

2016
**EVENT MEDIA
SOLUTIONS KIT**

FIRST COMMEMORATIVE WOMEN'S ISSUE

DyNAMC

Leaders for a Changing World

August 2014
ISSUE NO. 5

**Knowing
Our Power**
10 STEPS FOR RAISING
POWERFUL GIRLS

**Viewpoints
Why I'm a
DyNAMC
Woman**

**NAMCO
2014**
**National
Leadership
Diversity
Summit**
November 6-7

**Shattering the
Glass Ceiling**
FEMALE LEADERS
ARE RISING TO THE TOP!

**TOP PAYING CITIES
FOR WOMEN**

**PRESIDENT'S
PERSPECTIVE
ON SISTERHOOD**

**DyNAMC Women
Past, Present
& Future Leaders**

Featuring Angela Rye

WOMEN RISING



DyNAMC

Leaders for a Changing World

Expand Your Brand

Let DyNAMC Cover Your Next Event!

Chances are your next event won't grab the entire nation's attention like the World Cup or the Super Bowl, but even the smallest meeting or event can be worthy of media attention.

Events and conferences are major conduits of our knowledge economy – they provide venues where cutting edge information and invaluable knowledge is shared. But what happens to this information once the dust around the event has settled?

This information may enrich those in attendance, but how can it be shared with those who can't make it to the event due to limits of distance and time? Even more importantly, how is it possible to include an 'absent' audience through digital technologies?

- **Event Photography**
- **Event Highlight Videography with editing**
- **Attendee Interviews**
- **Feature spread in award winning DyNAMC magazine.**



DyNAMC believes in the importance of access to information and the conversations that emerge as a result of that access. We do this because many organizations hold events throughout the year that do not get broader media coverage, and it is in our interest to feature those events that are pertinent to diversity and inclusion advocacy and diverse business empowerment.

DyNAMC event coverage can produce very real benefits for your organization, both tangible and intangible. Among the benefits you can't hold in your hand but which have tremendous PR value are:

- creating awareness, enthusiasm and public support for your organization and its endeavors
- providing an educational, knowledge based opportunity to a broader reach
- increasing good will toward your attendees during their visit
- bringing attention to a cause or social responsibility program
- strengthening your organization's brand, and
- bolstering pride within your organization.

Media packages available.
Contact us for more information
855-9-DyNAMC or
media@dynamcdiversitymag.com
www.dynamcdiversitymag.com

Greenlining Economic Summit 2014

“The 21st Century Majority: Empowering a New Nation”

The 21st Annual Greenlining Economic Summit was held in Oakland, California, on April 4, 2014, just blocks from where Greenlining plans to renovate an old bank building into a new non-profit conference center that will also house their offices.

Greenlining Executive Director, Orson Aguilera, featured on the cover of DyNAMC – Leaders for a Changing World, Issue 3, opened the conference for both the morning and afternoon sessions. Richard Cordray, Director of the Consumer Financial Protection Bureau, was the keynote speaker for the afternoon, preceding the annual awards presentation. Throughout the conference sessions, Greenlining’s core goal of creating a more inclusive and equitable economy was the focus of discussion.

The following quote by Audre Lorde was said to be representative of the overall theme of the conference: “There is no such thing as a single-issue struggle because we do not live single-issue lives.”

DyNAMC – Leaders for a Changing World was thrilled to be featured at this prestigious conference.



Panel Discussion Moderator
Stephanie Chen left to right Billy
Parish President Solar Mosaic-
Jacqueline Rosa Global Head
Supplier Diversity JP Morgan Chase
- David Hochschild Commissioner
CA Energy Commission - Catherine
Sandoval Commissioner CPUC



Tarrance Frierson SCE and
Douglas Phason CPUC



NAMC National Association of Minority Companies Inc. Guests left to right, Emma Watson Golden State Water, Jose Perez National Utilities Diversity Council, Tarrance Frierson Southern CA Edison, Stephanie Green CA Public utilities Commission, Salvador Peinado AAA Insurance Group, Douglas Phason CA Public Utilities Commission, Michael Anderson CEO Top Notch Minority Business Solutions LLC and Chair NAMC Events, Awards, Nominations Committee, Michael McCraw Chair NAMC National Diversity Coalition – missing Anita Lofton Humana and NAMC Chair Risk Management Committee and Michael Keeley DOI Task Force and Co-Chair NAMC Risk Management Committee



NAMC National Association of Minority Companies Inc. Guests left to right, Emma Watson Golden State Water, Jose Perez National Utilities Diversity Council, Tarrance Frierson Southern CA Edison, Stephanie Green CA Public utilities Commission, Salvador Peinado AAA Insurance Group, Douglas Phason CA Public Utilities Commission, Michael Anderson CEO Top Notch Minority Business Solutions LLC and Chair NAMC Events, Awards, Nominations Committee, Michael McCraw Chair NAMC National Diversity Coalition – missing Anita Lofton Humana and NAMC Chair Risk Management Committee and Michael Keeley DOI Task Force and Co-Chair NAMC Risk Management Committee



Left to Right: Julius Robinson Union Bank - Michael McCraw NAMC Chair National Diversity Coalition



Montel Jennings
DyNAMC National Advertising Executive



Left to Right: Michael McCraw NAMC National Association of Minority Companies Inc. Chair National Diversity Coalition, Tarrance Frierson Program Manager Diversity Southern CA Edison, Michael Anderson NAMC Chair Events, Awards, Nominations Committee and Douglas Phason, CA Public Utilities Commission



Jorge Flores, OCCUR Now Org



Douglas Phason, CA Public Utilities Commission

DyNAMC Covers Historical State of the Region Address:

SBA Regional Administrator Cassius Butts Delivers First of its Kind Address in Atlanta, GA.

By Sheila Kay

Cassius Butts, U.S. Small Business Administration Southeast Regional Administrator, in his determination to provide excellence in service, delivered the Inaugural State of the Region Address at the Georgia Tech Enterprise Business Institute in Atlanta, Georgia on February 2, 2015. DyNAMC covered this event, and had the privilege of interviewing him after the address. Event coverage is a service available nationwide via DyNAMC's media platform.

The Inaugural State of the Region address was well attended (in person and via webcast) by business owners, entrepreneurs, local and national dignitaries, publishers and other media, corporation representatives and other supporters. Throughout the address, Mr. Butts emphasized its theme - the invitation to "Live Your Entrepreneurial Dream". He shared the progress made within the nine districts of the Southeast Region through concerted efforts of he and his team with the help of supporters.

Among many successes is SBA's focus on the underserved communities by eliminating loan fees for loans under \$150,000 during this fiscal year. Also noteworthy are the region's portfolio of 753 firms in the Outstanding Development Agency Program which were awarded \$2.3 billion in contracts from federal agencies, as

well as continued diversity support by SBA in lending to veteran, women, minority and LGBT business owners.

After the address Mr. Butts spoke to a small group in a separate room, acknowledging and thanking supporters individually. Several others, including Ed Baker, publisher of The Atlanta Business Chronicle and Craig Richard, President and CEO of Invest Atlanta, were invited to offer their own brief personal comments about the achievements reached by Cassius Butts during his SBA administration. Mr. Butts' brother, Cortlandt Butts, provided attendees with a more personal insight into the Administrator during a moving tribute which included the childhood experience of their first humble entrepreneurial venture and his consistent brotherly support.



Attendees enjoy a photo op of Cassius Butts, U.S. Small Business Administration Regional Administrator at the event.



Despite his time constraints and a constant barrage of anonymous well-wishers, Mr. Butts graciously gave DyNAMC Magazine his time.

I asked what his reasons were for deciding to deliver a state of the region address and how the concept was conceived. "This is the very first," he said proudly. "My staff and I came up with the concept as a way to get the word out about what the SBA is doing." I inquired if there will be other addresses. "Plans are in the works... [we are] in the infancy stage [of planning for future state of the region addresses] to possibly take place yearly," he continued.

I inquired of Mr. Butts his reasons for supporting the National Association of Minority Companies Inc. (NAMCO) in particular. After a thoughtful pause he said, "I support NAMCO because any organization that promotes diversity should be recognized and supported." In answer to the question whether he had plans to work toward a memorandum of understanding

strategic partnership with NAMCO and the SBA Southeast region which covers Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee, as discussed with NAMCO President Aldrica Lattimore, he answered, "Yes," shaking his head in the affirmative. I asked about the status of this project and he revealed that the plans were in the works and his staff was looking into the resources available to bring it to fruition.

I posed the question: What is the most impactful point you want attendees to take home from this event? "That there are many resources available for small businesses. The SBA website offers training, advice and many other forms of assistance. Free of charge," was his answer.

Lastly, I asked would taking advantage of these resources be the first step toward "living the entrepreneurial dream". With a warm smile, Regional Administrator Cassius Butts answered with a definitive, "Yes."

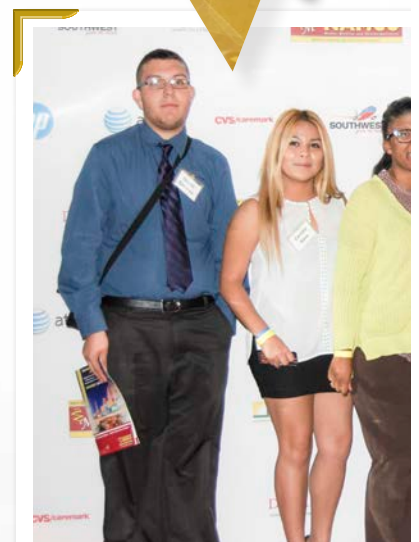


Cassius Butts gives a compelling speech at the Inaugural State of the Region Address.

Look who's ON THE RED CARPET



left to right: **Kathleen Krueger**, Dynamic senior writer
Michael McQuarry HP and **Joan Kerr** PG&E



left to right: **Nestor Sanchez**, **Carmen Nava**, **Fra**
Dynamic Future Leaders

2014 NAMCO Leadership Roundtable



Transcribed by Kathleen Kruger

Moderator



Assembly member
Steven Bradford

Our Leadership Roundtable brought together leaders from a variety of segments of society – government, banking, nonprofit, and education – to share their perspectives on how leadership is developed and how different areas of leadership can work together in the area of diversity and inclusion.

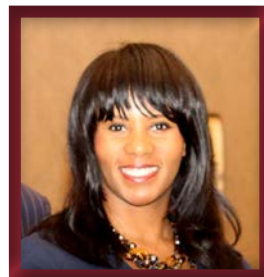
Panelists



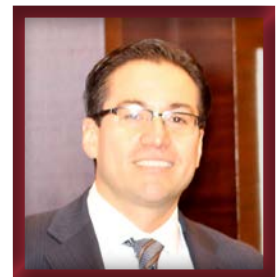
**Chancellor
Pradeep Khosla**
University of California,
San Diego (UCSD)



**President
Bart Patterson**
Nevada State College



Carlecia Wright
City of Houston,
Director for the Office of
Business Opportunity



Orson Aguilar
Executive Director,
Greenlining Institute

2014 NAMCO Top Corporation Walk the Walk Diversity Award Recipients



Lori A Rodriques
Supplier Diversity Sr. Consultant

Lori Rodriques is a Supplier Diversity Senior Consultant for CVS Health. Lori focuses on the supplier diversity initiatives in the Retail Business Unit. She manages and monitors diverse supplier participation within corporate operations in conjunction with the Sourcing & Procurement Team. In addition, Lori coordinates and leads Business Building Events which are focused on matching diverse suppliers with supplier partners and internal business teams for potential business opportunities. She is also responsible for the Tier II Program in the "Not-For-Resale" business area. In addition, Lori serves as a champion to drive and build supplier diversity awareness across the enterprise through the Colleague Resources Group.



CVS Health (NYSE: CVS) is a pharmacy innovation company helping people on their path to better health. Through their 7,700 retail pharmacies, more than 900 walk-in medical clinics, a leading pharmacy benefits manager with more than 65 million plan members, and expanding specialty pharmacy services, CVS Health enables people, businesses and communities to manage health in more affordable, effective ways. This unique integrated model increases access to quality care, delivers better health outcomes, and lowers overall health care costs.

The change of the corporate name to CVS Health is an important milestone in the history of the company. It reflects a broader health care commitment and expertise in driving innovations needed to shape the future of health. For patients and customers, health is everything and CVS Health is changing the way health care is delivered. Each year, CVS Health touches more than 100 million people by playing an active, supportive role in each person's unique health experience and in the greater health care environment.





DyNAMC

Leaders for a Changing World

- **Newsstand** - on the Newsstand and App Stores.
- **App Compatibility** - Kindle, Apple devices: iPad, iPhone, iPod and an app for all Android devices which includes non Apple devices such as Samsung, Nexus, LG, Asus, Toshiba, Google, Acer etc.

- **Atom Feed** - On Apple's Newsstand, the app icon is automatically updated as the current front cover. Our system integrates with Apple, using Atom Feed technology, so the app store cover is always current.

"DyNAMC magazine connects our readers to each other and to the organizations and corporations that actively embrace diversity."

- **Print** - For Apple devices that use Air Print hardware, you can choose to enable the print feature within your app. Enabling people to print out your pages and keep articles for reference.

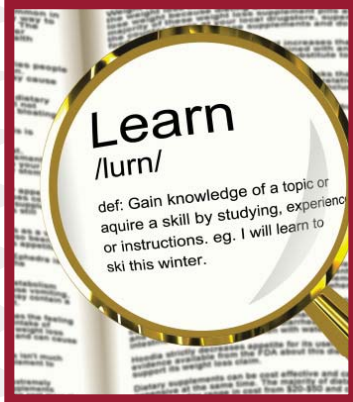
- **In-App Purchase** - editions can be purchased from within your app as an in app purchase.

**DyNAMC
NEW APP**



EDITORIAL PROFILE

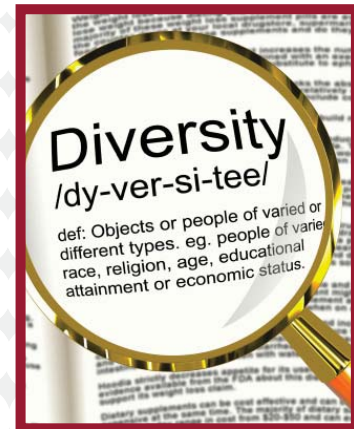
DyNAMC



Who We Are: **DyNAMC** is a quarterly print and digital publication focused exclusively on the small diverse business community and next generational leadership, as well as our Nation's top leaders, corporations and organizations with a commitment to diversity, inclusion and equality. As a member of the National Association of Minority Companies Inc. (NAMCO) we promote and support diversity and inclusion in business, banking, government, education and today's society overall.

DyNAMC Leaders for a Changing World magazine is your only national source for comprehensive, content driven small diverse business and diversity and inclusion focused news.

Our Mission: **DyNAMC's** editorial mission is to advocate, support and promote under-served, historically under-represented small diverse businesses for fair opportunities and a voice within the workforce, marketplace, and supply chains of our nation's leading corporations, educational institutions, banking institutions and a platform to be seen and heard by our nation's leaders and policy makers.



What We Do:

- ❑ **DyNAMC** Magazine highlights and champions the commitment of our nation's top leaders, corporations, educators and policy makers who are dedicated to positive change in diversity and inclusion initiatives.
- ❑ **DyNAMC** Magazine provides the platform for continuous education and discussion on the value that the small diverse small business community delivers to the corporate bottom line.
- ❑ **DyNAMC** Magazine profiles corporate supplier diversity programs that have proven success and shares those initiatives nationally to motivate and inspire.
- ❑ **DyNAMC** both profiles and highlights the alliances between public and private sectors that are committed to working together on behalf of diversity and inclusion and the small diverse business community.
- ❑ **DyNAMC** proactively supports and champions those organizations that are partners in the small diverse business economic empowerment and small diverse business equality struggle that women, minority, and veterans face.
- ❑ **DyNAMC** Magazine is committed to publishing those stories that educate, uplift and motivate, in an effort to champion diversion and inclusion of small diverse businesses.

WHAT OUR DyNAMIC READERS ARE SAYING:

*This is a much-needed magazine.
What an idea!"*

- Jane Elliott
Author, Prominent Anti-Racism
Activist & Educator
Riceville, Iowa

*"This is one of a very few
publications that actually
gives useful information
that can be used and
implemented."*

- Bernard Ashcraft,
President Bay Area
Roundtable Inc.
Oakland CA

*"This magazine is ON POINT. Well
done and that's an understatement."*

-Michael Anderson
President/CEO
Top Notch Minority Business
Solutions



WHAT OUR DyNAMC READERS ARE SAYING:

"This is absolutely the best business diversity business magazine I've come across. Can't wait for the next issue!"

- John McGee, CEO
MyJo Construction
Melville, New York



"Great! -- very appealing visually -- and lots of good content."

-Oren Sellstrom, Legal Director
Lawyers Committee for Civil Rights
San Francisco CA

"Excellent magazine; very well done."

- Gunnar Schalin, CCAS, MSBA
Director, San Diego Contracting Opportunities
Center - SDCOC

"This is awesome reading. Very informative. I will forward to all my colleagues."

- Torrey Barnette, Contact Representative
Social Security Administration



"Much success with the publication!"

- Cyndi Hopkins
Dell Worldwide Procurement Global
Supplier Diversity

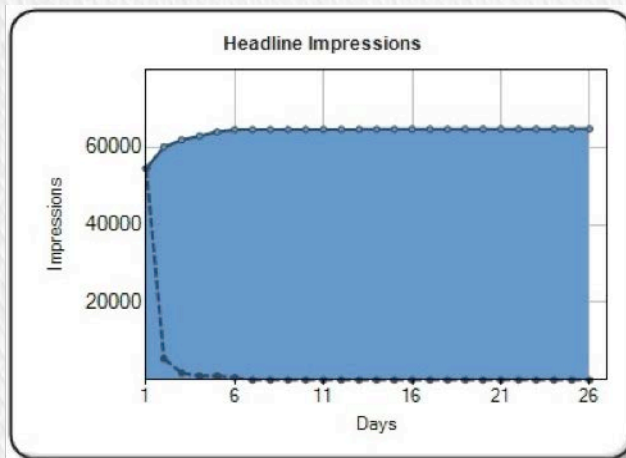
"I am really impressed. The articles were informative even for someone outside of the business arena."

- Pastor Theola Campbell, Director of Admissions
Bethel Seminary

DyNAMC

DEMOGRAPHICS & MEDIA COVERAGE

DyNAMC's digital newsstand Issuu is the largest digital publishing site with over 70 million active readers, and whose partners include the New York Times, VICE, and V Magazine.



Since the first week of its launching, DyNAMC appeared in over 64,000 feeds or Web pages nationally.

Total Impressions: 64,700



52% male & 48% female readership



73% are entrepreneurs and 23% are top executive business leaders across a vast array of business industries.

Produced quarterly so information stays fresh!

Love the magazine!!! Very informative. I can't wait to sit down and truly absorb all the information.

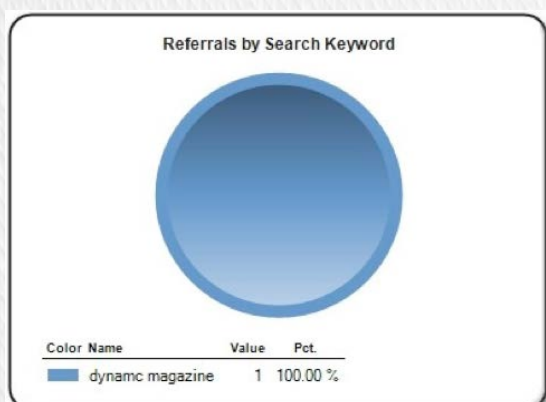
**- Beatrice Thompson, CEO
Beatrice Thompson Enterprises
Riverside, CA**

DEMOGRAPHICS & MEDIA COVERAGE

DyNAMC



DyNAMC has extensive coverage, and is nationally recognized.



This report contains a sample of media outlets that received DyNAMC via e-mail or news feed. For the full listing of media deliveries please request the analytic report.

Total Media Deliveries: 12,792

- The African-American Family
- African-American Parent Age
- The All American Chronicle
- Associated Press (AP)
- Atlanta Journal-Constitution
- BBC
- BBC Economics & Business Unit
- Bellingham Herald
- Bloomberg News
- Bloomberg Television
- Boston Globe Times
- Business North Carolina
- Business Times
- Chicago Sun-Times
- Chattanooga Times
- CNN
- El Imparcial

Media Deliveries

Our media delivery platform provides a seamless distribution to multiple outlets, which reaches a large audience base nationally and internationally, providing for maximum exposure and readership.

- El Tiempo Employees Retirement System of Texas
- Forbes
- FOX
- GOOGLE
- Grand Rapids Business Journal
- Huffington Post
- HSV Channel 7
- Indian Country Today
- Indian Express Industry
- Inter-City Express
- LA Times
- MetroKids - South Jersey
- New York Post
- New York Times
- People Magazine
- Phoenix Magazine
- Seattle Daily Journal Of Commerce
- Star Tribune
- The Orange County Register
- USA Today
- Waddell & Reed Investment Management Company
- WDLP-TV

FREQUENCY LEVEL

"That is great! I'd like to get in an ad next time."

- **Jim Dolan, Principal**
Baja Investment Properties

"Wow! Impressive!"

- **Dr Aaron Bruce**
Chief Diversity Officer
San Diego State University

"Wow. This is the "go to" minority resource magazine! Good stuff. Lots of informative articles."

- **Rod Thompson, CEO**
Accent Construction Services
San Diego, CA

Please contact

advertising@dynamcdiversitymag.com

for pricing.



All rates are net.

Cancellation Policy

DyNAMC magazine ads canceled fewer than 20 days before publication will incur a fee of 10% of the total cost of the ad.



WHAT OUR DyNAMIC READERS ARE SAYING:

"Blazes new trails in business and social consciousness. Kudos on a magnificently designed magazine which is top-notch."

**- Abdul Shakir, President
THE CONXSIS GROUP, INC.
Arlington, TX**



"I REALLY like the publication's lay out, and the ease of viewing the online pages! It differs positively from other onliners. The subjects are interesting and informative but brief...Overall the magazine has a good variety of topics! Excellent work!"

**- Rhonda Mitchell
Contracts Manager,
UCSD Facilities Design & Construction**



"Congratulations – a true labor of sustainable love."

**- Rhonda Thornton
Director
University Southern
CA Supplier Diversity
Services
Los Angeles, CA**





DyNAMC Leaders for a Changing World is the nation's #1 most-read diversity magazine. More than 800,000 readers look to us each quarter for fresh, unique, honest perspectives.

Our award-nominated publication is intelligent, cutting-edge and diverse like the stories and features we publicize.

**Authentic. Smart.
Relevant. Current.**

"DyNAMC Leaders for a Changing World magazine is a great resource for small business, with its national range of exposure, DyNAMC is a great tool to get our brand out there. – Jamila Stanford CEO NuGate LLC.

To advertise contact advertising@dynamcdiversitymag.com