

LEGACY WEEKEND GUIDE



LEGACY WEEKEND 2024

Welcome Letter

we're so glad you're here!

We are excited for you to enjoy Legacy Weekend! Please note this will be a 2 day experience. This guide will help outline everything you need to know for Legacy Weekend including activities for each day, travel and transportation, attire and more. If you have any additional questions please do not hesitate to email us at legacy@wdbmarketing.com. For all those registered you will receive a reminder registration email via www.eventnoire.com

Legacy Team

DAY 1

VIRTUAL CONFERENCE

THURSDAY FEBRUARY 29TH

Virtual Day Hosted by Cassiopeia Uhuru, TheBlackMall.com

Time: 9:00am

As a prelude to The L.E.G.A.C.Y. Awards Gala, The L.E.G.A.C.Y. Power Conference will take place on Thursday February 29th and Friday March 1st. The L.E.G.A.C.Y. Power Conference will provide informational support to Black Business Owners in the areas of Marketing, Operations, Financing, Corporate Procurement, Personal Development and more. We will have special panels for Young Entrepreneurs under 25 to help them on their pathway to success. Our goal is to provide inspiration, information and resources to help entrepreneurs scale and grow their business to 7 figures and beyond.

The first day will be a virtual day focusing on Money and Mindset, AI & Automation and Marketing & Scaling. If you registered for the conference, you would receive a private link to view the virtual event.

VIRTUAL CONFERENCE TOPICS:

- **Creating the Vivid Vision**
- **Set Your Thinking, Habits, and Goals to Attract Abundance**
- **Using AI for Personal and Professional Planning**
- **A Mental Health Conversation: Don't Lose Yourself in Success**
- **Side Hustles**
- **Investments**
- **Personal and Business Credit**
- **5 Things to Prepare You for Partnering with an Influence Marketer**

ITINERARY

9:00 AM – 2:00 PM

Event in Session

6:00 PM – 9:00 PM

L.E.G.A.C.Y. Talk

DAY 2

POWER CONFERENCE

FRIDAY MARCH 1ST

Greenwood Oasis

7621 S. Greenwood, Chicago, IL 60619

Time: 9:00am

Don't miss Day 2 in-person at Greenwood Oasis where we anticipate over 500 entrepreneurs will attend in-person. Every connection you need will be in the room!

CONFERENCE TOPICS:

- **Keynote: Fireside Chat with Jay "Jeezy" Jenkins**
- **Crafting the LEGACY Blueprint**
- **The 7-Figure Blueprint: Purpose, Plan, Processes, People, Prosperity (The 5 Ps)**
- **Who Not How: Finding the Right Team to Move Your Vision Forward**
- **LEGACY Talk: "Creating a Culture of Excellence"**
- **Millionaire's Blueprint: Navigating the Journey to 7-Figure Success**
- **Profit Pathways: Strategies for Scaling and Sustaining Your Business**
- **Protecting Your Legacy**
- **Marketing POWER Hour**
- **LEGACY Talk: "Breaking Barriers" Innovators Redefining the Industry**
- **"Mastering the Art of Partnerships"**
- **Money Moves: Mastering the Game of Funding**

ITINERARY

9:30 AM – 10:00 AM Doors Open/Registration

10:30 AM – 8:30 PM Event in Session

DAY 3

LEGACY AWARDS GALA

SATURDAY MARCH 2ND

Old Post Office

433 W. Van Buren, Chicago, IL.

Time: 6:00pm - 10:15pm, After Party to follow

From job creation, leadership, to hope, Black entrepreneurs are integral to the growth in our community business development is integral to growth in our community. We celebrate our business and community leaders with our annual awards gala. The awards highlight each area of importance in communities – Leadership, Education, Growth, Advocacy, Community and Youth. Our Youth award is a pitch competition between 3 young entrepreneurs and the audience selected during the evening of the gala. We invite you to celebrate excellence with us!



ITINERARY

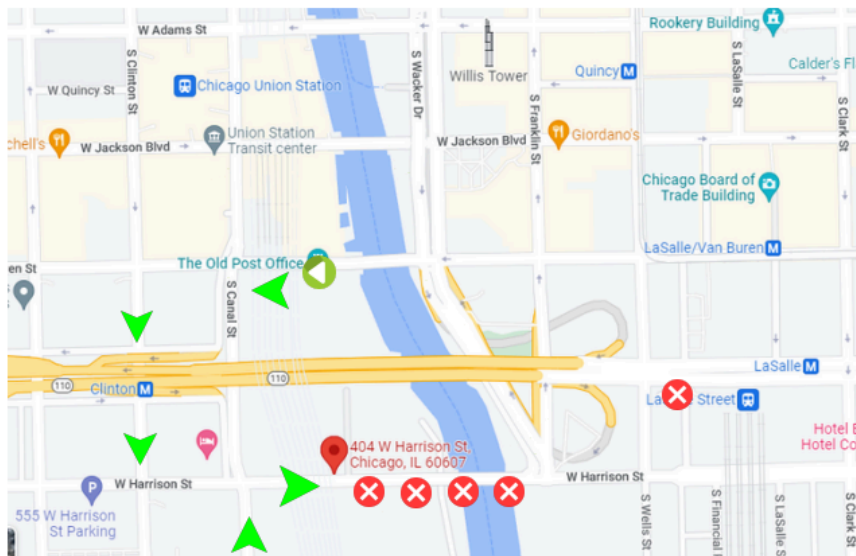
6:00 PM – 6:45 PM	Doors Open/Check-In
8:00 OM – 10:15 PM	Awards Show
10:15 PM – 12:00 AM	After Party

PARKING AT OLD POST OFFICE

Old Post Office:

Valet Parking \$25

Entry through the front only



PLAN YOUR DAY

THURSDAY FEBRUARY 29TH

Time	Event
9:00 am	Opening Remarks Cassiopeia
9:10 am	Creating the Vivid Vision Speaker: Dr. Sakira Jackson
9:40 am	Set Your Thinking, Habits and Goals to Attract Abundance Speaker: Mel and Monique Roberson
10:15 am	Using AI for Personal and Professional Planning Speaker: Lainika
10:45 am	From Side Hustles to Success Speaker: Danielle Pierce
11:15 am	Wealth Building Through Trading & Investing Speaker: Ernest Curry
12:15 pm	Mastering Selling Products and Services Online Speaker: Shonta Prince

<p>12:45 pm</p>	<p>5 Things to Prepare You for Partnering with an Influencer Marketer</p> <p>Speaker: Bernadette Levi-Maloney</p>
<p>1:15 pm</p>	<p>Success Mindset Panel</p> <p>Speaker: Perdure Carter, Lakeisha Gray-Sewell, Candace Junee Armour, moderator Tequila Shabazz</p>
<p>2:00 pm</p>	<p>Wrap Up/Close Out</p> <p>Cassiopeia Uhuru</p>

HOTEL & EVENT LOCATION

Hotel Information

SOPHY - Hyde Park

1411 E 53rd St, Chicago, IL 60615, United States

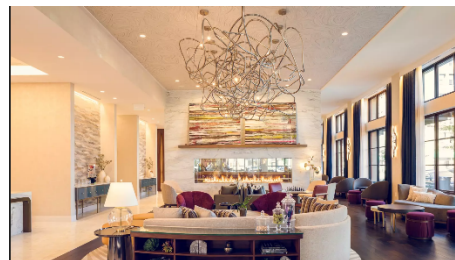
Phone: +1 773-289-1003

- Off-site discounted self-parking available - \$34 per night, per vehicle
- Sophy is a non-smoking hotel. A \$200 fee will apply if smoking occurs in the guestroom or suites.



Check-in/Check-

- Check-in start time: 3:00 PM;
Check-in end time: midnight
- Late check-in subject to availability
- Minimum check-in age: 21
- Check-out time is noon
- Contactless check-out available



CONFERENCE VENUE - GREENWOOD OASIS

7621 S Greenwood Ave, Chicago, IL 60619

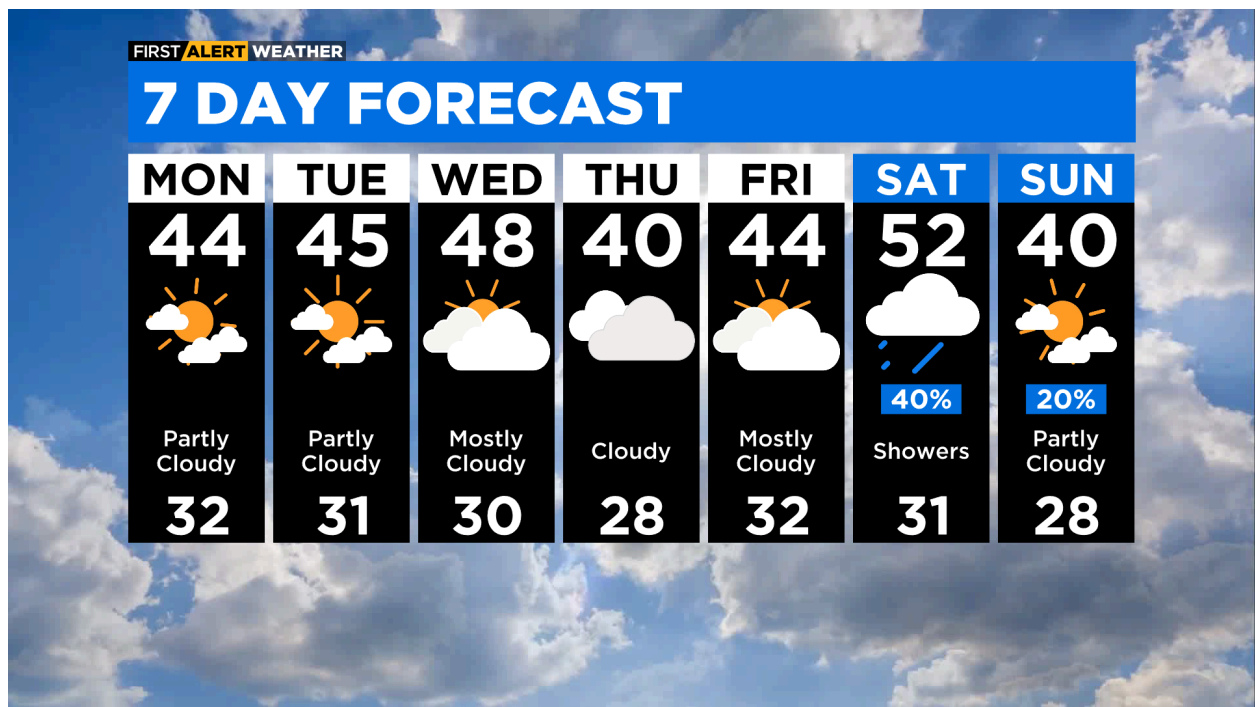
- No Smoking Property
- Free Parking available

ADDITIONAL INFO

Dress Code for Event

Power Conference: Business or Business Casual; No gym shoes or jeans recommended. LEGACY Awards Gala: Black Tie, Formal Attire, or Formal African Attire; No gym shoes or jeans permitted at this event.

Weather for the week



Temperatures will be warmer this week in the Chicago area with clouds building as the week continues. Sunday night will be partly cloudy with a low temperature of 22 degrees. Expect Monday to be partly cloudy with highs in the mid 40s. Temperatures will be in the 40s and 50s over the week, and rain returns on Saturday.

EVENT SPEAKERS

Creating a Vivid Vision

Unleash the power of your imagination and step into the future you desire with our express 30-minute Vivid Vision Training. Led by the esteemed Dr. Sakira Jackson, this workshop is a concentrated dive into the art of vivid vision creation and helps with clarity and direction, enhanced productivity and better goal setting.



Dr. Sakira Jackson



Mel and Monique Robinson

Set Your Thinking, Habits and Goals to Attract Abundance

During this presentation, you'll discover the key principles and strategies for shifting your thinking patterns, cultivating positive habits, and setting empowering goals that will help you manifest abundance in various aspects of your life, including wealth, happiness, and success. Get ready to embark on a transformative journey towards a more abundant and fulfilling future.

Using AI for Personal and Professional Planning

Explore the cutting-edge capabilities of AI in this presentation as it unveils innovative ways to streamline and optimize both your personal and professional life. Discover how AI tools and technologies can efficiently manage tasks, schedules, and priorities, enabling you to achieve greater productivity and work-life balance. Join us and unlock the potential of AI to revolutionize the way you organize and enhance your daily routines.



Lainika Eran
CEO | FOUNDER of PRESS



Danielle Pierce

From Side Hustles to Success

Join us for an insightful presentation, "From Side Hustles to Success," where you'll uncover the remarkable journey serial entrepreneur Danielle Pierce. Explore the diverse side hustles that have propelled Danielle to financial success and gain valuable insight into how these side hustles can help you create a fulfilling and lucrative path to achievement. Don't miss this opportunity to learn from Danielle's experiences and unlock the potential of side hustles on your own road to success.

5 Things To Prepare You For Partnering with an Influence Marketer

Prepare yourself for a dynamic presentation on the essentials of partnering with an influencer marketer. In this session, you'll uncover the five key aspects crucial for a successful collaboration with influencers, from selecting the right partners to measuring the impact of your campaigns. Join us to ensure you're well-equipped to navigate the world of influencer marketing effectively and maximize your brand's reach and impact.



Bernadette Levi-Maloney



Ernest Gaines
The Profit Room

The Keys to Stock Market Success: Wealth Building Through Trading & Investing

Whether you're starting fresh or aiming to elevate your trading game, this workshop is your gateway to mastering the art of stock market investing. Dive into essential strategies, risk management, and wealth-building techniques, all designed to empower you to navigate the complexities of trading and investing with confidence. Learn from seasoned experts, harness powerful insights, and unlock the secrets to growing your wealth. Join us, and take the first step towards securing your financial independence.



Shonta Prince

Mastering Selling Products and Services Online

In the digital age, the ability to effectively sell products and services online is not just an advantage; it's a necessity. This dynamic session is designed for entrepreneurs, business owners, and marketers who are eager to excel in the digital marketplace. Whether you're launching a new product, scaling an existing service, or looking to boost your online sales, this workshop will equip you with the strategies, tools, and insights you need to succeed.

Success Mindset: The Keys to Innovating, Overcoming and Succeeding in Business

In today's rapidly evolving business landscape, the difference between success and failure often hinges not just on strategies and models, but on the mindset with which challenges are approached. This compelling panel discussion brings together a diverse group of visionary leaders, entrepreneurs, and thinkers to explore the crucial elements of a success-oriented mindset that drives innovation, navigates obstacles, and secures enduring achievements in the business world.

Our esteemed panelists will delve into the psychological, strategic, and practical dimensions of cultivating a mindset geared towards success. They will share insights from their own journeys, highlighting how resilience, creativity, and a forward-thinking attitude have been instrumental in overcoming hurdles and reaching new heights of success.



Tequila Shabazz
Qui Virtual Support Solutions
Moderator



Perdure Carter
Dream Spots
Panelist



Lakeisha Gray-Sewell
Move Beyond the Block
Panelist



Candace Juneo
Armour
Epic Fab Girl
Panelist



Jay "Jeezy" Jenkins



Lil Rel Howery



Serita Love

Crafting the LEGACY Blueprint

Delve into the intricacies of crafting your LEGACY with Keana Barber of WDB Marketing. This session provides a comprehensive roadmap for those aspiring to leave a lasting imprint through their professional endeavors. Discover the essential components and strategies to construct your unique LEGACY Blueprint, ensuring your professional narrative is not just heard, but also revered.



Keana Barber
WDB Marketing

Faith in Business

Join Pastor Jermon Glenn as he challenges the faith you have with alignment in your business. In our discussions, let us seek wisdom on how to infuse our daily business practices with faith, creating environments where truth, justice, and compassion are not just ideals, but the very foundation of our operations. Let's commit to being leaders who don't just chase profits, but pursue a legacy of impact.



Pastor Jermon Glenn
New Life Covenant SouthEast



Tequila Shabazz
Qui Support Solutions
Speaker

The 7-Figure Blueprint: Purpose, Plan, Processes, People, Prosperity (The 5 Ps)

Join Tequila Shabazz as she unveils the quintessential blueprint to achieve seven-figure success. Explore the 5 Ps Purpose, Plan, Processes, People, Prosperity - that serve as pivotal pillars in constructing a robust foundation for business growth. This session is a must for entrepreneurs aiming for not just success, but also significance and sustainability in their business ventures.

Who Not How: Finding the Right Team to Move Your Vision Forward

Freddie Taylor from Urban Intellectuals leads this transformative discussion on the strategic importance of 'Who' over 'How' in business growth. Learn how to identify, attract, and retain the right talent that aligns with your vision, propelling your initiatives forward with synergy and shared purpose.



Freddie Taylor
Urban Intellectuals



Ron Williams
Optional Strategy Consulting
Speaker

Profit Pathways: Strategies for Scaling and Sustaining Your Business

Ron Williams presents a masterclass on the critical strategies for scaling and sustaining your business. Learn about innovative models and frameworks that can catalyze growth, enhance operational efficiency, and ensure your business not only survives but thrives in the competitive marketplace.

Protecting Your Legacy

Legal expert Rosezena Pierce from R.J. Pierce Law Firm explores the pivotal aspects of safeguarding your business and personal assets. Understand the legal intricacies and protections essential to ensuring that your legacy is preserved and perpetuated for generations.



Rosezena Pierce
R.J. Pierce Law Firm
Speaker



David Anderson
Anderson Royal Industries

"Mastering the Art of Partnerships"

David Anderson illuminates the art and strategy behind forging powerful partnerships. Learn the nuances of identifying the right partners, nurturing symbiotic relationships, and leveraging collaborative synergy to fuel growth and achieve shared objectives.

Money Moves: Mastering the Game of Funding

Partner in the powerful, 8-figure brand Curl Mix, Tim Lewis demystifies the complex world of funding. Whether it's seed capital, venture funding, or bootstrapping, understand the game of securing financial support for your business. Equip yourself with the knowledge to navigate through the financial intricacies.



Tim Lewis
Curl Mix
Speaker

Legal Business Structure Young Entrepreneur Segment

Attorney India Rios will teach a special segment for young entrepreneurs on the fundamentals for legal structuring your business including a walk through of the filing paperwork, EIN application and best practices.



Attorney India Rios
711 Law Group

LEGACY Talk: "Creating a Culture of Excellence"

This engaging panel, moderated by Whitney Hampton, features insights from Trez Pugh and Tracy Powell. Dive into the dynamics of cultivating a culture that prioritizes excellence, drives innovation, and fosters an environment where every team member thrives. Understand how the ethos of your organization can become its most potent legacy.



Trez Pugh
Sip & Savor
Panelist



Tracy Powell
Momentum Coffee
Panelist



Whitney Hampton
Hampton Real Estate
Moderator

Millionaire's Blueprint: Navigating the Journey to 7-Figure Success

Join this illustrious panel, moderated by Marseil Jackson, as they chart the pathways to millionaire status. These industry leaders share their journeys, strategies, and insights on overcoming obstacles and leveraging opportunities on the road to building a seven-figure empire.



Larry Roberts, Jr.
Larry's Barber College
Panelist



Jeff Osuji
Eventnaire
Panelist



Early Walker
WW Towing
Panelist



Roblar Smith
R.B. Pest Control
Panelist



Marseil Jackson
The Dream Center
Moderator

Marketing POWER Hour

Engage in a powerhouse session with leading marketing mavens. Covering a spectrum from strategy and branding to content creation and distribution, this session is a treasure trove for those looking to amplify their market presence. Learn about leveraging technology and systems to maximize efficiency and impact.



James Wheeler
WDB Marketing
Strategy and Branding



Tony Pledger
Bright Ideas Company
Brand Assets



Julian Tillotson
Indilap
Content and Distribution



**Cassiopeia and
Dre Meekins**
TBM 360 Group
AI, Automation and Systems

LEGACY Talk: "Breaking Barriers" Innovators Redefining the Industry

This dynamic talk, moderated by Arielle Johnson, showcases pioneers like Dee Robinson and Tou Clark who are redefining industry norms. Gain insights into their journeys of breaking barriers, driving innovation, and setting new benchmarks in their respective fields.



Dee Robinson



Tou Clark
Chicago Rush



Arielle Johnson
Fierce Staffing
Moderator

Young Entrepreneur Pathways

Are you an aspiring entrepreneur dreaming of turning your idea into a successful business? Do you feel overwhelmed by the thought of where to start, what steps to take, and how to navigate the challenges of entrepreneurship? Join us for a transformative workshop geared towards young entrepreneurs who have started or want to start a business. This workshop is designed for those with an entrepreneurial mindset ready to take their ideas or startup to the next level!



Cecil Wilson
The Golden Baton Group



Aaliyah Stewart
ASW Foundation



Ava Dorsey
Ava's Pet Palace



Dariyon Wright
My Generation Needs Me



Destiny Watson
YouMatter2



Dondre Smith
Almighty Clothing

PLACES TO DINE

Jerk 48

Caribbean-inspired specialties are offered in this roomy, industrial-style restaurant.

Menu: <https://menu.jerk48.com/jerk48>

Phone: (773) 420-3416

AmazCakes

A Black owned bakery located in the city of Chicago they specialize in custom cakes and desserts! They also offer gourmet cupcakes and cake slices to satisfy your everyday cravings.

Menu: <https://amazcakes.com/>

Phone: (773) 799-8262

Chef Lisa Kaye

Transform a good party to a great event with their full catering service, professional staff, and our fabulous food!

Menu: <https://www.lisakayecatering.com/menus>

Phone: (414) 745-5586

Imani's Bean Pies

They provide Original Bean Pies, Vegan Bean Pies, Original w/ our Homemade Cream Cheese Frosting & our new Groovy Granola.

Menu: <https://www.imanisoriginals.com/>

Phone: (773) 900-7822

Phlavz Bar & Grille

Dynamic restaurant/bar whipping up jerk chicken specialties & other Caribbean-style bar bites.

Menu: <https://www.phlavz.com/location-and-menu.php>

Phone: (773) 717-7979

St. Rest #2 Country Kitchen

Serving heart food and feeding people one legacy at a time.

Menu: <https://sites.google.com/corporatejewels.com/st-rest2-country-kitchen/menu>

Phone: (773) 962-0700

Luella's Southern Kitchen

Traditional Southern favorites are served in a simple storefront space with a weekend brunch menu.

Menu: <https://www.luellassouthernkitchen.com/menus>

Phone: (773) 961-8196

Passion Eats Catering (master caterer)

They have delectable food and an excellent team that offers world-class service, which all adds up to one thing: a great event.

Menu: <https://www.passioneatscateringco.com/catering-menu>

Phone: (773)-977-9090

S2 Grill

Their menu features a diverse selection of comfort food classics and globally inspired dishes, catering to a wide range of tastes and preferences.

Menu: <https://www.s2expressgrill.com/archive/locations-old>

Phone: (773) 891-1937

Do Well Lemonade

Crafting better food and beverage options so you can Do Well!

Lemonades | Mixers | Salads

Menu: https://www.instagram.com/do_well_brands/?hl=en

Soul Veg

Vegetarian/vegan Southern & soul food plus a juice bar in a casual storefront space with local art.

Menu: <https://www.soulvegcity.com/menu>

Phone: (773) 224-0104

Can't Believe It's Not Meat

Artsy, upbeat joint doling out vegan & vegetarian takes on burgers, tacos & hot dogs.

Menu: <https://www.cantbelieveitsnotmeat.com/menu>

Phone: (773) 675-8208

Bronzeville Winery

An elevated wine and dine experience.

Menu: <https://www.bronzevillewinery.com/menu>

Phone: (872) 244-7065

Baileys Catering

They pride themselves with giving their customers an experience of locally sought out farm to table quality products with that touch of Classical French, Southern, Creole, Spanish, Italian and a few other cuisines.

Menu: <https://www.baileys-catering.com/>

Phone: (331) 775-1075

Essie Marie's

Delicious, heart healthy food. From Mom's kitchen to your heart

Menu: <https://www.essiemaries.com/>

Phone: (630) 310-2236

Chef Pam

Chef/Caterer/Author

Menu: <https://www.instagram.com/chefpamsole/>

Fork Fantasy

Your Go-To Destination for Authentic Creole & Southern Cuisine with Impeccable Service & Delicious Food.

Menu: <https://forkfantasy.com/>

Phone: (312) 662-2858

FAQ's

❖ Dress Code for Event

- Power Conference: Business or Business Casual; No gym shoes or jeans recommended. LEGACY Awards Gala: Black Tie, Formal Attire, or Formal African Attire; No gym shoes or jeans permitted at this event.

❖ Where will the conference take place?

- The Power Conference will be held at Greenwood Oasis; Address: 7621 S Greenwood Ave, Chicago, IL 60619

❖ What is the registration cost?

- Tickets for the Conference and Awards Gala can be purchased online at <https://events.eventnoire.com/e/legacyweekend24/tickets>

❖ Can I purchase single event tickets?

- Yes, single event tickets can be purchased online at <https://events.eventnoire.com/e/legacyweekend24/tickets>

❖ What if I cannot attend the in-person conference, will there be an option to attend virtually?

- Yes the virtual conference is scheduled for February 29th

❖ What time does the event start?

- Virtual Conference- 9:00am, February 29th
- Power Conference- Doors Open 9:30 am, First session 10:30am March 1st

➤ **Legacy Gala- 6:00pm, March 2nd**

❖ **Are meals included with my registration?**

➤ Complimentary breakfast and lunch at the Power Conference

❖ **What time is the Gala Awards Show?**

➤ It starts at 6pm

❖ **Is the food throughout the night?**

➤ It starts at 6pm. early arrival suggested, food served until exhausted

❖ **What is the attire?**

➤ Formal attire or African attire

❖ **Are children allowed?**

➤ Yes they are allowed but you must purchase a general ticket for them unless they are under 10