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## ChallengeHER San Diego / Oceanside

### October 29<sup>th</sup> \* Speaker Bios

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Beverly Bailey

**Beverly Bailey** is a seasoned executive with extensive experience in serving on not only private for profit organizations, but also public and non-profit boards. As Founder, President, and CEO of Stronghold Engineering, Inc., Mrs. Beverly Bailey is directly responsible for all aspects of the corporation, with direct accountability to the company's bottom line. From the company's conception, Stronghold has performed exclusively government and public agency contracts as a woman-owned minority business. Currently, it ranks in the Top Ten of Minority/Women owned construction companies in the nation. As a visionary of the company, Mrs. Bailey looks for relevant, strategic markets where Stronghold can utilize its outstanding performance to easily maneuver into profitable opportunity. Active in a variety of philanthropic and industry-related associations, Mrs. Bailey is actively involved in charitable and industry-related associations, receiving numerous accolades for her efforts. She has served in Chair, Committee, and Director positions for multiple organizations.

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Cheryl Brown

Since June of 2007, **Cheryl Brown** has been a business advisor with the North San Diego SBDC as a Subject Matter Expert in Government Procurement. She has counseled over 2,000 small businesses resulting in over \$350,000,000 awarded contracts with local, state, and federal agencies.

As a small business owner herself, she brings a practical application approach to counseling focusing on moving small businesses forward every step of the way to achieve their goals. Mrs. Brown has been awarded the 2018 SBA District Director's Award for Mission Support, 2012 ASBDC State Star for the San Diego & Imperial SBDC Network, the 2010 SBA Women in Business Champion, as well as certificates of recognition from Assembly members, Senators, Members of Congress, and San Diego County Supervisors for her success and dedication to the small business community.

Mrs. Brown provides workshops, classes, guest speaking, and One-on-One Counseling through the SBDC North San Diego County for small businesses. For more information: 760-795-8740 / [centerinfo@miracosta.edu](mailto:centerinfo@miracosta.edu)



Barbara Carson

**Ms. Barbara Carson** joined the U.S. Small Business Administration in Washington, D.C. as the Deputy Associate Administrator for the Office of Government Contracting and Business Development. In this role, Ms. Carson advocates for small businesses contracting opportunities in federal agencies and enhances SBA federal procurement programs including 8(a), HUBZone, Woman-Owned Small Business and All Small Mentor Protégé programs. She and her team support thousands of small businesses every year as they compete for over \$500 billion in federal prime contracts and billions more in subcontracts.

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Michele Davidson

**Michele Davidson** has been an entrepreneur most of her life and in over 42 years owned a business in the legal industry, was a restaurateur and currently President/CEO of FTS Lighting Services. Michele grew up in FTS, a family business of over 80 years focusing on energy sustainability and efficiency through lighting products and e-waste recycling services, sparking a love for lighting the world and preserving the Earth with recycling. Michele has taken her decades with FTS Lighting to breathe new life into her industry by championing for LED and energy efficient lighting as well as facilitating E-waste recycling. Michele has been an avid member of Women's Business Enterprise National Council (WBENC) West, and currently serves as head chair for the San Diego Forum.

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Jay Diallo

**Jay Diallo** is known by his friends and colleagues as a leader and expert in Community Economic Development, especially in the areas of access to capital and Technical Assistance for small businesses and entrepreneurs. Jay is currently the Vice President and Community Development Lending Officer at Pacific Premier Bank. As a banker and lifelong community development liaison, Jay has always been an advocate for equal economic opportunities for the undeserved communities. Prior to joining Pacific Premier Bank, Jay was the Executive Director of a CDFI in Arizona called PPEP Microbusiness and Housing Development Corporation (PMHDC). Jay was responsible for planning, directing, and supervising the operations of the small business lending activities and affordable housing initiatives. During his time with PMHDC, Jay received several awards and earned recognition both at the state and national levels for his leadership and involvement in rebuilding the organization. As Executive Director, Jay quickly turned things around for PMHDC, making it the highest performing Microfinance institution in Arizona. As a result, Jay was honored and recognized in Arizona as the 2019 Microfinance Leader of the Year.

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Angela Dingle

**Angela Dingle**, President and CEO of Ex Nihilo Management LLC is a Certified Management Consultant (CMC) with 20+ years of experience in business leadership, IT governance, risk management, compliance, software engineering, and quality assurance. An award winning business owner, she has managed the successful execution of government contracts valued at over \$40 million. Angela holds a Master of Science in Management Information Systems from Bowie State University, Bowie, MD, a Bachelor of Science in Computer Science from DeVry University, Columbus, OH and is Certified in the Governance of Enterprise Information Technology (CGEIT). Angela is Chair for the Board of Directors for Women Impacting Public Policy (WIPP), the past Chair of the Board for WIPP's Education Foundation, and serves on the Board of Directors for the Institute of Management Consultants (IMC) USA. She is a member of ISACA, the Project Management Institute and Delta Sigma Theta Sorority, Inc. She is the recipient of the IMC USA 2016 Distinguished Service Award, WIPP Member of the Year Award in 2014, Enterprising Women of the Year Award in 2012, and many more

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John Engstrom

**John Engstrom** serves as a Business Opportunity Specialist for the San Diego District of the U.S. Small Business Administration. John developed and rolled out the Military Apprenticeship Program for Life Technologies. As a result, Life Technologies received the Meritorious Support of Veterans and Military Award for 2012, and was recognized as the “San Diego County Corporation of the Year for 2012.” John spent five years as the Diversity Outreach Coordinator of the Navy’s Naval Aviation Enterprise (NAE). As the Administrative Officer for the Transportation Security Administration (TSA) in San Diego, he had the best recruiting, hiring and new employee orientation programs in the entire TSA. As an Operations Manager for CarMax Auto Superstores, John ran two hiring centers and was the most effective in CarMax at direct recruiting automotive technicians. John had a distinguished 25-year career with the U.S. Marine Corps. He enlisted as a Private and advanced rapidly through the enlisted ranks. Based on his outstanding leadership and technical expertise, he was appointed to Warrant Officer. In order to serve in a more strategic role, he was promoted into the Limited Duty Officer (LDO) ranks and retired as a Major.



Courtney Fairchild

**Courtney Fairchild** is the Co-Founder and President of Global Services. Ms. Fairchild has been with the company since it was founded in 1997 and headed up the Global Services GSA Schedule Programs division from its inception. Over the past twenty years she and her team have successfully prepared, negotiated, and managed 2500+ Schedule contracts for Global Services’ clients. Ms. Fairchild is an authority on all GSA Schedules within the Multiple Award Schedule program and has spoken on related topics across the country. Ms. Fairchild has worked with companies ranging from multinational/multibillion-dollar publicly traded corporations to micro businesses consisting of only a few employees.

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Jeanette Fasone

After more than 24 years as CEO of Fasone Construction Inc, Jeanette Fasone has demonstrated her ability to successfully manage and grow a thriving Minority/Woman Owned Construction Company that has built a reputation of quality construction in Tenant Improvements, Renovation, Historical Restoration, and Facility Maintenance Construction work. Fasone Construction serves Federal and State agencies, commercial construction and the Food and Beverage Industry. Ms Fasone earned her Juris Doctor degree in 1993 from Western State University and also holds a real estate license. She currently sits on the Foundation Board of Directors for PIH Hospital and is a past Chair of the Design Review Board for the City of Whittier.

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Ruben Garcia

**Ruben Garcia** became District Director of the U. S. Small Business Administration's San Diego District Office on January 3, 2006. In this role Garcia is responsible for overseeing SBA's financial, certification and educational programs and outreach events for San Diego and Imperial Counties. The son of a Texas field laborer, Garcia moved with his family to California when he was five. He attended schools in South Central Los Angeles and graduated, as student body president of Belmont High School. After observing Viet Nam protests, he enlisted in the U.S. Army in 1966. He served in the 1/84, 9th Infantry Division. Additionally, he was assigned to the 24th Division and the U.S. Army Nuclear and Special Weapons Team, concluding his active serves as a Sergeant. As a member of the Reserved Officers Training Corps, he reached the rank of Lt. Col and Battalion Commander. In addition to studies at West Point, Garcia has a marketing degree from Pacific Western University; an MBA certificate from Tulane University; and an MBA and Ph.D. from Madison University. He also studied at the UCLA Extension School of Business Management.



Brett Housholder

**Brett Housholder** is the Deputy Director at the San Diego Contracting Opportunities Center for Southwestern College, where he helps oversee a program that helps San Diego area businesses learn the processes of selling their goods and services to government agencies at the federal, state, and local level. Before joining the team in San Diego in the fall of 2017, Brett spent five years as the Program Manager for a similar program with the Wyoming Small Business Development Center. In both of these positions, Brett has learned about government regulations and certifications available to minority-owned, woman-owned, and veteran-owned businesses that give those companies an advantage in competing on government contracts and has helped businesses go through the certification processes, find contracting opportunities, submit bids, and win contracts. Brett graduated from the University of Wyoming with a Marketing degree in 2003 and an MBA in 2004

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Katti Ibarra

Katty Ibarra was recently appointed as the Director of the new San Diego & Imperial Women's Business Center, hosted by Southwestern College. Katty is a bilingual entrepreneur and business advisor excited to empower female entrepreneurs. Katty holds a Bachelor of Arts in Graphic Design from the Universidad del Valle de Mexico. She has extensive experience in branding, marketing, and social media. Katty owns her binational marketing firm and has more than 15 years of experience in solving business graphic communication and marketing strategies. Katty has worked at the San Diego Small Business Development Center (SBDC) for over two years assisting small business owners with starting a business, increasing their sales, developing marketing plans, and conducting training for start-ups on how to start a business and workshops on social media management and email marketing.

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Gloria Larkin

**Gloria Larkin** is the President, CEO, and Founder of TargetGov, a government business development and marketing service offering the exclusive Federal Acceleration Strategies and Tactics (FAST™) Process, the KickStart Program™, Capability Statements, certification services, capture, and expert federal contracting services. TargetGov celebrates its 22<sup>nd</sup> anniversary in 2019. In the past seven years, clients have won over \$5 billion in federal contracts. Gloria has been interviewed on MSNBC and featured in the Wall Street Journal, Forbes, INC Magazine, and theStreet.com. She is the author of *The Basic Guide to Government Contracting: How to Build a Successful Government Contracting Business* and *The Veterans Business Guide*, and of hundreds of federal contracting articles in print and online. She is the Educational Foundation Board Chair Emeritus for WIPP, representing over 4 million business women nationwide.

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Lucy Leu

**Jane “Lucy” Leu** serves as a Procurement Center Representative (PCR) at SBA, providing assistance to small businesses interested in contracting with federal agencies. In addition, she also makes small business set-aside recommendations to the federal agencies she supports in and around the San Diego area. Her efforts promote all the SBA Small Business Programs including the 8(a) Business Development Program, Women-owned Small Business Program, Service-Disabled Veteran-owned Small Business Program and the HUBZone Small Business Program. After over a decade of working with small businesses as a Small Business Professional for the Department of the Navy, Lucy is applying those skills to her new role at SBA. Her past experience as a Navy Contracting Officer and Deputy for Small Business has resulted in an in-depth knowledge of federal contracting policy and the many important SBA Small Business Socioeconomic Programs. Lucy holds a BA in business from Chapman University and maintains a Level 3 Contracting Career Field Certificate.

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Ken Luis

**Ken Luis** joined SBA nine years ago. He, most recently, worked four years as a lender relations specialist for the SBA’s Los Angeles District Office. Previously, he started as a contractor, for two years, at SBA’s National Guaranty Purchase Center in Herndon, VA. Impressed with his skills, NGPC management then hired him as an SBA employee. He worked at NGPC, as a loan specialist for nearly five years. Prior to joining the SBA, Ken worked in the public sector as a commercial business service specialist for Newtek Small Business Financing, and as a residential and commercial loan processor/underwriter for Olympia West Mortgage Group, LLC. Ken’s experience is complimented by his education at Brigham Young University-Hawaii and the University of Hawaii at Hilo. A native of the big island of Hawaii, Ken is used to warm weather and welcomed the return to the warm climate of Southern California. His move to San Diego lets him leave the LA traffic behind as well.

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Sue Malone

**Sue Malone**, founder and CEO of Strategies for Small Business, were the focus is on starting and expanding business. Over the course of nineteen years Sue has been responsible for funding over 30,000 businesses, with an emphasis on women owned businesses. Sue sits on several national boards focused on entrepreneurship and inclusion. Sue is the President and CEO of the on-line company National Lien Law, which helps contractors across the nation with easy and cost-efficient lien forms. She helped author a new loan program and equity program for small businesses which began on June 1, 2012. In addition, she makes sure small businesses voices are not forgotten in Washington DC. Sue is a serial entrepreneur and has started over seven businesses. She holds an MBA from St. Mary's College.

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Danny Pham

- Bank of America 11 years – Business relationship manager and BDO
- USB Bank 8 years – BBO and Sales manager for San Diego
- Bank of the West 9 years – BDO and SBA BDO for the last year
- 2 year college in Orange County

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Fernando Ponce

**Fernando Ponce**, a Regional Business Development officer, prides himself on building long-lasting relationships with a network of bankers, brokers, and clients. Fernando spent the past 10 years with Chase Bank where he managed an active portfolio of up to 100 clients. Frustrated with the lack of options for clients that don't qualify for traditional bank lending, Fernando's goal is to become a resource for bankers that may not be able to give clients the access to the capital they need.

Fernando currently serves on the board of the Chicano Federation and volunteers regularly at both his daughters' schools. During his free time, he likes to enjoy the beautiful San Diego weather with his wife and two daughters. He also enjoys working with his hands and taking on home improvement projects whenever possible.

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Miriam Torres Baltys

With expertise in lending and credit, **Miriam Torres Baltys** provides financing to small businesses in San Diego. She strives to provide excellent customer service to her clients and is a great resource on navigating the loan process. Miriam is committed to supporting small businesses and contributing to the economic progress of the San Diego region.

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Candace Waterman

As President and CEO of Women Impacting Public Policy (WIPP), **Candace Waterman** leads the nation's largest public policy organization for women and minority entrepreneurs. Waterman is a nationally recognized and respected business thought leader whose 30-year industry expertise spans multiple disciplines, including but not limited to domestic and international business certification; diversity and inclusion; procurement; mindfulness leadership; and multigenerational talent management. Prior to leading WIPP, Waterman served as the Vice President and Chief of Staff for the Women's Business Enterprise National Council (WBENC), the nation's leading third-party certifier of

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Women's Business Enterprises (WBEs) for commercial interests and Woman  
Owned Small Businesses (WOSBs) for government contracting

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