



20 THE THIRD ANNUAL
25 **JUNETEENTH
BLACK
BUSINESS
EXPO**
RESILIENCE IS OUR HERITAGE

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.



20
25 THE THIRD ANNUAL JUNETEENTH BLACK BUSINESS EXPO
RESILIENCE IS OUR HERITAGE

TCNJ CAMPUS

FREE PARKING IN LOTS 5,6, AND 7.





20
25
THE THIRD ANNUAL
JUNETEENTH
BLACK
BUSINESS
EXPO
RESILIENCE IS OUR HERITAGE

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 COORPORATIONS:

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

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.

