



FOR IMMEDIATE RELEASE
Sept. 17, 2015

For More Information Contact:
Susan Rak-Blanchard
Director, Communications & Marketing
251.431.8641 / 251.421.4955 (cell)

Mobile Area Chamber of Commerce Celebrates Mobile's Diverse Business Community

Mobile Area Chamber Minority Business Conference

Thursday, Oct. 8

8:30 a.m. Business Leadership Forum

10:30 a.m. Networking

11:30 a.m. Awards Luncheon



Keynote Speaker: Susan L. Taylor, formerly of *Essence* magazine

Cost: \$70 or \$700 for a Table of 10 (early bird discount of \$10 before Sept. 25)

Registration Deadline: Oct. 2

Call: 251-431-8607

Email:
brembert@mobilechamber.com

Registration includes the Business Leadership Forum and the Awards Luncheon.

Former Chief Editor of *Essence* magazine Susan L. Taylor will headline the Mobile Area Chamber's **Minority Business Conference Awards Luncheon** on Thursday, Oct. 8 beginning at 11:30 a.m. at the Arthur R. Outlaw Mobile Convention Center.

The luncheon follows a Business Leadership Forum and highlights the Chamber's commitment to minority business success and recognizes the efforts of local and state companies, along with the Mobile Minority Business Development Agency, operated by the Chamber.

"Bold, Visionary Leadership: From the Inside Out" will be Taylor's topic. She will offer tips on how to embrace change and manage it effectively. Taylor will also demonstrate how even the toughest business and management issues can be tackled with enthusiasm, a positive attitude and patience.

Taylor spoke previously at this event to a sell-out crowd in 2003.

"Her entrepreneurial spirit, success with *Essence* and commitment to the African-American community, makes Susan Taylor a much sought after speaker. We are happy to welcome her back to present a new topic, sure to inspire our audience," says **Darrell Randle**, the Chamber's vice president of small business development.

She is a fourth generation entrepreneur, and has authored four books.

- more -

Following 27 years with *Essence*, Taylor launched the National CARES Mentoring Movement, a mentor-recruitment organization active in 58 cities.

According to Taylor's bio, she was the first African-American woman recognized by the Magazine Publishers of America with the Henry Johnson Fisher Award – the industry's highest honor – and the first to be inducted into the American Society of Magazine Editors' Hall of Fame. Taylor is the recipient of many additional awards, including presidential citations, Image Awards and the NAACP (National Association for the Advancement of Colored People) Awards for Visionary Leadership.

The conference kicks off at 8:30 a.m. with a **Business Leadership Forum**, featuring a panel discussion on longevity and sustainability. Attendees will hear discussion on improving business practices including negotiating financial risk, managing staff, evaluating a company's environmental impact and building relationships with essential business partners.

Slated forum panelists and their topics are:

George Mui, a global business consultant for the U.S. Department of Commerce's Minority Business Development Agency In this role, he assists minority business enterprises with the development of international strategies.

Topic: Sustaining Your Market Share with Global Business Opportunities

Jackie Mustakes, sustainability manager at Robins and Morton, one of Alabama's leading construction firms, responsible for continuously improving the company's sustainable and regenerative efforts and to ensure its leadership position within the design and construction industries.

Topic: Case Study of Robins and Morton - Incorporating Sustainability Metrics into Construction

Sharon Patterson, founder and chief executive of the Billion Dollar Roundtable. Patterson consults with and recognizes business organizations that purchase \$1 billion annually from minority- and women-owned companies.

Topic: Ecological Sustainability Metrics and Accessing Supply Chains

Dominick Wallace, managing director of Wallace Capital Funding, an organization that customizes debt-based funding solutions for entrepreneurs and business enterprises.

Topic: Financial Sustainability at Every Stage of Your Business' Life Cycle

Marla Warner, a certified instructor and area sales representative for Dale Carnegie Training by Emerald Coast Leadership Associates. Her role is to help business professionals increase their abilities in communications, human relations, selling skills, attitude management and effective leadership.

Topic: The Importance of People in Business Sustainability

Registration includes the Business Leadership Forum and the Awards Luncheon. Tickets are \$70. Chamber members and those reserving tickets before Sept. 25 with payment will get a \$10 discount. Reservations are required, and can be made by calling 251-431-8607.

###