

Beyond Six-Foot-Apart Accelerator

Expert Webinar Series on Reopening Topics

Digital Communications Strategies & Tools

Wed. June 17, 5:00-6:30 p.m.

Welcome



Colette Phillips
CEO, Colette Phillips
Communications
and Get Konnected



Brandon Ransom
Chief Executive Officer
IncluDe Innovation



**Rosario Ubiera-
Minaya**
Executive Director
Amplify LatinX

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Agenda

Welcome and Beyond Six Feet Apart Program Description

LISC Boston Executive Director Karen Kelleher
IXL Managing Director Hitendra Patel

Opening Remarks by Panelists

Colette Phillips
Brandon Ransom
Rosario Ubiera-Minaya

Questions - Beyond Six Feet Apart Accelerator Participants

Moderated by Rosario Ubiera-Minaya

Audience Questions submitted through Q&A

We are piloting a digitally-enabled planning process for minority-owned businesses seeking to retool their businesses safely and strategically in the wake of COVID-19.

Program
Overview



In response to the COVID-19 crisis, the Beyond Six-Foot-Apart Accelerator helps minority-owned small businesses get-back-to-business safely

[Sign Up Now](#)

Minority-owned business owners from four sectors are working with consulting teams to develop their implementation plans.

Participating Businesses

Food & Beverage



Retail



Professional Services



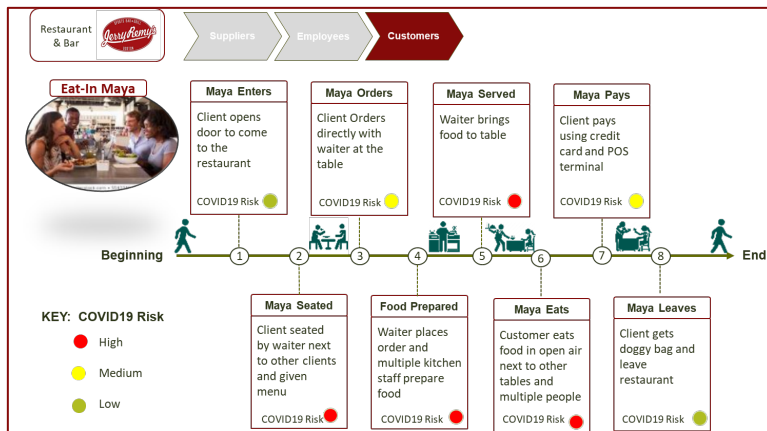
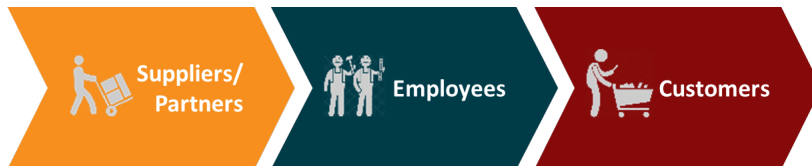
Personal Services



The program is enabled by an online audit tool and growing database of solutions, which could be used to scale the program.

Software to Assess COVID19 Readiness

Online Software

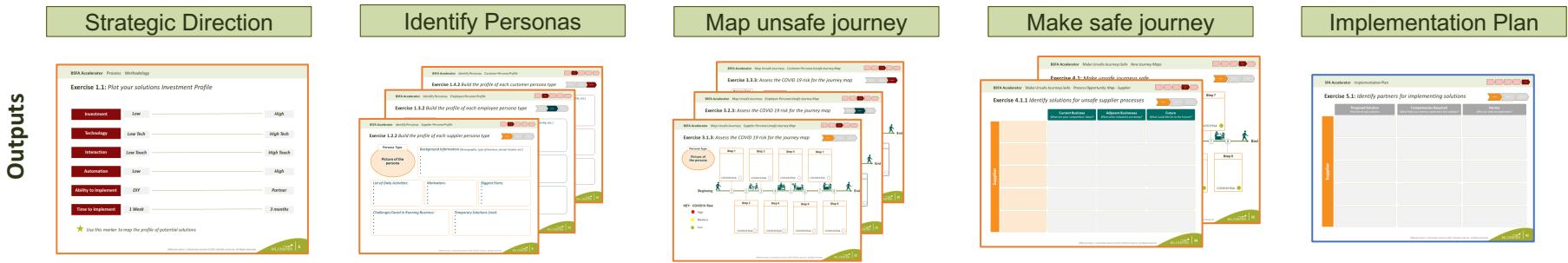
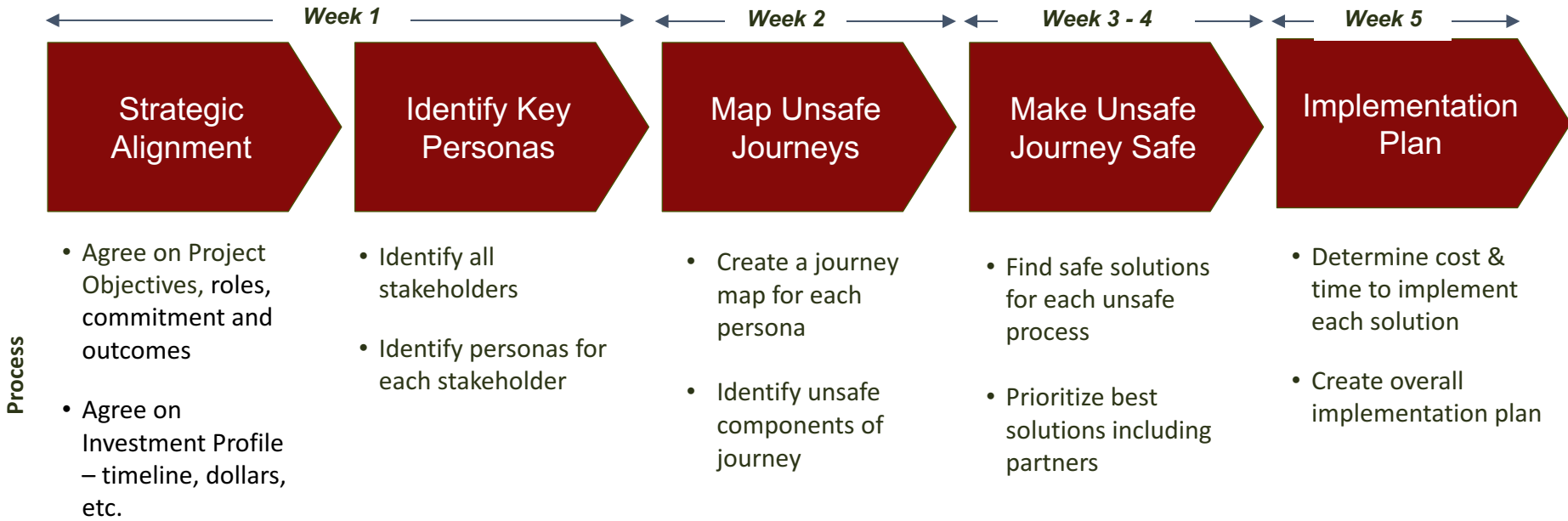


Database of Innovative Solutions and Vendors



100+ solution case examples by various strategic themes

Piloting IXL's Beyond Six-Foot-Apart Methodology, clients follow a five-step approach to a safe, strategic Implementation Plan.

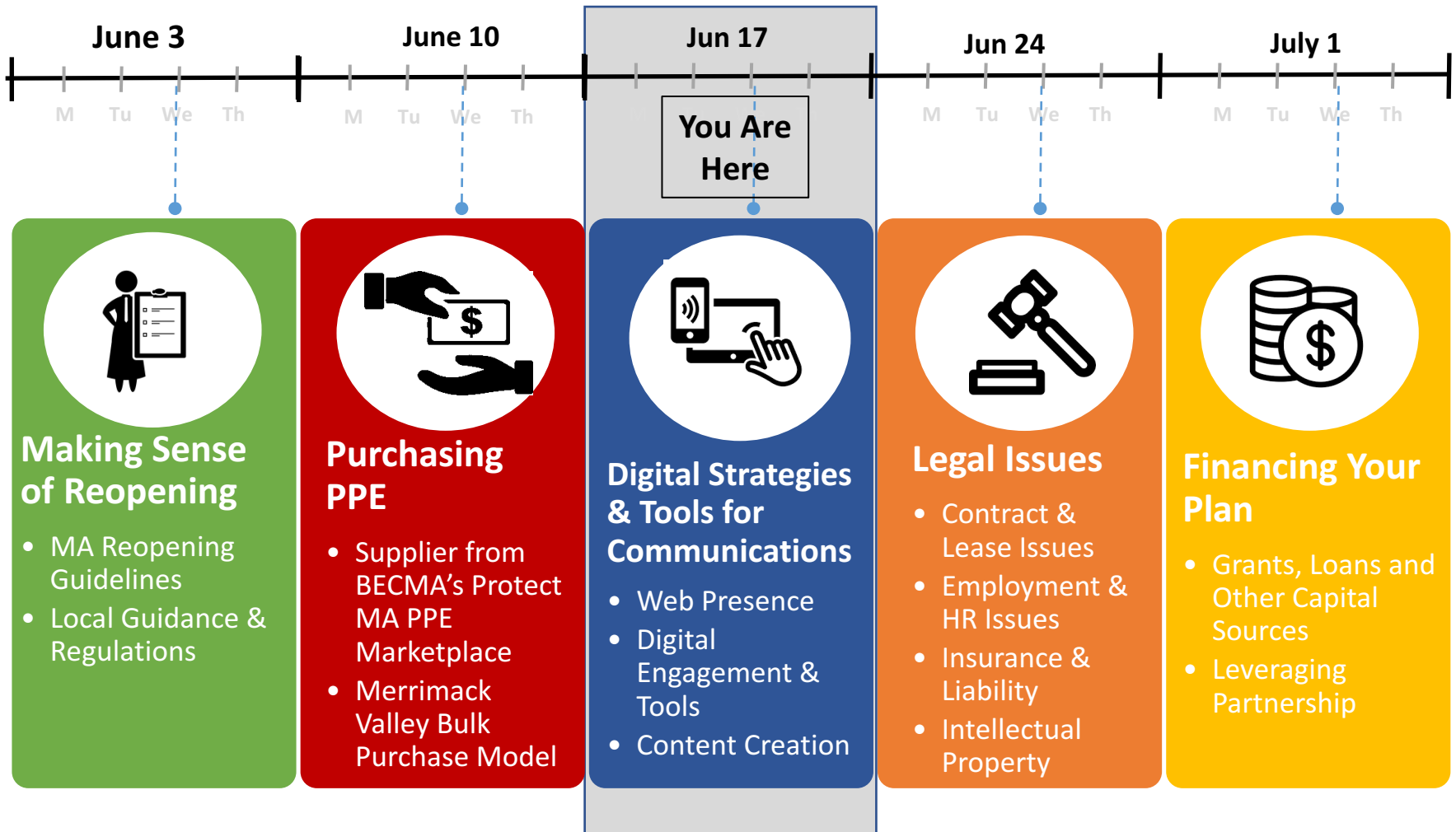


MBA students are trained and supervised by IXL to provide consulting services to facilitate the owner's planning process.

Participating MBA Consulting Teams



Expert webinars facilitated by LISC explore practical challenges to be incorporated into the plan by owners and consulting teams.



LISC is one of the country's largest community development support organizations working in and with underserved communities.

LISC BOSTON

But we have deep local roots, and have worked in Massachusetts for over 35 years. We support projects and programs to revitalize underserved communities and bring greater economic opportunity to residents.

Housing



Pool public and private dollars



Work with local partners



Support people and places

Health and Resiliency



Economic Opportunity



We prioritize equity in our investments, from affordable housing and quality schools to growing business and connecting community with financing, technical assistance and resources to build capacity and stability.

Capacity Building



To develop an effective, scalable, digital program, LISC partnered with the IXL Center, a global innovation firm with a unique heritage in consulting and education.



Boston



Dubai



London



San Francisco



Shanghai



Sao Paulo



Bolsano



Cairo



Istanbul



Seoul

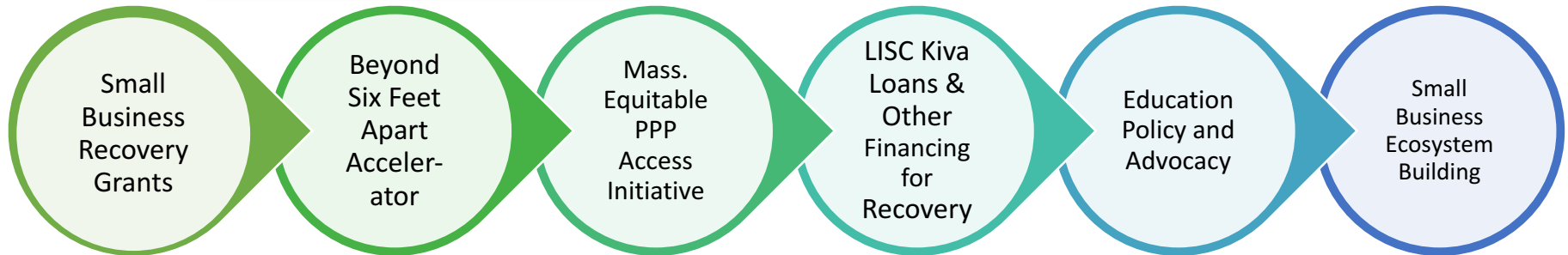


Singapore



Rapid Relief and Recovery Fund for Massachusetts

LISC Boston supports small and disadvantaged businesses throughout Massachusetts. LISC's Rapid Response and Recovery Fund for Massachusetts includes a number of small business responses to COVID-19.



The Beyond Six Feet Apart Accelerator is funded and supported by Massachusetts Growth Capital Corporation and Local Initiatives Support Corporation.



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Discussion

Beyond Six Feet Apart participants will join the discussion to ask questions and/or comment on what their business is experiencing or planning for.

Audience members may submit questions using the GotoWebinar Questions function.

Please introduce yourself, with your name, business name (if applicable) and location.

Thank you.

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Colette Phillips is President and CEO of Colette Phillips Communications, Inc. She is a values-based leader, trusted adviser and understands the importance of engaging and influencing key stakeholders. She has extensive experience in developing public relations branding and internal/external communications in areas of strategy, multicultural marketing and corporate citizenship. She is frequently consulted by corporations and non-profit organizations about how to articulate healthy, inclusive working environments for their employees and how to engage culturally diverse consumers.

In 2008, she launched Boston's premier inclusive business networking forum called Get Connected! which brings together professionals, business and civic leaders and entrepreneurs from all cultures and industries. Get Connected! is the creator of the historic GK100, Boston's first comprehensive list of the 100 Most Influential People of Color. *The Boston Globe* cites the social impact venture as "changing the conversation on diversity" and Phillips as a "Social Connector."

As an active civic leader, Colette currently serves on Board of Trustees for Eastern Bank, The Greater Boston Chamber of Commerce and the Massachusetts General Hospital President's Council. She has been named to *Boston Magazine's* Power 2018: The 100 Most Influential People in Boston, the *Boston Business Journal's* 2016/2017 Power 50 and *The Boston Globe's* A-List. Born in the Caribbean nation of Antigua, Phillips holds a Bachelor and Master of Science from Emerson College. She is the recipient of an honorary Doctor of Law from Mount Ida College.

Speaker
Bios



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Rosario Ubiera-Minaya is an afro-Latina leader, community activist and social entrepreneur originally from the Dominican Republic. Rosario has over 25 years of experience working and advocating for systemic change, social justice, and equity, on behalf of the Latinx community, in the areas of education, housing, voter engagement, public health, and the arts.

Rosario is the founder of Cojuelos' Productions, which proudly celebrates all artistic expression through creative and innovative, diverse and culturally-oriented programming and high-end special events. Cojuelos' Productions thrives in creating curated experiences for private, corporate, and community settings with an emphasis on cultural and educational programming. Rosario's vision has led to what is today the PUNTO Urban Arts Museum in Salem, an outdoor collection of public art that serves as a vehicle to start breaking down the socioeconomic and invisible divides that systematically exist in low-income communities of color.

She has received numerous awards and recognitions including the Rising Star Award for Outstanding Leadership in Community Development from MACDC and the Community Service Award from the Massachusetts League of Community Health Centers; she was recognized as Community Hero by the Negro Election Day Association and as a Boston's Hispanic Hero by the Commonwealth of Massachusetts.

Speaker
Bios

