

2017 PROJECTIONS

With the 20th Anniversary approaching in 2017, the Expo team will strive to ensure that the celebration is one in which Thomas Media Group, stakeholders, and sponsors is proud to take part. TMG is always excited about any suggestions as the company looks for input from the advisory board, sponsors, supporters, and community at large to propose and introduce inventive elements that can aid in the success and appeal of the Black Expo.

Attached you will find the results of the Exit Survey taken by attendees at the Black Expo.

SIGHTS AT THE BLACK EXPO



COLUMBIA BLACK EXPO SPONSORS & MEDIA PARTNERS

Thank you for your support of the 19th Annual Columbia Black Expo!



ENGAGE WITH US ONLINE!!!



#BLACKEXPO2016

Visit BlackExpoSouth.com for more information on the 19th Annual Columbia Black Expo.

19th ANNUAL COLUMBIA BLACK EXPO

MAY 15-21, 2016

COLUMBIA, SC

EXECUTIVE SUMMARY

#BLACKEXPO2016

EXECUTIVE SUMMARY

OBJECTIVE: The goal of the Black Expo has been to help hundreds of companies maximize their sales and market their products and services in the most cost-effective manner. Our clients eagerly look forward to attending the annual Black Expos, making it the perfect opportunity to sell a product, brand your company, gather leads or simply expose a new concept.

MISSION: The purpose of the Black Expo is to promote economic development through increased exposure for minority-owned businesses. African-American owned businesses have the opportunity to showcase their products and services to the public and procurement officers from major corporations and government entities. It is also an opportunity for major corporations and government entities to develop viable working relationships with minority-owned businesses while marketing their products and services to a growing consumer market.



The Expo is also a forum to educate, enlighten and inspire the entire community and the African-American community in particular. Aside from economic development, exposure to cultural resources is a part of the focus for this event.

KEYS TO SUCCESS:
- Events with a purpose: Thomas Media Group looks forward to the Black Expo, as it provides an opportunity to give back to community members and organizations that are both loyal and supportive throughout the last 19 years. This year's recipients include Boy Scouts of the Midlands, First Tee Golf Academy, the Judge Matthew Perry Scholarship Fund.

- Effective promotion: The Black Expo uses traditional, print, and digital media to effectively promote its events. Radio partners include Glory Communications (WFMV – 95.3FM), Alpha Media (WHXT – 103.9FM & WWDM – 101.3FM), and Cumulus Radio (WLXC – Kiss 103.1FM). Our total reach through radio promotion was approximately 975,000. Our exclusive broadcast media partner is WLTX 19, a TEGNA Company. Through paid and promotional advertising with WLTX and paid advertising through WIS-TV, our total net reach was approximately 650,000 viewers. Digital efforts included promotion via social media, through an online community of over 20,000 followers. Our reach through organic and paid advertising was approximately 40,000, with over 650 customized posts. Digital ads via clickable web banners were purchased through Gannet Company, with approximately 500,000 impressions over 3 weeks. Additional vehicles for promotion included digital displays, print collateral, various contests, and influence marketing.

EVENT RECAP:

For the second year in a row, the annual Expo presented programming for the entire family over course of one week. The Columbia Black Expo kicked off on Sunday, May 15th with the 2nd Annual Neo Soul Café Soul Sessions – Black Expo edition, and concluded with the 19th Annual Columbia Black Expo on Saturday, May 21st. Included in the week was the Young Black and Talented Southern Swanky Wine Tasting and the Black Expo Power of Praise – a fixture for the Expo slate of events. In an effort to provide consistency, sponsored events were held at the same locations as 2015 events. Key highlights from Sponsored events can be found below.

THURSDAY, MAY 19TH: SPONSORS AND EXHIBITORS KICK-OFF RECEPTION

For the second consecutive year, the rooftop of Nexsen Pruet served as the location for the Black Expo Sponsors Reception. Encased in floor-to-ceiling windows, the venue provided a view the bustle of Downtown Columbia! 150 attendees gathered to network, satisfy post-work appetites with hor d'oeuvres from last year's Taste of Black Columbia winner MOMMA-D's. Jack Daniels Tennessee Honey was the spirit of choice for the evening, as BREAK-THRU Beverage was on site to provide complementary cocktails to sponsors, community leaders, exhibitors, and friends of the Expo. Darrin Thomas, President of Thomas Media Group acknowledged the sponsors of this year's event, and delivered a moving reflection of power of the Black Expo and its accompanying events in the community through testimonies of long-time vendors/small-businesses who have gone to achieve national success.

FRIDAY, MAY 20TH: BLACK EXPO CHARITY GOLF TOURNAMENT

Approximately 90 golfers representing major corporations and government agencies took to the greens for a day of competitive golf and networking for a good cause. The rain held off for the 6-hour event at the Golf Club of South Carolina at Crickentree. In traditional style, golfers were provided refreshments by RB Top Chef, a multi-year participant of the Taste of Black Columbia. Coach Willie Jeffries, a long-time supporter of Charity Golf Tournament, received the humanitarian award and a portion of the tournament proceeds of the tournament benefited the following three charities: Boy Scouts, First Tee Golf Program, and Judge Matthew Perry Scholarship Fund.

FRIDAY, MAY 20TH: THE 6TH ANNUAL TASTE OF BLACK COLUMBIA : A SOUTHERN CHARM AFFAIR

Attendees of the 6th Annual Taste of Black Columbia were provided an experience to remember! This year's event was held at the South Carolina State Museum, where the all levels, corners, and rooms were utilized to host the “Southern Charm Affair”. Guests were able to migrate throughout the facility and receive their samples expeditiously, with savory dishes served downstairs throughout the concourse, and confections served upstairs. A new category was added, Best Décor. Event Decorators from throughout the state were on hand to provide décor for specific areas of The Taste.

BREAK-THRU Beverage provided Jack Daniels Tennessee Honey and various cocktails and spirits, and entertainment was abundant, as attendees were entertained by the smooth sounds of the Da'rell Ravenell and Peace of Mind and Four Tenors. Up-and-coming R&B Diva, Demetria McKinney blew the crowd away with covers of old school and new school fan-favorites, and R&B Superstar, Johnny Gill, closed the event.

Throughout the evening, attendees submitted their votes on the Best of the Taste, and each winner was presented with \$1000 each. 2016 Best of Taste winners included, Momma D's - Best Savory, Signature Cakes and Catering – Best Dessert, and eXquisite Designs – Best Décor. This year was the largest event to date, and exemplified with The Taste has become a much anticipated signature event in each of the Expo cities and this year was a success thanks to our sponsors, including:

- City of Columbia

Caroline Spine and Rehabilitation Center

SC BLUE Retail

Food Lion
- McDaniels Acura

Midlands Honda

South Carolina Black Pages

White Brown Smiles
- WLTX TV 19

WWDM

KISS 103.1FM

JACK DANIELS TENNESSEE HONEY

SATURDAY, MAY 21ST: 19TH ANNUAL COLUMBIA BLACK EXPO

Over fourteen thousand attendees gathered at a new location, the Columbia Metropolitan Convention Center, for the 19th Annual Columbia Black Expo! Over 150 vendors, including Jr. Entrepreneurs, small businesses, corporations, non-profit organizations, and government agencies were on hand for a full day of commerce, exchange of information, education, and health and wellness screenings.

The format of the Columbia Black Expo was consistent with the 2015 event with activations including Expo Happy Bucks, the Black Expo Beauty and Wellness Spa and Fair, hosted by Kiss 101.3 FM and Blue Choice Health Plans, Greek Village, and an expanded Kids Zone.



Black Expo Beauty and Wellness Spa: After rave reviews of last year's Spa, there was no question as to the return of this fan favorite. This year's twist to the Health and Wellness Fair included the Black Expo Beauty Spa, which delivered a day of pampering and relaxation, and health and promotions. Beauty consultants, students at local beauty schools, and health and wellness vendors gathered in the Richland Meeting Room to offer free services to patrons.

Seminars: Our partners were able to provide valuable information to Expo guests, who receive free admission to the Expo by registering for one of several seminars. Array of topics were presented throughout the morning and early afternoon, including:

- MANAGING YOUR MONEY – BUDGETING AND SAVINGS STRATEGIES; Sponsored and presented by Wells Fargo
- WOMEN IN LEADERSHIP; Presented by Rosalyn Glenn
- COOKING WITH CHEF MONICA; Sponsored & Presented by Food Lion
- HOW TO TURN PAIN INTO POSSIBILITY; Presented by Tameika Isaac Devine
- LOVE LANGUAGE 101; Presented by Shennice and LeBrian Cleckley
- WHAT A YOUNG ENTREPRENEUR NEEDS TO SUCCEED; Presented by GaBBY Goodwin with GaBBY Bows

Each seminar was booked to capacity days before the Black Expo. In addition, Youth Sessions were also offered throughout the day through The Language Buzz and the Department of Natural Resources.

Celebrity Guests: Celebrity guests have proven to be a favorite among Expo attendees. Expo patrons were treated to a full slate of celebrities, who educated, empowered, and yes, entertained attendees of all ages.

Fans were treated to celebrity appearances by Academy Award® Nominee, Quvenzhane Wallis, and Actor, Terrence J. Gospel Recording artist, Jonathan Nelson graced the stage for a live Gospel performance, which is always a favorite of the Expo. Grammy® Award Winner and Activist, David Banner addressed the audience on the “State of the Black Family” and engaged fans in dialogue long after his lecture at his autograph booth. Closing out the main stage, was R&B artist and co-star of R&B Divas Atlanta, Keke Wyatt (photos below).



The ever-popular Greek village brought out hundreds of National Pan-Hellenic Council members. This year, there was a grand slam for both the Sorority and Fraternity Greek Awards. Those winners are listed below.

BLACK EXPO GREEK VILLAGE INFORMATION		
Category	Winner - Sorority	Winner - Fraternity
Highest Expo Attendance	Delta Sigma Theta Sorority, Incorporated	Omega Psi Phi Fraternity, Incorporated
Best Display	Alpha Kappa Alpha Sorority, Incorporated	Alpha Phi Alpha Fraternity, Incorporated

20 UNDER 40: South Carolina's Rising Stars **THE TWENTY-FIFTH ANNIVERSARY CLASS**

By: DeVona Mitchell





Members of the Top 20 Under 40 Class were photographed exclusively for the South Carolina Black Pages at the South Carolina State House in Columbia, SC. Missing from the Group photo are Ashley Adams, Shelley "Hank" Bilal, Jamie Brunson, Stania DeJesus, Chaundra Goodwin, and Jasmine Twitty. Photographs by Anthony Montgomery.

South Carolina Black Pages is proud to announce their 25th Anniversary Class!

THEY'RE YOUNG, INNOVATIVE, AMBITIOUS, AND NEXT GENERATION'S LEADERS. FROM MONETIZING THEIR PASSIONS, TO MOLDING THE BRIGHTEST MINDS, TO MAKING SOUTH CAROLINA HISTORY, THIS YEAR'S CLASS IS FILLED WITH REMARKABLE, YOUNG, AMBITIOUS PROFESSIONALS FROM ALL WALKS OF LIFE.

The South Carolina Black Pages' Top 20 Under 40 is an immensely accomplished group of young men and women who will take the State of South Carolina by storm. The late Heavy-weight Boxing Champion, Muhammad Ali stated "To be a great champion, you must believe that you are the best." The Twenty-fifth Anniversary Class has proven to be among the best and brightest in our state, and will undoubtedly leave their mark nationally and globally. Individually, they exemplify the spirit of new-age leaders, are pillars of the community, and have achieved success in their respective industries.

We look forward to empowering the Twenty-Fifth Anniversary Class of the Top 20 Under 40 by helping them grow personally and professionally, expand their network, and continue to be ambassadors of the community. It is our hope that will inspire the next generation of Top 20 Under 40 classes, whether it be through the South Carolina Black Pages or other media and/or corporate entities.

Earlier in the year, we have been accepting nominations via blackpagesosouth.com, in hopes of finding a new class of dynamic young professionals in the South Carolina community. As always, it's been a fun process – with an array of applications received over three months. In our third year, we decided to decrease the number of recipients from 40, which made this the most competitive year in the program. We have no doubt that the future is bright in our great state.

Before the turn of the century, Bill Gates stated that the leaders of the future will be "those who empower others." There is no doubt in our minds, that this class embodies the mission of Thomas Media Group, publishers of the South Carolina Black Pages, which is to "Educate, Empower, and Enlighten the community."

We salute the newest class of the South Carolina Black Pages' Top 20 Under 40. Learn more about them here and read their full biographies at blackpagesosouth.com.



ASHLEY ADAMS

COMPANY: Conflict Resolution Connections
TITLE: Owner/ Director
CITY: Blythewood, SC

Favorite Quote: "We can't become what we need by remaining what we are."

Proudest Career Achievement: I am proud to be a business owner.



2LT JAMES ANDERSON

COMPANY: SC Association of School Administrators
TITLE: Governmental Affairs Intern
CITY: Columbia, SC

Favorite Quote: "It ain't where you start in life, it's what you do with life, that determines where you end up in life." – Gen. Colin Powell

Proudest Career Achievement: Becoming a Second Lieutenant in the Air Force.



RESHIEKA BELL

COMPANY: Fashion Forward Mobile Boutique, LLC
TITLE: Owner/Creative Director
CITY: Columbia, SC

Favorite Quote: "Life is like a camera...FOCUS on what's important, CAPTURE the good times, DEVELOP from the negatives, and if things don't work out, TAKE ANOTHER SHOT."

Proudest Career Achievement: I am extremely proud of being a pioneer in Columbia, SC for introducing a new and innovative approach to service and shopping.



SHELLEY “HANK” BILAL

COMPANY: Hank
Bilal Music
TITLE: Musician
CITY: Winnsboro, SC

Favorite Quote: “You can’t win if you don’t play.”

Proudest Career Achievement:
2008 Grammy® Awards.



DR. JAMIE BRUNSON

COMPANY: Fairfield County
School District
TITLE: Assistant Principal of
Curriculum & Instruction
CITY: West Columbia, SC

Favorite Quote: “The mere imparting of information is not education” – Dr. Carter G. Woodson

Proudest Career Achievement: I am most proud of being selected by my peers as the 2010-2011 Teacher Of The Year at Lower Richland High School.



MICHAEL COLEMAN

COMPANY: Edward Jones
TITLE: Financial Advisor
CITY: Columbia, SC

Favorite Quote: Financial literacy is an issue that should command our attention because

many Americans are not adequately organizing finances for their education, healthcare and retirement.

Proudest Career Achievement: I’m most proud of the fact that I’m able to transform lives. Its truly awe inspiring to know what you do really impacts someone directly. The ability to help my community makes me proud of my career choice.

“There are few stages on the planet that embrace and promote innovation and education like a TEDx stage. To have your idea selected, acknowledged, supported, and promoted is a dream made into reality!” – Julian Nixon



DR. STANIA DEJEUS, D.O.

COMPANY: Family Wellness
Center of Charleston
TITLE: Physician
CITY: Charleston, SC

Favorite Quote: “To Whom Much is Given, Much is Required.”

Proudest Career Achievement: Opening my own private practice with a focus on wellness and preventative care; Providing an alternative payment structure that allows for greater access to medical care and improving chronic health conditions.



ANDREA GLOVER

COMPANY: Charleston Southern
University
TITLE: Professor
CITY: Goose Creek, SC

Favorite Quote: “For I know the plans I have for you, declares the Lord, plans to prosper you and not to harm you, plans to give you hope and a future.”
– Jeremiah 29:11

Proudest Career Achievement: Having my small business be featured in a national magazine, Southern Lady—which has a readership of 500,000.



CHANDRA GOODWIN, LPC, NCC

COMPANY: South Carolina
Department of Mental Health
TITLE: Licensed Professional
Counselor, National Certified
Counselor
CITY: Columbia, SC

Favorite Quote: “When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left and could say, I used everything you gave me.”
– Erma Bombeck

Proudest Career Achievement: I am most proud of being a second year doctoral candidate at the University of South Carolina and being a Licensed Professional Counselor in both South and North Carolina.



DR. KENDRA HILL

COMPANY: Richland School District Two
TITLE: Elementary School Principal
CITY: Columbia, SC

Favorite Quote: “If you change the way you look at things, the things you look at change.” – Dr. Wayne Dyer

Proudest Career Achievement: Earning my promotion to an Assistant Principal position at Bookman Road Elementary School at the age of 26. I served for 7 years before being named the principal of the same school, where I continue to serve students and families today.



LATOYA JEETER

COMPANY: The Chic Staffer/
Columbia College
TITLE: Career Coach
CITY: Columbia, SC

Favorite Quote: “Speak up for those who cannot speak for themselves, for the rights of all who are destitute”
– Proverbs 31:8

Proudest Career Achievement: Thus far, I am most proud of being awarded The Spirit of Inclusion Award by the Office of Multicultural and Community Affairs at Columbia College.



APRIL LEWIS

COMPANY: Team Healthy Living, LLC
TITLE: Visionary
CITY: Lexington, SC

Favorite Quote: “Get your mind right, get your life right.”
– April M. Lewis

Proudest Career Achievement: Graduating from the University of South Carolina while working full-time and becoming an entrepreneur.



JASMINE MIX

COMPANY: Books With Barbers
TITLE: Founder
CITY: Columbia, SC

Favorite Quote: “Educating the mind without educating the heart is no education at all.” — Aristotle”

Proudest Career Achievement: Recognition from Governor Nikki Haley and receiving a chaired appointment of Mayor’s Barbershop Books by Mayor Steve Benjamin.



BRIAN MYERS

COMPANY: McCollom-Myers Mortuary & Cremation Service
TITLE: Mortician
CITY: Columbia, SC

Favorite Quote: “A successful man is one who can lay a firm foundation with the bricks others have thrown at him”

Proudest Career Achievement: My greatest career achievement is becoming a 1st generation funeral home owner at the age of 32.



KATHERINE MYERS, ESQ.

COMPANY: South Carolina Department of Labor, Licensing and Regulation
TITLE: Attorney
CITY: Columbia, SC

Favorite Quote: “Don’t you realize that in a race everyone runs, but only one person gets the prize? So run to win! [...] So I run with purpose in every step. I am not just shadowboxing.” – 1 Corinthians 9:24, 26

Proudest Career Achievement: I had the pleasure to train a group of middle school students in the art of Public Speaking. They entered a city-wide Oratorical Contest and one of my students won first place.



I have been blessed to accomplish a lot in my professional career.” – Jamie Brunson



JULIAN NIXON

COMPANY: Make It Plain LLC
TITLE: Founder
CITY: Taylors, SC

Favorite Quote: “All of this amounts to saying that in the final analysis all life is interrelated. No nation or individual is independent; we are interdependent. We are caught up in an inescapable network of mutuality.” – Dr. Martin Luther King Jr.

Proudest Career Achievement: I would have to say that being a presenter for 2016 TEDxGreenville has been one of the greatest moments yet.



MARQUIS SOLOMON

COMPANY: West Columbia Fire Department
TITLE: Chief of Operations
CITY: Columbia, SC

Favorite Quote: “The growth and development of people is the highest calling of leadership.” – Harvey S. Firestone

Proudest Career Achievement: Becoming the first African American appointed to the Executive Board of the SC Fire-fighters’ Association.



HON. JASMINE TWITTY

COMPANY: City of Easley
TITLE: Associate Judge
CITY: Greenville, SC

Favorite Quote: “Do not judge me by my successes, judge me by how many times I fell down and got back up again.” – Nelson Mandela

Proudest Career Achievement: I am most proud of being appointed as an Associate Judge.



A’KETA VASSER

COMPANY: HISBlessedOne LLC and Purposely Driven Life Coach LLC
TITLE: Entrepreneur and Life Coach
CITY: Columbia, SC

Favorite Quote: “When a man starts out to build a world, He starts first with himself” ~ Langston Hughes

Proudest Career Achievement: I am most proud of stepping out on faith and starting my first business (HISBlessedOne, LLC) in 2013.



JADA WILLIS

COMPANY: Willis Professional Services
TITLE: CEO & Career Activator
CITY: Columbia, SC

Favorite Quote: “If you don’t like something, change it. If you can’t change it, change your attitude about it.” – Maya Angelou

Proudest Career Achievement: Verizon Wireless selecting me as HR Innovator of the Year.



I was proud to be acknowledged as an educational leader at the age of 24 being named the AVID Director (Advancement Via Individual Determination) at Dent Middle School in Richland School District Two.” – Kendra Hill



I wanted to introduce a unique way of shopping all while being fun, convenient and most of all... **ECONOMICAL!**” – Reshieka Bell



UPDATED: 6/2/16

2016 UPSTATE ECONOMIC EMPOWERMENT WEEKEND

GREENVILLE, SC – Black Expo South and SC Blue Retail presents the 5th Annual Upstate Economic Empowerment Weekend in Greenville, South Carolina. This series of events will kick-off on June 22, 2016 with the \$50 Billion Empowerment Tour. The Tour, held at the TD Convention Center, features Maggie Anderson, TED Talks speaker and author of critically acclaimed book "Our Black Year", who is called the 'Rosa Parks' of Black businesses for her family's historic stand living off businesses for an entire year; and Eugene Mitchell, Corporate VP at New York Life, who created the \$50 Billion Empowerment Plan and has united over 1200 Black agents across the country to lead a movement to close the wealth gap and end poverty in the Black community.

Their tour, presented by New York Life and The Empowerment Experiment Foundation, has stated goals to create 1 million new jobs and \$50 Billion in new wealth, and honor and revive the solidarity and struggle of the Civil Rights movement. The Tour has visited over 20 cities, uniting elected officials, faith leaders, corporate and community partners, business owners and the community-at-large to now make small and smart sacrifices to generate sustained economic empowerment and financial freedom for struggling African American communities. Greenville is the first South Carolina City to host the Tour event.

Friday, June 24, 2016 will feature several key events, beginning with the 5th Annual Business Opportunity Summit, held at the Kroc Center at 7:30am. This year's summit will feature Greenville Health System President and Chief Executive Officer, Mike Riordan, whose keynote will discuss The Benefits of Diversity On Our Economy.

Immediately following the Business Opportunity Summit, is the 5th Annual Talented Tenth Leadership Conference featuring an opening seminar by Ava Smith from Ava Smith and Associates, and panel discussions on topics including education, financial security, and political process.

The slate of events will conclude with the acclaimed Taste of Black Upstate. The acclaimed event, which features sample dishes and desserts from local caterers, chefs and restaurants, will be held at ZEN located at 924 South Main Street.

For more information on all of the events, visit www.blackexposouth.com. To learn more about the Talented Tenth Leadership Conference, visit www.talentedtenthsc.com.

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THE COLLECTIVE

LET'S RETHINK DIFFERENT TOGETHER

FOR IMMEDIATE RELEASE

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New Sports Agency, The Collective, Strives to Educate and Empower Athletes

CHICAGO, IL., June 12, 2016 — In the age of instant access to athletes via digital media, strategic partnerships & endorsements, and early retirements, The Collective, seeks to educate athletes on the importance of a strong personal brand outside of the arena. Lead by Fred Marshall, brother of NFL All Pro Wide Receiver, Brandon Marshall, The Collective is poised to lead the industry in a niche that is often explored by agents and managers in the final act, or even curtain call of an athlete or entertainer's career, rather than the initial stages.

With the tagline, "Let's Rethink Different Together," The Collective seeks to not only educate athletes on the importance of personal branding outside of the arenas and coliseums, but include them in building their very own brand identity and strategy. They provide each client access to a team that is "drafted" specifically to execute their vision.

"At The Collective, we consider our clients and stakeholders all members. What makes The Collective different from the service of a traditional agent or publicist, is that not only is branding the primary focus of our agency, but we include the member (client) in the crafting of their personal brand in the initial stage," says Marshall.

Services offered by The Collective, include branding and strategy, creative, venture, and management. Although in the initial stages, The Collective is building their membership. They have recently signed NFL Wide Receiver Kyle Prater and Women's National Soccer League Defender, Samantha Johnson. The team is primed and ready to help them execute their greatest dreams off the field.

The Collective:

The mission of The Collective is to serve as a platform for purpose and to always remain passionate about the greater good. The Collective is a network of individuals who come together globally to make your identity, your brand a reality. Cultivating the best talent, we are able to create a team that works with your vision. Utilizing designers, photographers, writers, strategic planners, media buyers, analysts, social media experts, accountants, producers, we have it covered. The only thing you need to bring are your dreams and an open mind.

For more information about The Collective, visit www.rethinkdifferent.com.

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