DATES: Friday, November 1st,

2019

Las Vegas, 1610 Lake Las



& Saturday, November 2<sup>nd</sup>,

**LOCATION:** Hilton Lakes

Vegas Parkway, Henderson,

# **SCHEDULE**

Friday, November 1st, from 1:30pm - 8:30pm

## HOTEL CHECK-IN

#### **BONUS SESSION**

#### **EQUITY MOVEMENT REAL ESTATE INVESTORS' ROUNDTABLE**

**OPENING PRESENTATION:** Steve Hawks, Real Estate Guru, Platinum Real Estate Professionals, Las Vegas, NV

TITLE: INVESTMENT OPPORTUNITIES IN LAS VEGAS & OUT-OF-STATE

**DESCRIPTION:** This Bonus Session is comprised of investors from the Las Vegas area and from other parts of the country. This roundtable of investors will discuss some of their experiences, tips, secrets to successful buy & hold, rehab and out-of-state investment opportunities to grow your money with double digit returns. Hear from experts on the latest trends in the housing market, in Las Vegas and Nationally. Also, the Equity Movement real estate investors' resources helps individuals, couples and partnerships create a blueprint for getting started. We can assist in exploring markets for seasoned investors as well as new investors. If you're interested in growing your money, this is a roundtable discussion you don't want to miss! This Bonus Session is free to all WIP & MANCAVE Registrants.

**POWERED BY:** Equity Movement Enterprises, Inc., [Real Estate Investor Resource]

#### **INVESTORS**:

Julius Cartwright, Real Estate Entrepreneur, DreamTeam Realty, Inc., Cleveland, OH Natee Chaikumnerd, Real Estate Investor, Gold Star Series, LLC, Las Vegas, NV Eric Eickhof, Broker/Investor, Fulton Realty, Minnesota, MN Brian Holifield, Real Estate Expert, eXp Realty, Houston, TX Larry White, Catalyst & Creator of Opportunities, Houston, TX

**MODERATOR**: Noah Herrera, Broker, Investor, Developer, Author, Strategist and Lobbyist, Platinum Real Estate Professionals, Las Vegas, NV

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## **BONUS SESSION**

#### WELLNESS TRACK: EMOTIONAL INTELLIGENCE

**TITLE**: EMOTIONAL INTELLIGENCE: WHAT IS IT, WHY YOU NEED IT, AND HOW TO GET IT FOR ULTIMATE SUCCESS

**DESCRIPTION**: What is emotional intelligence (EQ) and why do you need it to be successful? Experts confirm that your EQ is more important than your IQ. It's the best predictor of your success, the quality of your relationships, and your overall happiness. Learn why more than 90% of the greatest leaders have a high EQ, how to develop it, and use it to your advantage. In this action-packed session, Patti will share: (1) the 4 areas of EQ and how they affect your ability to succeed; (2) how to systematically develop your EQ for greater influence and impact; (3) how to apply your EQ to improve your physical and mental well-being, your relationships, and your self-confidence; and (4) come and learn how to use EQ to your advantage to break through to the success you desire and deserve! This will be an interactive session, come ready to engage.

**PRESENTER**: Patti Cotton, Leader, Diplomat, Strategist, Coach, Founder & CEO, Cotton Group, LLC, Orange County, CA **MODERATOR**: Hope Atuel, Executive Director, Asian Real Estate Association of America, (AREAA), San Diego, CA

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#### WELLNESS EXTRAVAGANZA

MODERATOR: Shanta Patton, Agent, ERA Brokers Consolidated, Las Vegas, NV

#### **ACTIVITIES**

Food, Drinks, DJ, Bingo Networking, Poetry, Giveaways, Self-Care & Wellness Vendors Extravaganza, Wellness Vendor Infomercials & Indoor Wellness Exercise – Yoga Style

#### **CUSTOMIZE YOUR 24-HOUR STAYCATION BREAKOUT SCHEDULE**

**DESCRIPTION:** With the support of statistical and empirical data an interactive survey specific for attendees, which offers an in-depth look at their personal and professional life, as it relates to self-actualization & self-efficacy. For women, especially the working woman, their social identity and social roles influence their life in unexpected ways. Before the WIP/MANCAVE conference equips you with the strategies & tools you need to reach your highest potential, the results from the survey will shine the light on possible areas of growth.

**QUALITATIVE RESEARCHER:** Asheli Atkins, MBA, Sociology PhD. Candidate, Entrepreneur, Texas A&M University, Houston, TX

TITLE: SELF-CARE & WELLNESS EXTRAVAGANZA

**DESCRIPTIONS:** Self-Care & Wellness

<u>Self-Care</u>: The ultimate goal of self-care is to incorporate self-care into individual's busy lives. It's about knowing when resources are running low, and stepping back to replenish them rather than letting them all drain away. Taking time out to care for ourselves helps remind us and others that our needs are important too. Self-care produces long-term benefits for the mind and body, improves our immunity, increase positive thinking and makes us less acceptable to stress. A few additional benefits of self-care: better productivity, improved resistance to disease, better physical health, enhanced self-esteem, and increased self-knowledge.

<u>Wellness</u>: Wellness refers to a holistic approach in which mind, body and spirit are integrated. It is a way of life oriented toward optimal health and well-being in which body, mind and spirit are integrated in a purposeful manner with a goal of living a fulfilling life to its fullest. Wellness is more than the absence of disease, it incorporates a concern for optimal functioning. There is an undeniable connection between human wellness and achieving all other important goals in Life. The focused areas of wellness for the WIP/MANCAVE event are: Social, Emotional, Mental, Intellectual, Spiritual, Physical, Occupational and Financial. Join us for a self-care and wellness experience that will produce everything you are desiring in your life.

#### SELF-CARE & WELLNESS REAL TALK: THE THREE PILLARS OF WELL BEING

In this brief talk, Stan will share the self-care and wellness nuggets and lessons learned through his caregiving journey of watching his mother succumb to lung cancer and his best friend win the battle over a Melanoma diagnosis. Self-Care and Wellness are essential to a long life in good health. There will be lifesaving nuggets that attendees can learn about and implement to live a healthy life.

PRESENTER: Stan Shields, CEO, Las Vegas Health & Fitness Chamber of Commerce, Las Vegas, NV

#### SELF-CARE & WELLNESS EXERCISE - YOGA STYLE: REFLECT, REST, RELAX, RENEW

**DESCRIPTION**: Experience, enjoy and learn to reflect, rest, relax and renew with a guided moving mediation experience. Attendees will be guided through combining breathe and movement to bring awareness that simultaneously allows them to reflect, rest, relax & renew their minds and bodies. Friday's session focuses on relaxing and releasing to rest so that attendees can wake up refreshed and ready to receive & take all that serves them during Saturday's session. Saturday morning's session builds on Friday night with an infusion of energy. Both sessions participants will be in a comfortable space to feel their own power, identify and reconnect to their purpose & pursue their higher self. [NOTE: Friday session is indoor. Saturday session is outdoors, if weather permits.]

FACILITATOR: Coach Ayana O, MBA, Yoga Instructor | Business Coach, ARO Global Enterprises, LLC, New York, NY

**SELF-CARE & WELLNESS ACTIVITIES POWERED BY:** Dolores Perez Islas, CEO, SILINTERNATIONAL & Delia Seminal; Scientist, Entrepreneur, Echinoderm Enthusiast, Co-Founder of Coco Chavita SAPI de CV & El Escondite Wellness Community, Mexico; **AND** Stan Shields, CEO, Las Vegas Health & Fitness Chamber of Commerce, Las Vegas, NV

# **SCHEDULE**

# Saturday, November 2<sup>nd</sup>, from 7:00am - 5:00pm

#### CUSTOMIZED YOUR STAYCATION BREAKOUT SCHEDULE

**DESCRIPTION:** With the support of statistical and empirical data an interactive survey specific for attendees, which offers an in-depth look at their personal and professional life, as it relates to self-actualization & self-efficacy. For women, especially the working woman, their social identity and social roles influence their life in unexpected ways. Before the WIP/MANCAVE conference equips you with the strategies & tools you need to reach your highest potential, the results from the survey will shine the light on possible areas of growth.

QUALITATIVE RESEARCHER: Asheli Atkins, MBA, PhD., Candidate, Entrepreneur, Texas A&M University, Houston, TX

#### **HUMAN WELLNESS TRACK - SPIRITUAL**

**DESCRIPTION**: Spiritual wellness allows us to be in tune with our spiritual selves. This realm of wellness lets us find meaning in life events and define our individual purpose. Spiritual wellness can be defined through various factors, including but not limited to, religious faith, values, ethics and morals. Regardless of whether you believe in a particular religious faith, there is always something to be learned about how you see yourself in the world.

**FACILITATOR:** Debra Johnson, Committed to Service Member, Las Vegas, NV

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#### **HEALTHY & NUTRITIONAL BREAKFAST**

#### OPENING OCCURRENCE EVENT – GENERAL SESSION

**MODERATOR:** Anika Jackson, Founder, Social Graces Social Club & Social Graces Clubhouse & VP, Marketing, EVVEMI, Malibu, CA

**WIP TALK: UNLEASHING BRAVERY REQUIRES BOLDNESS** 

**DESCRIPTION:** Being bold often time gets a bad rap. Women who are bold can be perceived as too aggressive, assertive, mean, angry or bossy. But it's time we flip that script! Bravery is making the conscious choice to step out of our comfort zone and transform ourselves or our company. We all have the ability, it's just a matter of allowing ourselves to sweat a little and feel some butterflies in our stomach. What happens on the other side of a brave action is growth for us personally and professionally; paving the way to enable our colleagues, peers, or company to look at something in a different way and to break out of the boundaries. Don't conform to societies' definition of you. Be willing to break the rules that society has cast upon us, be bold. Insert yourself into the unknown, learn new things, challenge new ideas, and don't be afraid to shine the light on your skills and abilities. Find your inner voice and let it roar. This presentation provides tangible strategies and steps to display courage and add boldness in order to own your narrative, tell your story your way, and live unapologetically. **PRESENTER:** Kim Virtuoso, Co-Founder & CEO, All In Leadership Coaching & Consulting Group, Las Vegas, NV

WIP/MANCAVE TITLE SPONSOR: Viola Solomon, SVP, Director Community Lending Mortgage; BBVA, Houston, TX

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## **BREAKOUT SESSIONS**

#### REAL ESTATE/FINANCIAL OPTIONS TRACK

**TITLE**: KNOW YOUR OPTIONS

**DESCRIPTION**: There are numerous loan products for purchasing real estate. There's one that's right for you, learn which

product is the best fit for you.

PRESENTER: Viola Solomon, SVP, Director of Community Lending Mortgage, BBVA, Houston, TX

MODERATOR: Jessica Odom, President, Women's Council of Las Vegas, Las Vegas, NV

#### **SELF-ACTUALIZATION TRACK**

**TITLE**: MINDSET RESET

**DESCRIPTION**: Many female business owners and entrepreneurs strive for financial success, but lack the expertise to create an effective personal brand. Do you or have you suffered from: (i) fear of failure; (ii) imposter syndrome; (iii) minimize your full personal power; and (iv) get compensated at a lower rate when compared to your male counterparts. In this interactive session, Lilyvette will also share how to: (i) recognize, acknowledge and leverage your unique skillset to maximize your revenues; (ii) narrow your niche to deliver your best work; and (iii) know how to price yourself – and how to ask for it. You already have what it takes. With a few mindset reset techniques you are on your way to increased financial success.

PRESENTER: Lilyvette Rodriquez, Founder, Align By Design Coaching, Fontana, CA

MODERATOR: Trish Nash, Broker/Owner, Signature Gallery of Homes and Trish Nash Team, Las Vegas, NV

#### REAL ESTATE/FINANCIAL OPTIONS TRACK

TITLE: PLANNING FOR A SUCCESSFUL RETIREMENT: ARE YOUR READY?

**DESCRIPTION**: During retirement, most Americans will need to receive 80% of their pre-retirement income each year in order to live successfully, stress-free and not have the need to be re-employed during their Golden Years. Unfortunately, we are unprepared because: (i) we may be underemployed, (ii) don't take advantage of employer-sponsored retirement arrangements, when available, due to lack of understanding, (iii) have significant debt and no savings for unexpected events, and (iv) maybe the sole breadwinner in a household that includes adult children and grandchildren, elderly parents and other relatives. This exciting session will present life changing strategies to combat the lack of retirement preparedness using an interactive and engaging format. Our goal is for each participant to walk away with information that will forever enhance their lives.

PRESENTER: Bonita Hatchett-Bodle, JD, LL.M., Retirement & Tax Attorney, Partner, TresBenefits, Houston, TX

MODERATOR: Elizabeth Stauffer, Digital Marketing Consultant, RevLocal, Las Vegas, NV

#### WELLNESS TRACK

TOPIC: ECO FRIENDLY WELLNESS COMMUNITY - Part I

**DESCRIPTION:** Investing in Blue Communities - Ocean sustainability and wellness are each 2 hot topics, but what happens when you mix them and develop a disruptive blue community concept where you align marine sciences, health, beauty and nature? An opportunity to be a game changer for developing areas by the sea.

PRESENTER: Delia Seminal; Scientist, Entrepreneur, Echinoderm Enthusiast, Co-Founder of Coco Chavita SAPI de CV &

'El Escondite' Wellness Community, Mexico

**TOPIC**: ECO FRIENDLY WELLNESS COMMUNITY – Part II

DESCRIPTION: "EL ESCONDITE" is an investment opportunity in México: "El Escondite" is located in Puerto Escondido, México it's one of the states with the greatest cultural and racial representation of the country, where culture, art and nature are part of the intrinsic identity of Oaxaca state. In places like this, it is common to hear people talk about the connection with their inner truth. This real estate development is focused on the well-being and the "let it be", it's the core of the business because it's more than a beautiful destination with magnificent beaches and lush jungles. "El Escondite" offers a space to connect with others. More than a trend destination, it is a differentiated behavior in which united people are visualized as an individual, "I", and where they simultaneously become part of a "we" on a larger scale. It is then, the emergence of a destination in which the success of real estate development measured by personal fulfillment is redefined, not only from the final result of investment performance, but from an optic where the community is seen as a catalyst.

PRESENTER: DHC. Dolores Pérez Islas, CEO, SilMexico Investment Properties, Oaxaca, Mexico

MODERATOR: Annie Yan-Case, President, Asian Real Estate Association of America (AREAA), Las Vegas, NV

#### WELLNESS TRACK

**TOPIC:** TURNING LOSSES INTO WINS

**DESCRIPTION:** Bridget shares her real-life story of experiencing the loss of her daughter, going through a divorce, over-coming toxic relationships and how she turned these losses into wins. She will share how fitness pulled her out of deep depression and enabled her to find her inner drive and self-confidence. In her talk, she will help guide you through the blocks that have been keeping you from lasting change and teach you how to become empowered in all areas of your life. She will share the three tools she uses to achieving success in fitness and how that extends into all areas of your life, mental, emotional and spiritual.

**PRESENTER**: Bridget Therese, Founder, Empowering Women Through Fitness & Equity Movement TV Host, Houston, TX

MODERATOR: Heather O'Brien, President, Easycove, Las Vegas, NV

#### **SELF-ACTUALIZATION TOPIC**

**TOPIC:** Change Your Hair, Change Your Life

**DESCRIPTION:** Hair is the most intimate and fundamental aspect of your self-expression. It's tightly tied to your identity, self-confidence, health, and well-being. Experience a bad hair day, and not only you but everyone around you is affected. And it doesn't just stop there. Learn how taking care and consideration for your beauty regimen can have immediate impact on your health and wellness. In addition, Maria will also share some of her experiences, tips and strategies on how to build successful and effectives business from startup to scaleup.

PRESENTER: Maria Malavenda, Co-Founder EVVEMI, Innovation Evangelist, Strategist, A Breaker of Glass Ceilings

(NYC, LA, SF), Los Angeles, CA

MODERATOR: TBD

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# LUNCHEON WIP Talks & Moderators Interviews with Q&A WOMEN ACQUIRING ASSETS

**PRESENTER** Lianna Alvarez, Broker, Lianna Alvarez Group, Top Tier Realty, Las Vegas, NV. Lianna will share **This Girlfriend's Guide to Your Success!** Walking in heels on rocks... This Latina's ride from success, losing it all & then rising even higher. My 3 gems to entrepreneurial success: ~Making OCD Work for You; ~A Girl Like You; ~The Death Plan.

**PRESENTER** Aracely Panaměno, Director of Latino Affairs, Center for Responsible Lending, Washington, DC. Aracely will share financial news you can use that she's learned from her body of work addressing financial services issues that impact women in the areas of mortgages, auto, payday lending and student loans.

**PRESENTER** Rachael McCrary, Blockchain Operations, Decentralized Banking, Intimate Apparel Expert, Button Wallet, FIDM, Los Angeles, CA. Rachael will share tips on pitching, raising venture capital, and early stage company developments. Rachael may also share a few tips from her 17 years experiences as a Lingerie Expert in product development in the fashion industry... this should be informative.

**PRESENTER** Kristine Liu, Financial Company Broker, Las Vegas, NV. Kristine will share strategies utilizing insurance that create and protect assets. She will cover: (1) What are the benefits to own life insurance products? (2) Guarantee to never lose money, compound interest return. Protection, tax-free access, long term care, terminal, critical, chronical illness riders..., (3) Cases studies. Find what you need and get a solution for you and your family, manage expense, emergency fund, eliminate debt, prepare for the unexpected expenses, proper protection, build wealth and family legacy.

#### **CLOSING SESSION**

**PRESENTER** C. Renee Wilson, Founder, Women's Inflection Point will share an Inflection Point Abstract "Shared Destiny of Wellness." This WIP Conversation will highlight the WIP theory that Women circumstances are fundamentally "shared" and how building connections can help expand the possibilities for success for ourselves, our loved ones and our communities as the "Community of Concern."

**Contributing Author: Jenifer L. Bratter**, Associate Professor of Sociology, Rice University & Director of the Program for the Study of Ethnicity, Race and Culture (PSERC), Kinder Institute Fellow; Houston, TX (and UNLV)

## **ICE CREAM SOCIAL**



**DATES:** Friday, November 1<sup>st</sup>, & Saturday, November 2<sup>nd</sup>, 2019

LOCATION: Hilton Lakes Las Vegas, 1610 Lake Las Vegas Parkway, Henderson, NV 89011

# **SCHEDULE**

Friday, November 1st, from 1:30pm - 8:30pm

## HOTEL CHECK-IN

## **BONUS SESSION**

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TITLE: INVESTMENT OPPORTUNITIES IN LAS VEGAS & OUT-OF-STATE

**DESCRIPTION:** This Bonus Session is comprised of investors from the Las Vegas area and from other parts of the country. This roundtable of investors will discuss some of their experiences, tips, secrets to successful buy & hold, rehab and out-of-state investment opportunities to grow your money with double digit returns. Hear from experts on the latest trends in the housing market, in Las Vegas and Nationally. Also, the Equity Movement real estate investors' resources helps individuals, couples and partnerships create a blueprint for getting started. We can assist in exploring markets for seasoned investors as well as new investors. If you're interested in growing your money, this is a roundtable discussion you don't want to miss! This Bonus Session is free to all WIP & MANCAVE Registrants.

**POWERED BY:** Equity Movement Enterprises, Inc., [Real Estate Investor Resource]

**MANCAVE TALK:** Steve Hawks, Real Estate Guru, Platinum Real Estate Professionals, Las Vegas, NV **INVESTORS**:

Julius Cartwright, Real Estate Entrepreneur, DreamTeam Realty, Inc., Cleveland, OH Natee Chaikumnerd, Real Estate Investor, Gold Star Series, LLC, Las Vegas, NV Eric Eickhof, Broker/Investor, Fulton Realty, Minnesota, MN Brian Holifield, Real Estate Expert, eXp Realty, Houston, TX Larry White, Catalyst & Creator of Opportunities, Houston, TX

**MODERATOR**: Noah Herrera, Broker, Investor, Developer, Author, Strategist and Lobbyist, Platinum Real Estate Professionals, Las Vegas, NV

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#### WELLNESS EXTRAVAGANZA

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TITLE: SELF-CARE & WELLNESS EXTRAVAGANZA

**DESCRIPTIONS:** Self-Care & Wellness

<u>Self-Care</u>: The ultimate goal of self-care is to incorporate self-care into individual's busy lives. It's about knowing when resources are running low, and stepping back to replenish them rather than letting them all drain away. Taking time out to care for ourselves helps remind us and others that our needs are important too. Self-care produces long-term benefits for the mind and body, improves our immunity, increase positive thinking and makes us less acceptable to stress. A few additional benefits of self-care: better productivity, improved resistance to disease, better physical health, enhanced self-esteem, and increased self-knowledge.

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FACILITATOR: Coach Ayana O, MBA, Yoga Instructor | Business Coach, ARO Global Enterprises, LLC, New York, NY

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WIP/MANCAVE TITLE SPONSOR: Viola Solomon, SVP, Director Community Lending Mortgage; BBVA, Houston, TX

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## **MEN'S CONFERENCE**

**Moderator: Julius Cartwright** 

MANCAVE OPENING SPEAKER: YOU DESERVE TO BE HERE!

**DESCRIPTION:** Discussion that speaks to how in today's environment it is so imperative for men to really understand the power and the detriment of our attitude as we face life issues in all aspects of our life.

**PRESENTER:** Lenny McNeill, Motivational Speaker & Senior VP, National Managing Director, Strategic Markets & Affordable Home Lending at U.S. Bank Home Mortgage Pasadena, TX

**TOPIC:** MEN & MONEY

**DESCRIPTION:** What does Apple CEO Tim Cook, Dwayne "The Rock" Johnson, Pepsi CEO Indra Nooyi, Starbucks Exec Howard Schultz, Co-founder and CEO of Twitter and Square Jack Dorsey, Richard Branson, Gary Vaynerchuk, and Oprah

Winfrey all have in common??? They all start their day before 6 am. In fact, nearly 50% of self-made millionaires wake up at least three hours before their workday actually begins. Early morning hours enable you to play offense and set your tone, instead of reacting to everyone else's demands. In this session, we will examine the patterns of success amongst the most highly admired individuals in their field. We will also introduce a few life-hacks and a road map that will allow you to be the healthiest version of yourself, continuing to grow as a person, and setting yourself up to be as financially free as you desire.

PRESENTER: Larry White, Catalyst & Creator of Opportunities, Houston, TX

**TOPIC**: FAMILY DYNAMICS: THE FAMILY ORIGINAL STORY, THE FAMILY AND COVENANT BONDS **DESCRIPTION**: There are many types of families that exist today, with some families falling into many categories. Family dynamics are unique, distinct in theory, in culture, in definition, and practices. In many ways, different individuals relate to groups of people who provide them with emotional and spiritual connection as family, even if they share no legal or genetic bonds. With social networking technology, many people are even creating online or virtual families of individuals who share their beliefs, hobbies, and values even if they have never met in person.

**PRESENTER:** Clarence Landry, Doctoral Candidate & Chairman/Founder/ & General Manager of KHSX Power 101. 5 LPFM Houston, Houston, TX

## LUNCH

**TOPIC:** NON-TRADITIONAL FINANCIAL STRATEGIES

**DESCRIPTION:** This session will be an interactive discussion from Ken's financial perspectives as a skilled financial executive whose experiences in real estate investing, private banking, Capital Markets, Wall Street investments, investment and business relationship development. Engage in the discussion and ask questions, you've always wondered about...

PRESENTER: Kenneth Tianyuan Huang, Financial Advisor and Real Estate Investor, Las Vegas, NV

TOPIC: THE INNER U

**DESCRIPTION:** WHAT IS MY BODY TRYING TO TELL ME?

What is locked inside the body, in the form of conscious or unconscious trauma, stress, or negative emotions keep us from our unlimited, true potential. Due to this locked-up negative energy, most recreate and attract past experiences into the present. To break this cycle, we must work through our negative emotions and energies that can determine and drive our lives. There are seven categories we can learn to transform: our mental capacity, emotional body, sexuality, relation-ships, finances, career, and spirituality. When negative energy is transformed, life is more congruent, lighter, joyful, and loving. **PRESENTER:** John Butler, Naturopathic Practitioner, Sacramento, CA

**TOPIC:** WHAT IS THE EQUITY MOVEMENT: SHOWING 4 GENERATIONS THE WAY TO FINANCIAL WELLNESS **DESCRIPTION:** The Equity Movement is a consumer-based membership organization designed and created to engage, educate, empower and successfully direct consumers of all nationalities on their personal and business in their pursuit of financial excellence. EM's strategy to accomplishing this feat is by heightening **financial awareness** and **wellness** by promoting the critical importance and benefits of being financially healthy. The EM portal features 12 categories of Resources that will allow consumers to find value at every stage of their respective life cycle financially. The EM resources include information, tips, news and how-to's in the areas of Credit, Budgeting, Savings, Retirement, Crypto Currency, Stock Options, College Savings & College Debt Reduction, Insurance, Homeownership, Real Estate Investor, Investment Clubs, and Business Development. EM have resources from beginners' level to advance levels, and is inclusive and has vertical integration for all targeted segments in the Movement. The intent is to permeate relationships with consumers by sharing experiences, setbacks and comebacks through Social Media, Television, Radio, Magazine (digital & print), Seminar Tours, Online Training via Webinars, Community Engagement, Mobile App, Website, and Podcast. One, if not more, of the 12 categories of Resources can offer significant value to the young, in between, and seasoned individuals. EM strives to be the

**Uber** of **financial awareness** which simply means moving people to the EM destination and the **Amazon** of **financial wellness** which means we serve as a portal to allow our collaborative partners, i.e., banks, companies, and service providers to have access to our members through the platform.

PRESENTER: Julius Cartwright, Founder, Equity Movement Enterprises, Inc., Cleveland, OH

# **ICE CREAM SOCIAL**