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**Thursday, May 13, 2021 • 2:00 PM • Virtual**

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**Welcome Address**

**Minority Business Enterprise of the Year**

Presented to a minority-owned business that has demonstrated sound business strategies while driving economic development in the Charlotte-Mecklenburg region

**Woman Business Enterprise of the Year**

Presented to a woman-owned business that has demonstrated sound business strategies while driving economic development in the Charlotte-Mecklenburg region

**Small Business Enterprise of the Year**

Presented to a City of Charlotte certified Small Business Enterprise that has driven economic development in the Charlotte-Mecklenburg region

**Rising Star**

At the discretion of the judging panel, this award is presented to a nominated firm that demonstrates exceptional business practices and promising growth, along with engaging diversity initiatives and efforts.

**Prime Contractor of the Year**

Presented to a Prime Contractor that demonstrates exemplary leadership while embracing and engaging in diversity initiatives

**Diversity Advocate of the Year**

Presented to an individual or organization who champions diversity and inclusion best practices, ideas and strategies to increase the overall participation of Minority, Women, and Small Business Enterprises (MWSBEs) in the Charlotte-Mecklenburg region

**Closing Remarks**

**#crownsofenterprise**

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## Master of Ceremonies

**Marlon Smith** is a man on a mission. Graduating from the University of Virginia with an Electrical Engineering degree, Marlon began his corporate career as a systems engineer for IBM and Hewlett-Packard. During his lunch break, he volunteered his time by mentoring high students who were not performing up to their true potential.

On January 15, 1992, Marlon resigned and founded Success By Choice, Inc. Marlon has facilitated leadership programs and financial literacy seminars in 45 states and 18 countries. As a semi-finalist for Oprah's BIG GIVE, a contributing author to the Chicken Soup for the Soul series, and the lead facilitator for the Tony Robbins' GYLS for 19 years, Marlon feels blessed.

Marlon and his team are now helping families and business owners create Legacy Wealth through [www.TheRealMoneyCoach.com](http://www.TheRealMoneyCoach.com)

## 2020 Nominees

Amplify Charlotte  
Aztek General Contractors- Raul Gonzalez\*  
Better Bodies 4 Us  
Beyond Decadence, Inc  
C.A. Friend Consulting  
CES Group Engineers LLP  
I imagine Fitness and Wellness  
Kim Brattain Media  
Latin American Coalition- Jose Hernandez-Paris\*  
Lil Associates II Inc- Stephane Berwald\*  
Morcon  
NJR Construction LLC  
Popcorn Heaven  
Queen City Unity- Jorge Millares\*  
Southside Constructors Inc.  
The Up Company  
United Minority Contractors Association- Patrice Gilmore\*

## 2021 COE Nominees

2p-Paradigm of Possibilities LLC-Vernita Stevens\*  
A Home On The Go  
Access Services Inc  
American Tec Electric Company  
Asfalis Advisors  
Bank of America-Grace Nystrum\*  
Beyond Decadence Inc  
BLWall Consulting  
Bogues Consulting Group  
BSI Solutions Inc  
Building Endurance PLLC

CC& P Business Essentials-Cecilia Carrion\*  
Ex. C.E.L.L. Quotient Community Development Corp  
Facilitator One LLC  
Faithful Homes LLC-Jeanelle Perry\*  
Growmetix  
Hinde Engineering Inc  
Jua Jua Cleaning LLC  
L5 Consultants-Leonardo Scarpati\*  
Lain Consulting LLC  
LeadBaller  
McFarland Construction-Tino McFarland\*  
Mecklenburg County, Office of Economic Development-Jamila Davis\*  
Morcon  
NJR Construction LLC  
Occupancy Heroes Incorporated-Chiccorra Connor\*  
Ossa Studio PLLC  
Personal Enrichment Counseling & Consulting Services PLLC  
Popcorn Heaven  
Prosperity Financial Services-Ivonne Farfan\*  
South Piedmont Community College-Renee Hode\*  
SUE Recycling Center-Terica Moser\*  
Syntelli Solutions Inc  
The Real Money Coach LLC  
Third Rock Events  
Tony Jackson Agency  
TRS& I Group-Rachelle Latimer\*  
Unity Healthcare  
Zaja PR

*\*Diversity Advocate nominees*

## Special thanks

Ad Concepts  
Sunshine Media Network

## Elected Officials

### Mecklenburg County

Chairman - George Dunlap, District 3  
Vice Chair - Elaine Powell, District 1  
Vilma D. Leake, District 2  
Mark Jerrell, District 4  
Laura Meier, District 5  
Susan Rodriguez-McDowell, District 6  
Pat Cotham, At-Large  
Leigh Altman, At-Large  
Ella B. Scarborough, At-Large

### City of Charlotte

Vi Alexander Liles, Mayor  
Julie Eiselt, Mayor Pro Tem  
Braxton Winston, At-Large  
Dimple Ajmera, At-Large  
Greg Phipps, At-Large  
Larken Egleston, District 1  
Malcolm Graham, District 2  
Victoria Watlington, District 3  
Renee Johnson, District 4  
Matt Newton, District 5  
Tariq Bokhari, District 6  
Edmund H. Driggs, District 7

## Crowns of Enterprise Planning Committee

### Mecklenburg County

Lawrence Corley  
Jamila Davis  
Monica Grier  
Tammy Thompson  
Peter Zeiler

### City of Charlotte

Steven Coker  
LaVondra Farquharson  
Venesia Draughn  
Beverlee Sanders  
Shaunne Thomas

### 2020 Judges:

LaTanya Bowman, Discovery Chiropractic and Wellness Center PLLC  
Edison Cassels, Edison Foard, Inc  
Julianne McCollum, Yellow Duck Marketing, LLC  
Megan VanFleet, City Startup Lab  
Carlos Zepada, Prospera

### 2021 Judges:

Camisha Farris, Anointed Flooring  
Mike Ingersoll, Uptown Catering  
Stacey Moretti, Charlotte-Mecklenburg Schools



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