

# THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

November 2015

## Join Black PR Wire for a special Twitter Chat on November 6th

Join Black PR Wire for a special Twitter Chat!!! Hot topics of interest ranging from race relations to strategic business ventures are just a few of the subjects of discussion on the line up for the **Black PR Wire Twitter Chat**, set for **Friday, November 6th** beginning at **2:30 PM (EST)**. The online event will also feature the early edition release of the **2016 Black Resource Directory**, a comprehensive listing of top Black businesses, organizations and leaders nationwide. Registration for the Twitter Chat is free, but RSVP is required by sign up at <http://vite.io/blackprwire>.

The Twitter Chat will be moderated by @BlackPRWire and invited special guests. To date, VIP guests include **Raschanda Hall**, Global Media Relations Manager for Business Wire, **Althea Harris**, CEO of Harris Global and a small business executive consultant, **Felicia Hatcher**, author, entrepreneur, and founder of Code Fever Miami; and representatives from the **Kaiser Family Foundation**.

Followers will have the opportunity to join the conversation using #BPRWBRD and receive key insights and business tips. In addition,

participants will have a chance to be featured in an upcoming edition of Thrivin', the award-winning e-newsletter of BPRW; and discount promotions for upcoming releases will be provided throughout the Twitter Chat.

The **Black Resource Directory** includes facts, figures, data and information about Black businesses and Black professionals, their business resource and services, and much more. Business categories to be included in the **Black Resource Directory** include arts and entertainment, business and finance, consumer marketing, corporate affairs, diversity relations, environment, ethnic relations, faith based relations, fashion, health & fitness, home ownership, literature, marketing and advertising, politics, professional services, safety and protection, sports, technology, travel and leisure, and youth.

For more information on Black PR Wire's **Twitter Chat** event, or to find out how to be listed in the **2016 Black Resource Directory**, contact **Simone Cook** at 1-877-BLACKPR.



## NOVEMBER NATIONAL OBSERVANCES TO REMEMBER

Did you know that there are several national observances taking place in November? Here are a few that you should remember:

### NATIONAL EPILEPSY AWARENESS MONTH

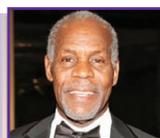
Epilepsy is a serious neurological condition that produces seizures, which can range from a momentary disruption of the senses, to short periods of unconsciousness or staring spells, to convulsions. Epilepsy is especially prevalent in the African American community. Several celebrities have shared their personal stories of epilepsy. This includes music sensation, Prince, who revealed that he experienced seizures as a child and distinguished actor, Danny Glover. Let's seize the moment to learn more about epilepsy.



PRINCE



CEDRIC THE ENTERTAINER



DANNY GLOVER

### NATIONAL DIABETES MONTH

Diabetes has a grave impact on our families and communities across the country. National Diabetes Month takes place each November and is a time to unite to fight this devastating disease. Popular comedian Cedric the Entertainer is on a mission to encourage Americans to learn about diabetic nerve pain through his new health initiative, "Step On Up." According to the Centers for Disease Control and Prevention, nearly half of the 29 million people with diabetes in the U.S. are affected with some form of nerve damage. The effects of diabetes is not so sweet. Let's stick to a healthy diet and watch what we eat!

### NATIONAL ALZHEIMER'S DISEASE AWARENESS MONTH

Alzheimer's is a progressive disorder that attacks the brain's nerve cells, resulting in loss of memory, thinking and language skills, and behavioral changes. Former model, designer and restaurateur B. Smith revealed her longstanding battle with Alzheimer's and is using her experiences to educate others. According to the Alzheimer's Association, elderly African Americans are two times more likely than elderly whites to develop Alzheimer's – and less likely to have a diagnosis of their condition. However, research reveals that Alzheimer's is now affecting people under the age of 65. Let's support those we love and help them remember and celebrate the good times.



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!"

## POWER PROFILER: BEATRICE LOUISSAINT CEO, SOUTHERN FLORIDA MINORITY SUPPLIER DEVELOPMENT COUNCIL

Beatrice Louissaint immigrated to Miami from Haiti at age 5, equipped with 6 words of English and a strong family heritage. In 1970, her father founded Miami's first Haitian church, which put a young Ms. Louissaint at the crosscurrent of the Haitian Diaspora's development—political, economic and cultural.

In 1984, she was the youngest person hired by Dade County Public School's Project HOPE, and was a founding member of its Drug Prevention Program staff for youth. Later, as a staff member of the Haitian American Association, she helped Haitian immigrants transition from farm work to trades in an increasingly diverse economy. Soon after, she founded the Haitian American Women's Coalition and spearheaded the region's first Haitian Conference in English focusing on issues of acculturation. In 1990, she launched the first organized effort to build a Haitian community center. Then, in 1992, she founded and produced Miami's first Haitian TV show in English on WLRN.



In the early 1990's, Ms. Louissaint became the first Executive Director of the Black Business Association. She increased the organization's revenue from \$30,000 to \$300,000 and debuted initiatives such as the International Trade Assistance. The program took black businesses on trade missions to Brazil, Mexico, Haiti and Ghana

and resulted in \$1.7 million in new sales in its first year.

In 2000, Ms. Louissaint took leadership as President and CEO of the Southern Florida Minority Supplier Development Council (SFMSDC) whose membership includes 60% of the Fortune 500 and 3,500 corporate members nationwide. Under her watch, the SFMSDC has linked minority firms to \$5 billion in corporate procurement sales and its annual Business Expo is the largest minority trade event in the Southeast.

Ms. Louissaint earned a bachelor's degree from Barry University and is currently completing an MBA at the Wayne Huizenga School of Business at Nova Southeastern University. She has received numerous recognitions for her work including "Business Woman of the Year Award" finalist (South Florida Business Journal, 2003) and serves on numerous community boards.

## CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out some of the latest happenings throughout the country this month.

**Festival of Praise**  
Featuring  
**Fred Hammond,**  
**Donnie McClurkin,**  
**Hezekiah Walker and**

**Kim Burrell**  
11/1/15  
Washington, DC  
202-397-7328

**Paul Mooney & Dick Gregory**  
11/3/15  
Washington, DC  
202-803-2899

**Jody Watley Featuring Shalamar**  
11/4/15  
Annapolis, MD  
www.ramsheadonstage.com

**Miami Book Fair International**  
11/15/15 – 11/22/15  
Miami, FL  
www.miamibookfair.com

**2015 Mosaic Literary Conference**  
11/21/15  
Bronx, NY  
www.mosaiclitcon.com

**Sunday Gospel Brunch with the Harlem Gospel Choir**  
11/1/15  
Washington, DC  
www.thehowardtheatre.com

**Treme Creole Gumbo Festival**  
11/14/15 – 11/15/15  
New Orleans, LA  
www.jazzandheritage.org/  
treme-gumbo

**First Read Expo**  
11/21/15 – 11/22/15  
Atlanta, GA  
www.firstreadexpo.com

FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT [WWW.BLACKPRWIRE.COM](http://WWW.BLACKPRWIRE.COM)

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### BPRW ALLIANCES

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



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