

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

March 2013

## Women Making History TOP AFRICAN AMERICAN WOMEN CEOs LEAD THE WAY



*Ursula Burns*



*Janice Bryant Howroyd*



*Kim D. Saunders*

African American women all over the world have been getting down to business. Serious business. They have been leading the way and making history in their respective corporations. In celebration of **Women's History Month**, Black PR Wire decided to profile women of color that are doing just that!

"Women's History Month is a special time to recognize the awesome achievements of women all over the world," says **Bernadette Morris**, president/CEO of Black PR Wire. "African American women are making a difference in this nation and they deserve mention and attention. This



**Bernadette Morris**

Women's History Month, Black PR Wire recognizes the amazing women of color who continue to inspire us every day with their hard work and dedication. "

They are intelligent. They are innovative. They are passionate. They are strong. They take risks, they change lives and they inspire others to do the same. They are the new breed of women making history.

First up is **Ursula Burns**, Chairman and CEO of Xerox Corporation – one of the nation's most respected and admired companies. Ms. Burns holds the record as the only African American woman at the helm of a Fortune 500 company. Under

her leadership, Xerox has been transformed from a manufacturing model to a flourishing international services provider. A native of New York, Ms. Burns started out at Xerox as an intern in 1980. She escalated through the ranks to become the nation's first African American female to lead a Fortune 500 corporation.

Next is **Janice Bryant Howroyd**, founder, chairman and CEO of ACT•1 Personnel Services – a 25-year veteran company that provides staffing, human resources and management solutions to Fortune 500 companies in industries from entertainment to technology, and fashion to biotech. Ms. Howroyd is a visionary and pioneer who sets the standard among black women in business. Under her leadership, ACT•1 has become one of the most innovative staffing partners

in America.

Lastly, is **Kim D. Saunders**, president and CEO of Mechanics and Farmer's Bank – a leading independent bank which is dedicated to meeting the financial services needs of the communities it serves. In the role of CEO for six years, Ms. Saunders has made an indelible mark in the financial services industry. Under her leadership, the company has established an incomparable tradition of service, and built a reputation of success – helping countless individuals and businesses to be successful along the way.

These are just a few of the remarkable African American women who are making history and leading the way into a bright future. To each of you, Black PR Wire salutes you! Congratulations!



Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

publications and media, as well as provides services to social service and grassroots organizations and influential leaders throughout the United States and the Caribbean. Plus, we provide our services in

English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: [WWW.BLACKPRWIRE.COM](http://WWW.BLACKPRWIRE.COM).

"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"

## Join the Hook-Up!

Travel vouchers, movie tickets, restaurant discounts, gift cards and more. All of these things could be yours for the taking!

Black PR Wire is ready to hook you up! You may have heard about our popular initiative entitled "The Hook Up," which

encourages you to refer us to your family and friends network circle. It's easy, fun and best of all – it's FREE!

So how does it work? Log on to Black PR Wire at [www.blackprwire.com](http://www.blackprwire.com), click on The Hook Up section located on the home page and provide us with names

of people you'd like for us to invite to get connected to our world of news and information for the Black consumer.

When you give us the names and e-mail addresses of your friends and family, you will earn points toward a free BPRW service or an entertainment discount. The more people you refer, the more points you earn,

and the better the reward you will receive. At the end of the month, Black PR Wire tallies the name of the person(s) that provides the most names that have agreed to sign up on BPRW. That winner gets a choice of prizes – ranging from free movie passes and free coffee at Starbucks, to dinner for two at hot restaurants, and much more! The person that hooks up the most

people in the quarter gets a round trip ticket anywhere in the United States or the Caribbean.

In essence, when you hook us up, we turn around and hook you up so that there is a win-win for everybody! So, make your vow to join the Hook Up now! For more information, call us at 1-877-BLACKPR today and join the Hook-Up.

## March – April: Calendar of Events

This section is designed to keep you in the know and on the go.

Check out some of the latest happenings in Black communities throughout the country in the months of March and April.

**Caribbean Arts and Crafts Festival**  
3/4/13-3/9/13  
British Virgin Islands  
[www.caribbeanartisan.net](http://www.caribbeanartisan.net)

**Jazz in the Gardens**  
3/16/13-3/17/13  
Miami, FL  
[www.jazzinthegardens.com](http://www.jazzinthegardens.com)

**Black Marriage Day**  
3/17/13  
Various Cities  
[www.blackmarriageday.com](http://www.blackmarriageday.com)

**Bill T. Jones/Arnie Zane Dance at Savannah Music Festival**  
3/23/13  
Savannah, GA  
[www.savannahmusicfestival.org](http://www.savannahmusicfestival.org)

**Baltimore Natural Haircare Expo**  
3/24/13-3/25/13  
Baltimore, MD  
[www.baltimorenaturalhaircareexpo.com](http://www.baltimorenaturalhaircareexpo.com)

**Bill Picket Invitational Rodeo Tour**  
3/26/13  
Memphis, TN  
[www.billpickettrotodeo.com](http://www.billpickettrotodeo.com)

**Women Who Jam SESAC Showcase**

3/26/13  
Atlanta, GA  
[www.womenwhojam.com](http://www.womenwhojam.com)

**National Society of Black Engineers Annual Convention**  
3/27/13-3/31/13  
Indianapolis, IN  
[www.nsbe.org](http://www.nsbe.org)

**Austin Urban Music Festival**  
3/29/13-3/30/13  
Austin, TX  
[www.austinurbanmusicfestival.com](http://www.austinurbanmusicfestival.com)

**Michael Jordan Celebrity Invitational Golf**  
4/4/13-4/7/13  
Las Vegas, NV  
[www.mjcgolf.com](http://www.mjcgolf.com)

**Annual Berks Jazz Festival**  
4/5/13-4/14/13  
Reading, PA  
[www.berksjazzfest.com/ticketedevents.htm](http://www.berksjazzfest.com/ticketedevents.htm)

**National Forum for Black Public Administrators (NFBPA)**  
4/19/13-4/23/13  
Atlanta, GA  
[www.nfbpa.org](http://www.nfbpa.org)

**Love Radio Annual Barbeque Cook-off**  
4/20/13  
Atlanta, GA  
[www.dr-love.com/barbequecookoff](http://www.dr-love.com/barbequecookoff)

**National Black Memorabilia, Art, Doll & Collectible Show**  
4/20/13-4/21/13  
Gaithersburg, MD  
[www.johnsonshows.com](http://www.johnsonshows.com)

**Annual Multicultural Business Conference**  
4/24/13-4/26/13  
Las Vegas, NV  
[www.diversitybusiness.com](http://www.diversitybusiness.com)

**San Francisco International Film Festival**  
4/25/13-5/9/13  
San Francisco, CA  
[www.sffs.org](http://www.sffs.org)

**New Orleans Jazz & Heritage Festival**  
4/26/13-5/5/13  
New Orleans, LA  
[www.nojazzfest.com](http://www.nojazzfest.com)

**St. Lucia Jazz Festival**  
4/30/13-5/12/13  
St. Lucia  
[www.stlucijazz.org](http://www.stlucijazz.org)

### OUR TEAM

**Bernadette A. Morris**  
President/CEO  
[bmorris@blackprwire.com](mailto:bmorris@blackprwire.com)

**Ricardo E. Reyes**  
AVP/Creative Director  
[reyes@blackprwire.com](mailto:reyes@blackprwire.com)

**Tanisha Coleman**  
Marketing Manager  
[tcoleman@blackprwire.com](mailto:tcoleman@blackprwire.com)

**Vanessa Loy**  
Newsroom Manager  
[vloy@blackprwire.com](mailto:vloy@blackprwire.com)

**Teodoras Vitkauskas**  
Webmaster  
[tvitkauskas@blackprwire.com](mailto:tvitkauskas@blackprwire.com)

**Erica Brown**  
Graphic Designer  
[ebrown@blackprwire.com](mailto:ebrown@blackprwire.com)

### BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:



In celebration of Women's History Month, Black PR Wire is offering the Women of POWER special savings promotion.

All woman-owned small businesses will receive a **25% discount** on releases posted all month long. Just mention this promotional campaign, and provide info about the woman-owned business to confirm eligibility. It's our special way of saluting women of power!