

**2nd Annual “VIRTUAL”
VETERANS BizUp!
Conference**

10-12 Aug 2021
10:00 AM – 1:30 PM

BIZUP YOUR HEALTH, CAREER, AND BUSINESS

CONFERENCE PROSPECTUS / SPONSORSHIP PACKAGE

www.destinationachievers.org * <mailto:info@destinationachievers.org>





VETERANS BizUp!

Destination Achievers Incorporated cordially invites you and your organization to participate in the 2021 VeteransBizUp “Virtual” Conference on August 10, 11, and 12 from 10:00am to 2:30pm. Through this conference, we aim to help veterans and their families by connecting them with point-of-contact information and the needed resources necessary to achieve their career, health, and business goals. In 2018, we held this conference for the first time, and it was very successful! So, we are once again pleased to conduct this conference in 2021 and we thank all of our Corporate Sponsors, Presenters and Supporters for their support. To view a recap summary video of the attendee experience and how your organization can participate, please visit us at <https://www.destinationachievers.org/veteransbizup-home-page>.

This year, we are focused on the Sustainability, Longevity, and Profitability of our Veterans-Owned Businesses, Suicide Prevention, and Career Options. We believe by connecting with them, we can make a positive difference in their life because we are the resource that adds value and improve their overall quality of life. In this prospectus, we will give you more information about this event. We welcome you to become monetary sponsor or support and donations are tax deductible to the fullest extent of the law. Below is a list of the main topics to be discussed in our workshops. If you have questions, please contact Anne Alston at info@veteransbizup.com.

Destination Achievers Inc. is a Maryland 501c3 non-profit organization that provides Workforce Development Services to the community via Training Sessions, Workshops, and private mentoring sessions. Our organization has helped a lot of people with career related goals, which led to an improved quality of life.

Sincerely,



Anne Alston, President & Executive Director



ABOUT THE CONFERENCE

The primary purpose of the VeteransBizUp Conference is to 1) provide Health/Wellness, Career, and Entrepreneur education along with resource information to veterans and their families; 2) to aid them in their efforts of receiving assistance; and 3) raise funds to provide basic necessities like toiletries, food, clothing, or job assistance or mental care support to homeless vets, low-income families, and other needs. This conference will aim to streamline the process by bringing the resources to the clients, and the clients are meeting the right people behind the services. This important connection helps stimulate growth and builds confidence. Therefore, we ask that you please take advantage of this opportunity to give back to our veteran community through your participation and support in this conference.

VIRTUAL CONFERENCE ACTIVITIES

You will have the best seat in the house as you can check out other workshops from virtually anywhere! This three-day conference will have a total of 18 sessions: (11) Primary Sessions, (3) Financial Segments (*sponsored by M&T Bank and Capital One Bank*), two (2) Business Segments, and two (2) End-Session Strategy Sessions. Attendees will have the opportunity to attend any of the scheduled sessions throughout the day. Each Presenter will give a 50-minute educational presentation relevant to Business, Career, or Health and engage with the viewers for interactive Q & A session. Our presenters will share their personal expertise, best practices, and strategies that will help our attendees for the long-term. Attendees will appreciate the personal attention of having the option to connect via direct private one-one-one chat with the presenters or schedule a meet up with one of our presenters sometime after the conference.



WORKSHOP PRESENTERS

Visit our website to read more about the 2021 Presenters and Workshop descriptions.

 HOST Anne Alston Destination Achievers Incorporated	 Keynote Speaker Dr. Xavier Bruce Uplift Energy Coaching	 Special Guest Speaker Sean Chrysotom Capital One Bank	 Special Guest Speaker MBallou Conde- Kouyate M & T Bank		
 Dr. Brianna Gaynor Peace of Mind Psychology	 Dr. Dauv Evans The Gallus Collective	 Tina Smith The Financial T	 Laura Pennington-Briggs Freelance Expert	 Kevin M. Coleman KMC Empowerment	 Leroy McKenzie, Jr. JNF Enterprises, LLC
 Dr. LaQuista Erinna THRIVE Behavior Health	 Rita Bruce Health & Wellness Coach	 Valarie Austin College and Readiness Expert	 Shelley Rawlings WellnessAMPED	 Thomas Ellis EWC Consultants	 Kevin Johnson The Johnson Leadership Group
 Chris Jordan TEAMCNE	 Janice Walker-Emeogo MD Department of Labor	 Andy Surine M & T Bank	 Ken Alozie Greenwood Capital Advisors	 George Bretting M & T Bank	

CONFERENCE SCHEDULE

DAY 1	DAY 2	DAY 3
10:00 am	10:00 am - 10:25 am	10:00 am - 10:25 am
OPENING REMARKS & WELCOME Anne Alston, President / Executive Director Destination Achievers Incorporated	OPENING REMARKS & WELCOME Kevin Coleman "DNA of Influential Leadership"	OPENING REMARKS & WELCOME Anne Alston "Seven Steps to Creating a Virtual Business"
10:05 am – 10:55 am	10:30 am - 11:20 am	10:30 am - 11:20 am
KEYNOTE ADDRESS Dr. Xavier Bruce "Strategic Energetic Transition"	BUSINESS TRACK Dr. Dauv Evans "Everybody is a Boss!"	HEALTH TRACK Dr. LaQuista Erinna "How to use Your Challenges as Stepping Stones to Success"
11:00 am – 11:50 am	11:20 am - 12:10 pm	11:20 am - 12:10 pm
HEALTH TRACK Dr. Brianna Gaynor "Navigating Through Difficult Times"	CAREER TRACK Valarie Austin "Selecting a Career Path Strategy"	BUSINESS PANEL DISCUSSION Moderated by Kevin Johnson, The Johnson Leadership Group "Becoming a Person of Influence" Panelists: Chris Jordan – Leadership, Thomas Ellis - Sales / Lead Generation, Leroy Mckenzie, Jr., - Branding Ken Alozie, Financial/Capital, Kenneth Clarke – Insurance, and Anne Alston - Business Development
11:55 am – 12:50 pm	12:15 pm - 1:10 pm	12:15 pm - 1:10 pm
CAREER TRACK Laura Pennington-Briggs "Military Spouses Can Freelance"	BUSINESS TRACK SPECIAL PRESENTATION Janice J. Walker-Emeogo "Office of Small Business Regulatory Assistance Information"	HEALTH TRACK Shelly Rawlings and Rita Bruce "Amplify the Possibilities During Transition"

CONFERENCE SCHEDULE

DAY 1	DAY 2	DAY 3
12:55 pm – 1:50 pm BUSINESS TRACK Tina Smith "How to Fund Your Dreams"	1:15 pm - 2:05 pm SPECIAL FINAL PRESENTATION Presented by  INVESTING for Good Sean Chrysostom, "Borrowing to Fund Business Growth"	1:15 pm - 2:05 pm SPECIAL FINANCIAL PRESENTATION Presented by  Understanding what's important® MBallou Conde-Kouyate and George Bretting "Consumer & Business Leading"
1:50 pm – 2:35 pm FINANCIAL PANEL DISCUSSION Sponsored by  INVESTING for Good  Understanding what's important® Moderated by Kevin M. Coleman - KMC Empowerment Panelists: Andy Surine , M&T Bank, Sean Chrysostom - Capital One Bank, Ken Alozie , Greenwood Capital Advisors, and Kenneth Clarke , PEAKE Financial and Wealth	2:10 pm - 2:35 pm BUSINESS TRACK Leroy McKenzie, Jr. "Developing Your Guest Branding System"	2:10 pm - 2:35 pm BUSINESS TRACK Thomas Ellis "9 Tips to Close More Sales"
2:35 pm Closing Remarks Kevin M Coleman	2:35 pm Closing Remarks Leroy McKenzie, Jr.	2:35 pm Closing Remarks Anne Alston

A full description of each session can be found at <https://www.destinationachievers.org/conference-track-descriptions>.

JOIN OUR RESOURCE DIRECTORY

We invite your organization to be part of our Destination Achievers Inc. Resource Directory to promote your services to the community. We are seeking organizations in various industries such as Business, Financial, Career, Health, Industrial, etc., Here are six reason to sign-up.

1 When you invest in the resource directory, our clients will locate opportunities from trusted organizations such as yours.

2 Listing your services will help our clients plan out their future personal and professional goals.

3 Your business services / products can bring innovation and new ideas to the forefront.



4 Showcase your listing or ad in the DA Resource Directory Guide will be downloadable during the conference.

5 Let the resource directory be part of your growth strategy by using it to connect with other businesses in your area.

6 Use the Resource Guide to conduct research and development efforts and learn about changes in current marketplace.

Gain maximum exposure by placing an ad in the DA Resource Directory Guide. General listings are free. Full, half and Quarter page Ad benefits are included with sponsorship registrations. **All advertisements are due June 30, 2021.**

1/4 Page: (landscape) 8" w x 4.125" h	\$25.00
1/2 Page: (landscape) 8" w x 1.125" h	\$50.00
Full-page: (Portrait) 8" w x 10.5" h	\$100.00

How to submit your artwork: Set ad artwork to the desired Ad space, save as a print quality PDF, 300 dpi Non-bleed or PNG with pixel 3000 x 3000 or above, and email to info@destinationachievers.org. Please be sure to include contact information with the Ad.

2021 SPONSORS AND SUPPORTING ORGANIZATIONS

We are pleased to be supported by the following Corporate Sponsors and Business Supporters!

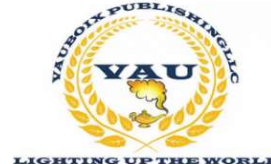


INVESTING *for* Good™

M&T Bank

Understanding what's important®

Supporting Organizations



2018 SPONSORS, EXHIBITORS & WORKSHOP PRESENTERS



In 2018, we were honored to have prestigious companies such as **Leidos, University of Phoenix, and ALSTNTEC** as our **Corporate Sponsors** along with **Exhibitors** such as **Keller Williams, The Department of Veteran Affairs, the DOD Warrior Care, The Veterans Association of Real Estate Professionals, and others** who participated in our conference. We thank them for their time and support as it meant so much to everyone who attended. Watch a [recap video](#) of our event and learn more about their conference experience.



EXHIBITORS



BA Butler Armstead
Consulting Solutions
Leading with Integrity



kw
KELLER WILLIAMS



WORKSHOP PRESENTERS

Dr. Nicole Swiner | Erika Etienne Enterprises | Ernest J. Robinson | Evangelism Radio
Genesis Preferred Solutions | PERK Consulting | Sherrell Moore-Tucker | TEAMCNE
The Life Calling Coach | and The Success Corps

An American flag is draped across the top and bottom of the page. The top portion shows the stars and stripes, while the bottom portion shows the stripes.

WHY SPONSOR THE VETERANSBIZUP CONFERENCE?

We are currently seeking organizations that want to support this conference. For 2021, our primary focus is to help Veteran-Owned business owners with achieving their small business goals. Your participation in this effort will further enhance our ability to do just that! Learn more about the benefits of sponsorships or support giving by reviewing our core objectives below.

MAKE A DIFFERENCE

Through sponsorship, you are choosing to make a difference in the lives of veterans and their families by showing your support and care for their well-being, which goes a long way. Additionally, your investment will also help our organization with the continuing support of programs designed to assist the veteran and general community.

VIRTUAL NETWORKING

The VeteransBizUp Conference is a place to be when it comes to building new partnerships and long-lasting relationships. Networking leads to effective Lead Generation, which is also one of the main metrics our sponsors and exhibitors invest. Whether you are a new emerging partner or an established business, we provide a platform where you can meet and connect with those in your area of interest.

MARKETING AND EXPOSURE

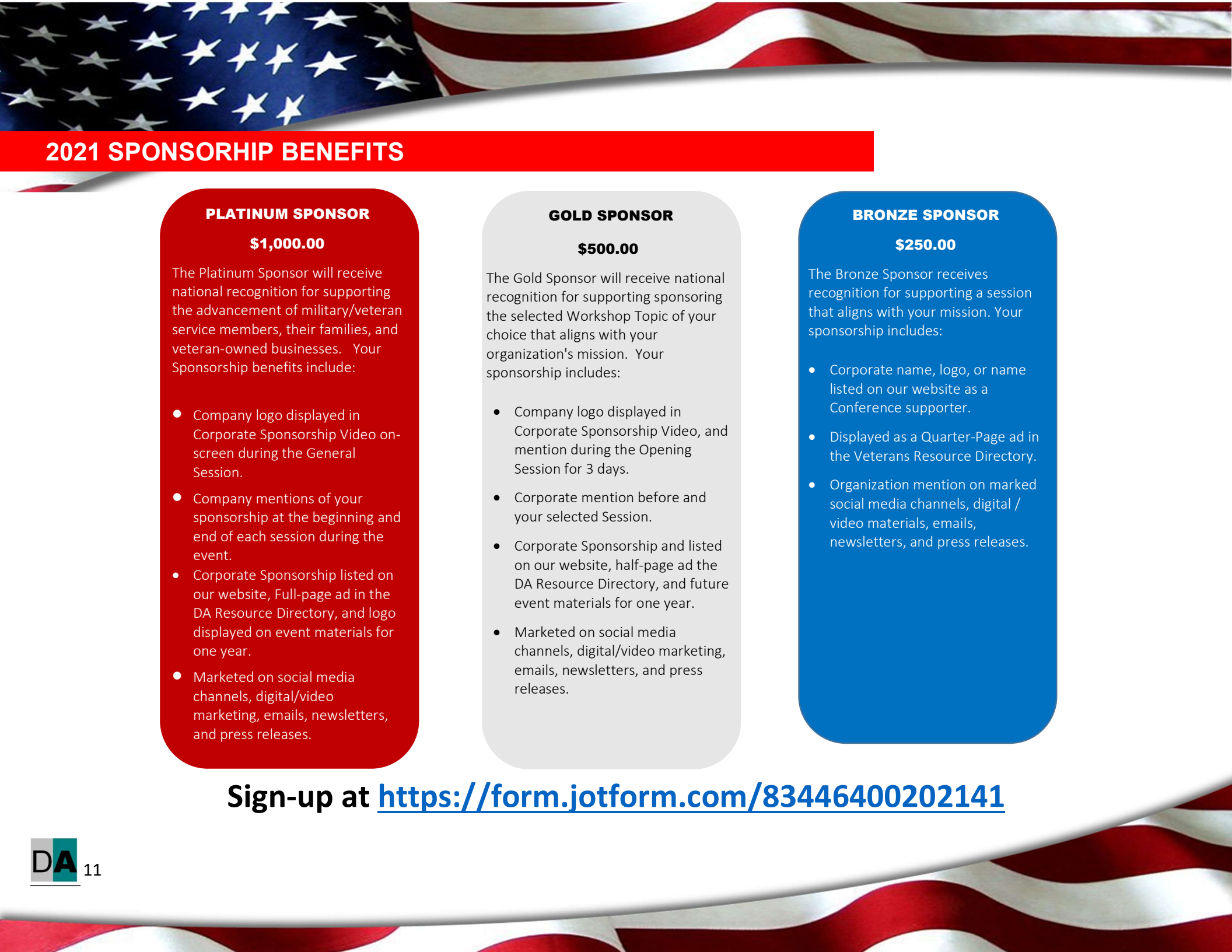
The return of investment of sponsoring this conference is the marketing and exposure your organization will receive. We will be promoting this event on social media channels, press releases, and radio announcements for maximum exposure. As a sponsor, your company's name, logo, and brand will be displayed at all of the events for one year.

LEARN AND GROW

Sit down, relax, and learn something new and exciting that will help you grow both personally and professionally. At each session, you have the opportunity to further connect with the audience. Attendees expressed they were amazed at the level of learning they experienced during this type of interactive engagement.

BUILD BUZZ AND EXCITEMENT

What a better way of getting buzz for your organization than sharing the excitement of being part of this amazing conference. Sharing lets everyone know of your affiliation and support for the conference, and attendees will appreciate the invitation of other trusted resources.



2021 SPONSORSHIP BENEFITS

PLATINUM SPONSOR

\$1,000.00

The Platinum Sponsor will receive national recognition for supporting the advancement of military/veteran service members, their families, and veteran-owned businesses. Your Sponsorship benefits include:

- Company logo displayed in Corporate Sponsorship Video on-screen during the General Session.
- Company mentions of your sponsorship at the beginning and end of each session during the event.
- Corporate Sponsorship listed on our website, Full-page ad in the DA Resource Directory, and logo displayed on event materials for one year.
- Marketed on social media channels, digital/video marketing, emails, newsletters, and press releases.

GOLD SPONSOR

\$500.00

The Gold Sponsor will receive national recognition for supporting sponsoring the selected Workshop Topic of your choice that aligns with your organization's mission. Your sponsorship includes:

- Company logo displayed in Corporate Sponsorship Video, and mention during the Opening Session for 3 days.
- Corporate mention before and your selected Session.
- Corporate Sponsorship and listed on our website, half-page ad the DA Resource Directory, and future event materials for one year.
- Marketed on social media channels, digital/video marketing, emails, newsletters, and press releases.

BRONZE SPONSOR

\$250.00

The Bronze Sponsor receives recognition for supporting a session that aligns with your mission. Your sponsorship includes:

- Corporate name, logo, or name listed on our website as a Conference supporter.
- Displayed as a Quarter-Page ad in the Veterans Resource Directory.
- Organization mention on marked social media channels, digital / video materials, emails, newsletters, and press releases.

Sign-up at <https://form.jotform.com/83446400202141>

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THANK YOU FOR YOUR CONSIDERATION.

**If you have any questions, please contact Anne Alston at
info@destinationachievers.org**

WE LOOK FORWARD TO SEEING YOU AT THE CONFERENCE!

VETERANS *BizUp!*