

SAVE THE DATE

# IDEAS *into* ACTION



## ENTREPRENEURSHIP WORKSHOPS

We are pleased to invite all spouses/partners and staff from **IDB**, **WBG** and **IMF** to participate in a series of three workshops, **IDEAS INTO ACTION**. These sequential workshops will help participants consider becoming an entrepreneur and will provide information and support to take the first steps down this path.

### SERIES EVENT 1

#### Becoming an Entrepreneur

When: May 10, 2017, 12:00 p.m. - 2:00 p.m.

Where: IDB, Andres Bello 1&2  
1300 New York NW. Washington D.C. 20577

### SERIES EVENT 2

#### Structuring and Launching Your Entrepreneurial Business

When: May 24, 2017, 12:00 p.m. - 2:00 p.m.

Where: The World Bank J-Building, J1-050  
701 18th St NW. Washington D.C. 20006

### SERIES EVENT 3

#### Marketing Your Entrepreneurial Business

When: June 7, 2017, 12:00 p.m. - 2:00 p.m.

Where: IMF HQ2, Conference Hall 2  
1900 Pennsylvania Ave NW. Washington D.C. 20431

*Registration will be required. Further information will be sent out soon.*

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## EVENT 1: Becoming an Entrepreneur.

Sponsored by: IDB Family Association

- What does it take to be an entrepreneur?
- How can you turn your ideas into a money-making business?
- What will you need to get your idea off the ground?

### Keynote Speakers:

**Dr. James V. Green.** Director of Entrepreneurship Education. Maryland Technology Enterprise Institute (Mtech). A. James Clark School of Engineering University of Maryland, College Park.

**Mr. Chris Hillier.** CEO of Angry Health. A successful technology entrepreneur with global experience on start-ups, product and business development, IP management, market analysis and financial and strategic initiatives.

Plus a panel of entrepreneurs.



**May 10th, 2017.**  
**12:00 pm to 2:00 pm**



Auditorium Enrique Iglesias  
1330 New York Ave. NW Washington DC 20577

Light Lunch will be served before the event.

Registration is required at [iadbfamilyassociation.org](http://iadbfamilyassociation.org) by **May 5th, 2017.**

*"IDEAS INTO ACTION" is a series of three workshops: Event 2, on structuring and launching your business will be held on May 24, and Event 3, on marketing, will be held on June 7.*

*Further information on the next two events to follow.*

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## EVENT 1: Becoming an Entrepreneur.

*Sponsored by: IDB Family Association*

### AGENDA

- 12:00 - 12:15** Arrival & Networking
- 12:15 - 12:20** Welcome - Marianella Morales  
Director of the Career Development Committee  
IDB Family Association
- Keynote Speakers
- 12:20 - 12:40** Dr. James V. Green  
Director of Entrepreneurship Education  
Maryland Technology Enterprise Institute (Mtech)
- 12:40 - 1:00** Dr. Chris Hillier  
CEO of Angry Health
- 1:00 - 1:30** Moderated Panel Discussion
- 1:30 - 1:55** Q & A
- 1:55 - 2:00** Closing



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**Dr. James Vaughn Green.** Director of Entrepreneurship Education, leader of the Master of Technology Entrepreneurship and Minor in Technology Entrepreneurship, designs and teaches undergraduate and graduate courses in entrepreneurship and technology commercialization, leads seed funding programs, and manages residential entrepreneurship programs for students. Since 2013, his Coursera courses have enrolled nearly one million learners globally. Prior to the University of Maryland, Dr. Green held founder and executive roles with multiple technology startups. Dr. Green earned a Doctor of Management and an MS in Technology Management from the University of Maryland University College, an MBA from the University of Michigan, and a BS in Industrial Engineering from Georgia Tech.



**Dr. Christopher Hillier.** A successful technology entrepreneur who has held Professorial positions in the US, Caribbean, and UK. He has founded and ran as CEO, two successful biotechnology companies, and has also co-founded, and acted as strategic advisor, four others in different sectors. He holds US and European patents and has published over 50 peer-reviewed articles and presented extensively in both science and business in areas ranging from medical technologies to start-up strategies. Since 2014 he has been with GuideWell, the parent to a family of health solutions companies as their Sr. Dir of Business Innovation. In 2015, GuideWell created GuideWell Innovation where he is Chief Scientist. In 2017, Chris founded Angry Health as a consultancy to help companies innovate in the healthcare industry.



**Brianna Pyfrom.** Principal Consultant & CEO of Wincatcher, Inc., a management consulting firm headquartered in Arlington, VA, specializing in people strategy, operations and performance. Brianna is a 15-year strategy execution professional and coach who has worked with small and large organizations in the Private, Public and Non-Profit Sectors. A native of The Bahamas, Brianna relocated to Washington, DC in 2009 to pursue a Master in Business Administration at The George Washington University. She lives with her husband, a World Bank employee, and her 5-year-old daughter in Washington, DC. In her spare time, Brianna mentors and coaches high school and college students throughout Washington, DC.



**Bo Pollet.** An aerospace engineer with 10 years experience in structures design, software development, and systems integration. He has worked with aerospace prime suppliers to the US Military, including Northrup Grumman, Sikorsky, DARPA, and Aurora Flight Sciences. His current business, Theta Composites, supports new business in the process of going from prototype to manufacturing. Bo began preparing his education for entrance into the engineering world with a minor in computer science at Rosa Community College in Northern California. This was followed by a Bachelor's Degree in Aerospace Engineering at Embry-Riddle Aeronautical University and a MBA at George Mason University.



**Faizun Kamal.** Faizun conducts franchise education workshops throughout Virginia and Washington, DC, and coaches would-be entrepreneurs on how to make the transition from employee to business owner. She has extensive knowledge of the franchise industry and provides individual guidance to people who are interested in investigating active or passive entrepreneurship through a proven business model. A former Fortune 15 Executive, Faizun has 17+ years of experience in corporate, multinational, nonprofit & entrepreneurial settings on three continents. As an acclaimed social entrepreneur, she has founded a company where doing good and doing well blend seamlessly to change lives. Faizun holds multiple Master's degrees from Stanford and Johns Hopkins University.

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## EVENT 2: Structuring and Launching Your Entrepreneurial Business

Sponsored by: World Bank Family Network

- Ownership structures: company structure, registration, licensing, trade names, regulatory compliance, employing staff and other business resources.
- Accounting issues: accounting system set up, recordkeeping, and bookkeeping.
- Taxation issues: specific to G4 visa holders/non-US citizens/US citizens.

### Keynote Speakers:



Mrs. **Joan Davion** is President of The Davion Group, LLC. She has over 25 years of experience in providing comprehensive accounting and tax services to a diverse cross-section of clients (private sector and non-profit clients through varying stages of startup and growth, as well as many consumer clients).



Mr. **Mishkin Santa**, JD LLM is International Tax Director at The Wolf Group, PC. He specializes in international tax planning, including cross-border, inbound, outbound and asset protection for high net worth individuals.

Plus a panel of entrepreneurs.



**May 24th, 2017.**

**12:00 pm to 2:00 pm**



The World Bank J Building, J1-050  
701 18th St NW Washington D.C. 20006

**Registration is required at [wbfn.org](http://wbfn.org) by Friday May 19th, 2017**

*This is the second in a series of the three "IDEAS INTO ACTION" workshops designed to provide participants with information and tools to help them envision, launch and market an entrepreneurial business. Workshop 3, on marketing, will be held on June 7. Further information on this event to follow.*



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Association

## EVENT 2: Structuring and Launching Your Entrepreneurial Business

Sponsored by: World Bank Family Network

Nuts and Bolts of Starting a Business: Learn Legal, Tax, and Accounting Aspects to Consider when Starting a Business

### Keynote Speakers:



Mrs. **Joan Davion** is President of The Davion Group, LLC. She has over 25 years of experience in providing comprehensive accounting and tax services to a diverse cross-section of clients (private sector and non-profit clients through varying stages of startup and growth, as well as many consumer clients).



Mr. **Mishkin Santa**, JD LLM is International Tax Director at The Wolf Group, PC. He specializes in international tax planning, including cross-border, inbound, outbound and asset protection for high net worth individuals.



Mrs. **Shavon J. Smith**, Esq The SJS Law Firm PLLC She helps small and medium-sized businesses solve problems and represents business owners, entrepreneurs, and non-profits in all legal aspects of their ventures, including employment matters, contracts, intellectual property, compliance and legal strategy.

### Panelists:

Mrs. **D. Yvonne Rivers**, Principal, The Phoebe Marketing Group  
Mr. **Tim Machenaud**, BoConcept Georgetown



**May 24th, 2017, 12:00 pm to 2:00 pm**

The World Bank J Building, J1-050,

**Light Refreshments will be served before the event**

*This is the second in a series of the three "IDEAS INTO ACTION" workshops designed to provide participants with information and tools to help them envision, launch and market an entrepreneurial business. Workshop 3, on marketing, will be held on June 7. Further information on this event to follow.*

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IMF  
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ASSOCIATION



IDB Family  
Association

## EVENT 2: Structuring and Launching Your Entrepreneurial Business.

*Sponsored by: World Bank Family Network*

### AGENDA

- 12:00 - 12:15** Arrival & Networking
- 12:15 - 12:20** Welcome – **Gisele Youmbi**  
Professional Development Program Coordinator World Bank Family Network
- Introduction – **Yvonne Quahe**  
Career & Program Advisor, World Bank Family Network
- 12:20 - 12:50** Keynote Speakers  
**Mishkin Santa, JD LLM**, International Tax Director, The Wolf Group, PC  
**Shavon J. Smith, Esq**, Business Lawyer, The SJS Law Firm  
**Joan Davion**, President, The Davion Group, LLC
- 12:50 - 1:10** Q & A – Keynote Speakers
- 1:10 - 1:20** Panelists Introduction  
**D. Yvonne Rivers**, Principal, The Phoebe Marketing Group  
**Tim Machenaud**, Franchisee, BoConcept Georgetown
- 1:20 - 1:30** Q & A – Panelists
- 1:30 - 1:55** Moderated Panel Discussion - **Yvonne Quahe**
- 1:55 - 2:00** Closing



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**Mishkin Santa, JD LL.M** is International Tax Director at The Wolf Group, PC. Mishkin specializes in international tax planning, including cross-border, inbound, outbound and asset protection for high net worth individuals. He represents clients in areas including FATCA compliance, Offshore Voluntary Disclosure Programs, Streamlined filing, expatriation tax planning, international trust and estate compliance and foreign pension planning. Prior to joining The Wolf Group, Mishkin served as a Tax Partner at Five Stone Tax Advisers (Austin, TX), directing their international tax practice, and Taxpayer Counsel in the IRS National Taxpayer Advocate Office (Dallas, TX). Mishkin received a J.D. degree from Seattle University and a LL.M in Taxation from Boston College. He is a member of the United States Tax Court, the State Bar of Texas and the Washington State Bar Association. He is the 2014 recipient of the Avvo Clients' Choice Award and Tax Law Award.



**Joan Davion** is President of The Davion Group, LLC. She has over 25 years of providing comprehensive accounting and tax services to a diverse cross-section of clients (private sector and non-profit clients through varying stages of startup and growth, as well as many consumer clients). Ms. Davion's mission is to help businesses, non-profits, and individuals gain a better understanding of sound accounting practices and to provide the tools necessary to help clients better manage day to day financial needs. Ms. Davion earned her Bachelor of Science in Accounting from Strayer University, and also graduated from the NxLevel Program of the Women's Business Center of Northern Virginia. She is member of Virginia Society of CPAs MAPP, Co-Founder of the Northern Virginia Black Chamber of Commerce (NVBCC) where she also served as Treasurer, and Founding Member of NoVaBlackCommunity.com.



**Shavon J. Smith, Esq** is Founder of The SJS Law Firm, PLLC where she represents business owners, entrepreneurs, and non-profits in all legal aspects of their ventures, including employment matters, contracts, intellectual property, compliance and legal strategy. Shavon helps small and medium-sized businesses solve problems. Shavon frequently speaks and presents training and seminars for business owners, speaking on topics such as Performing a Legal Check Up: Ensuring Your Business is Legally Protected & Prime for Growth; Working With An Attorney For Your Small Business and Growing Your Business With Teaming Arrangements. Shavon regularly provides pro bono assistance to community entrepreneurs, and also sits on the board of a southeast DC non-profit, Wheeler Creek Community Development Corporation. Prior to starting SJS, she practiced law with a big DC law firm. For nearly 6 years she counseled corporations on variety of commercial matters.



**D. Yvonne Rivers** is Principal of The Phoebe Marketing Group, a marketing and training company serving globally and headquartered in Washington, DC. She is the creator and producer of 'American Dream Business Pitch' established in 2015 as 'DC Shark Tank', a business pitch competition featured in Black Enterprise Magazine. Yvonne's mission is to 'Serve beyond measure and to become the catalyst to your success. Yvonne is a Master Trainer with her custom curriculum in teaching entrepreneurship for National Urban League, Operation Hope and contractor for DC Small Business courses and many more. Yvonne has expanded with a micro-enterprise program in Ghana (West Africa), Johannesburg (South Africa) and London (England). Yvonne is a graduate of Lincoln University (Pennsylvania) and studied graduate marketing at Virginia Commonwealth University (Virginia).



**Tim Machenaud** is Franchisee for BoConcept Georgetown, a contemporary design furniture store in Washington DC. Tim has extensive global experience in the high-end retail business. In France, he served as head of sales for Bang & Olufsen (Danish audio-video premium brand), and Country Manager for BoConcept. His experience at Roche Bobois included Franchisee for a Roche Bobois store in Vitoria (Spain), and Area Retail Manager at the Paris headquarters where he oversaw franchisees' operations in Asia, Middle East, Russia, Eastern Europe and Latin America. Tim was born in France and spent several years as a teenager and college student in Bethesda (Maryland). Tim currently lives in the DC metro area with his wife and two daughters, ages 8 and 11.



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## EVENT 3: Marketing Your Entrepreneurial Business.

Sponsored by: IMF Family Association

Marketing Alchemy: Learn the essential steps for marketing your entrepreneurial business, including:

- Market research planning: who and where are your customers?
- Marketing vs. sales - the difference is important
- How to identify and initiate strategic partnerships
- Online and offline marketing methods that work

### Keynote Speakers:



Mrs. **Danielle Tate** is an entrepreneur, best-selling author and speaker. In 2007 she founded MissNowMrs.com, an online name-change service that has over 350,000 customers in 2 countries, and in 2016 she wrote *Elegant Entrepreneur: The Female Founders Guide to Starting & Growing Your First Company*.



Mr. **Culin Tate** is a serial entrepreneur and co-founder of SimpleCharityRegistration.com, an online service that helps charities simplify their compliance with state rules governing solicitation of donations.

Plus a panel of entrepreneurs.



**June 7th, 2017.**  
**12:00 pm to 2:00 pm**



**IMF HQ2, Conference Hall 2,**  
1900 Pennsylvania Ave NW. Washington D.C. 20431

Registration is required at <https://goo.gl/forms/PolQczwdJzKCLusH2>  
by Friday June 2nd, 2017

*This is the third in a series of three "IDEAS INTO ACTION" workshops designed to provide participants with information and tools to help them envision, launch and market an entrepreneurial business.*

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## EVENT 3: Marketing Your Entrepreneurial Business.

Sponsored by: IMF Family Association

### AGENDA

- 12:00 - 12:15** Arrival & Networking
- 12:15 - 12:20** Welcome: Suzette Bradbury  
Chair: Professional Development, IMF Family Association
- 12:20 - 12:50** Keynote Speakers  
Danielle Tare  
Founder and CEO, MissNowMrs.com  
Christopher Culin Tate  
Serial Entrepreneur
- 12:55 - 1:25** Moderated Panel Discussion
- 1:25 - 1:55** Q & A
- 1:55 - 2:00** Closing



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## EVENT 3: Marketing Your Entrepreneurial Business.

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**Danielle Tate** Danielle Tate is an entrepreneur, best-selling author, spokeswoman, and speaker with a career in the startup world that spans a decade. In 2007 she founded MissNowMrs.com [www.MissNowMrs.com](http://www.MissNowMrs.com), an online name-change service that has scaled to over 350,000 customers in 2 countries. In consequent years she launched brand extensions such as GetYourNameBack.com, and NameChangeNextStep.com, along with platform extensions including The Married Name Game and MarriageLicenseNow.com. In 2016 she wrote *Elegant Entrepreneur: The Female Founders Guide to Starting & Growing Your First Company*, with the mission to lower the barriers to entry and success for women entrepreneurs. Danielle has a BA in Biology from McDaniel College, Maryland, and began her career in medical sales.



**Culin Tate** Culin Tate is a serial entrepreneur and co-founder of [SimpleCharityRegistration.com](http://SimpleCharityRegistration.com), an online service that helps charities simplify their compliance with state rules governing solicitation of donations. Culin is married to Danielle, and worked with her to found MissNowMrs.com. He also co-founded Co-Founders Lab, an online platform that provides a variety of resources for entrepreneurs and their businesses including team building, certification courses designed to help businesses grow, and advice on obtaining funding. Culin has a BSBA in Economics from Shippensburg University in Pennsylvania, and an MBA in New Business Venture and Finance from the Robert H. Smith School of Business at the University of Maryland.



**Derry Deringer** Derry Deringer is a Certified Fundraising Executive (CFRE) and principal at Deringer Consulting, LLC., [www.deringerconsulting.com](http://www.deringerconsulting.com). Derry draws from over twenty years of experience with nonprofit, business and international organization, and employs proven techniques in fundraising, management, performance coaching and facilitation to help clients perform at their best. Deringer Consulting helps small-to medium-sized nonprofits to improve their fundraising and development performance through development assessment, planning and implementation support; creation of major gifts programs; and leadership coaching. Derry taught nonprofit fundraising as an Adjunct Professor in The Elliott School of International Affairs at George Washington University from 2011 to 2013. He holds a BA in Managerial Economics from Hampden-Sydney College.



**Amel Derragui** Amel Derragui is a global nomad, business and marketing mentor and a speaker. She helps global entrepreneurs grow their portable businesses and develop marketing strategies that fit their resources and goals. Amel is also the founder of Tandem Nomads, [www.tandemnomads.com](http://www.tandemnomads.com), a podcast show and platform designed to help expat partners thrive in global transitions and grow successful portable businesses, which she launched in November 2015. Tandem Nomads is progressively expanding its platform and its online/offline services around the topic of entrepreneurship and personal development (conferences, workshops, webinars, one to one coaching, online courses and more...). After a childhood in which she moved countries every few years, and a career in advertising and branding in major agencies including Saatchi & Saatchi, Amel quit her job to join her husband abroad. Her first entrepreneurial venture was to launch a marketing communications consulting company, Blink and C. Amel has an MBA from the University of Arizona.



**D. Yvonne Rivers** D. Yvonne Rivers is the principal of The Phoebe Marketing Group, [www.phoebemarketing.com](http://www.phoebemarketing.com), a global marketing and training company headquartered in Washington, DC. Yvonne has run entrepreneurial programs for various community, municipal and state organizations, including the National Urban League, Operation Hope and the DC Small Business Administration. Yvonne also created and produced 'American Dream Business Pitch' established as 'DC Shark Tank', a training program for business owners wishing to appear on ABC Shark Tank. In addition to her work in the US, Yvonne has developed grass roots collaborations with community organizations around the world to provide mentorship and establish micro-enterprise programs for women in Ghana, West Africa, Johannesburg, South Africa and London, England. Yvonne obtained a BS at Lincoln University in Pennsylvania and undertook post-graduate studies in marketing at Virginia Commonwealth University.