

Saturday, August 10, 2019

African American Footwear Forum



Agenda

Location: 3RD FLOOR LOBBY		
12:00 pm	Doors Open + Registration	
Location: GRAND BALLROOM		
12:50–4:00 pm	Welcome to AAFF PDX	Jasmine Pendergrass , <i>Director of Marketing and Events at Footwear Distributors and Retailers of America (FDRA)</i> + Herbert Beauclere , <i>Creative Director at PENSOLE Footwear Design Academy</i>
	Unlocking The Industry: Community	Rukaiyah Adams , <i>Chief Investment Officer at Meyer Memorial Trust, Chair at Oregon Investment Council</i> with Bimma , <i>Co-Founder at Claima</i>
	Unlocking The Industry: Talent	Jarvis Sam , <i>Sr. Director—Sourcing and Diversity Recruitment/Programs at Nike</i> with Bimma
	Unlocking The Industry: Product	Rashad Williams , <i>Sr. Director Footwear at Adidas Sr. Director Footwear at Adidas</i> with Bimma
	Unlocking The Industry: Entertainment	Darla DeGrace , <i>Founder & Diversity, Equity, Inclusion Strategist at DeGrace Group</i> with Bimma
	Unlocking The Industry: Panel + Q&A	Jarvis Sam, Rashaad Williams, Darla DeGrace , moderated by Bimma . *All audience questions submitted on Twitter via the hashtag #AAFFPDX
4:00–6:00 pm	BREAK // Grab some food from Everybody Eats PDX food cart, take a walk in the beautiful Park Blocks, connect with your peers, enjoy the photo booth, and get excited for the second half of the program	
6:00–9:00 pm	Welcome Back	Stephen Green , <i>Director of Operations at PENSOLE Footwear Design Academy</i>
	Black National Anthem: Lift Every Voice	Henreid accompanied by Emily Haswell
	MC Intro	Ian Williams , <i>Founder & Owner at Deadstock Coffee</i> + Paige Hendrix Buckner , <i>Program Director at Founder Gym</i>
	Fireside Chat	Baron Davis , <i>Founder at Baron Davis Enterprises and Former Professional Basketball Player</i> with D'Wayne Edwards , <i>Founder of PENSOLE Footwear Design Academy</i>
	Serving Our Community Panel	Christopher Burns , <i>Founder at ARCH-USA.com</i> Karol Collymore , <i>Portfolio Director, Social & Community Impact at Nike</i> Jazerai Allen Lord , <i>Director of Marketing & a Creative Strategist at Crush & Lovely</i> Portia Blunt , <i>Director of Apparel Operations at New Balance</i> ReeCee Hollans , <i>Sports Marketing Manager @ Adidas</i> Moderated by Stephen Green
	Excellence in Media Award	Presented by Jacques Slade , <i>Independent Host, Producer, Writer, Director, and Editor</i>
	Genius Talk	Scoop Jackson , <i>Legendary Author, Columnist, and Host</i>
	Keynote	Bobbito Garcia , <i>Award-winning Filmmaker and Freelance Creative</i>
	Thank You	Dee Wells , <i>Creator, Host & Sneaker Historian at Obsessive Sneaker Disorder Talk Show</i> Sean Williams , <i>Creator, Host & Sneaker Historian at Obsessive Sneaker Disorder Talk Show</i> Ian Williams Paige Hendrix Buckner
Location: SUNKEN BALLROOM		
9:00–11:30 pm	Mixer	DJ Deena Bee with a special performance by Mic Capes + Dre Slaps