and journeys through key historical moments shaping the Chamber's mission today.

Black Heart is a worker-owned digital media agency dedicated to uplifting authentic storytelling from the heart. Start a conversation with us today: [info@blackheart.coop](mailto:info@blackheart.coop)

# More Information



## SHARE YOUR EXPO EXPERIENCE!

We want to hear about your experience onsite, the new connections you make, and the insights you gain.

Don't forget to tag us (@AACCNJ) and use the official conference hashtags when sharing on social media.

#JBBE2025 #JUNETEENTHBLACKBUSINESSEXPO  
#JUNETEENTH #AACCNJEXPO #SMALLBUSINESS

## HAVE QUESTIONS?

We are here to help! Please contact us at:

Jacqueline Baptiste, Executive Advisor to CEO & Brand Ambassador, AACCNJ

Cheryl Salley, Project Manager, EWC

or visit the [expo website](#) for information.

