



OFFICE OF  
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# program

## 2024 BART Small Business Summit

Monday, April 29, 2024  
1:00 PM - 3:30 PM

1:00 PM

Opening Remarks

Joseph Towner, BART Office of Civil Rights

Bob Powers, BART General Manager

Chris Horton, District Director, U.S. Small  
Business Administration

1:30 PM

Small Business Panel Discussion

Moderator: Fei Liu, BART Office of Civil Rights

Panelist: Doug Parrish, Red Dipper

Panelist: Juliana Sommer, Priority Architectural  
Graphics

2:00 PM

Networking

BART Staff

Prime Contractors and Consultants

Transit Agencies

Small Business Support Services

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today's summit



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speakers

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## Chris Horton, District Director U.S. Small Business Administration



Chris Horton is the District Director for the U. S. Small Business Administration (SBA), San Francisco District Office. He took the Oath of Office, in May 2023. In his role as District Director, Chris provides the leadership, management, and oversight of the San Francisco District Office necessary to deploy all agency programs and services including funding programs, counseling and education, government

contracting and disaster recovery. One of his top initiatives is to lead the region in outreach to marginalized individuals and underserved communities. Chris is committed to supporting small businesses in all phases of the business lifecycle by meeting them where they are.

## Robert "Bob" Powers, General Manager SF BART



As General Manager since July 2019, Bob manages an operating budget of \$1 billion, oversees \$1.4 billion in capital projects, and leads an agency with 4,000 employees that keeps the San Francisco Bay Area moving. Powers helps to carry out BART's mission to provide safe, reliable, clean, quality transit service while putting the riders first and prioritizing the safety of all.

Bob, a licensed Professional Engineer, has more than 20 years of experience in the public transportation industry. He holds a Bachelor of Science degree in Civil Engineering and a Master of Science degree in Structural Engineering, both from the University of Illinois at Urbana-Champaign.

## Joseph Towner, Manager of Planning & Support SF BART Office of Civil Rights



Joseph has over a decade of experience in performance management, data analytics, and program implementation. For the past six years, he has managed the Performance and Data Analytics Unit within BART's Office of Civil Rights, spearheading initiatives aimed at streamlining small business data reporting, advancing equity, and driving various process and performance

improvements. Joseph holds a a Master's Degree from the University of Southern California and an Economics degree from the University of California, Santa Barbara.



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panelists

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## Doug Parrish, President & CEO Red Dipper



Doug is an executive with extensive experience in corporate development in entrepreneurial companies. He began his career as a professional football player as a 7th round draft pick to the NFL's New York Jets. He also spent five years playing in Canadian Football League and won the coveted Grey Cup Championship with the Edmonton Eskimos.

Today, he is committed to contributing back to his community. He is an alumnus of Clark Construction Strategic Partnership Program. Doug also serves on the University of California (UC) Small & Diverse Business Advisory Council and he Co-Chair's the University of California, San Francisco's (UCSF) Anchor Institution Procurement Committee. Doug holds a bachelor's degree in Social Welfare from the University of California, Berkeley.

## Juliana Choy Sommer, President Priority Architectural Graphics



Juliana has a three-decades long career of owning and operating Priority Architectural Graphics. She started the company as a nameplate supplier in 1995 and over the past thirty years, has grown the organization into the leading architectural signage company in Northern California. She and her team of over forty craftpersons, tradespersons, managers, esigners and estimators have

completed successful projects throughout the bay area including BART, San Francisco International Airport, San Francisco Cruise Ship Terminal, Golden Gate Park, Intel, YouTube and hundreds more. Juliana serves on the board of Manex, a manufacturing advocacy organization and in the past has served on the BART BAC and San Francisco Local Business Advisory Committee. She is the past Board Chair of the Bayview Hunters Point YMCA. She holds a Bachelor of Arts in Political Science from the University of California, San Diego.



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participants

# 2024 BART Small Business Summit

We would like to acknowledge our event participants and thank them for supporting our mission to provide small business opportunities.



Thank you to all the BART staff involved in today's event. We would like to acknowledge the following departments:

- Office of the General Manager
- Office of Civil Rights
- Procurement
- Planning & Development - Facilities
- Office of Infrastructure & Delivery
- BART Police Department
- Office of the Chief Communications Officer

The 2024 BART Small Business Summit is brought to you by the BART Office of Civil Rights - Economic Opportunity Programs & Policy team:

- Hoa Sin
- Joseph Towner
- Alexi Chacon
- Devika Anand
- Julian Chacon
- Jotinesh Ram