

Event Management by Wendy Gladney



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Show You Care February 2006

By the time the month of February rolls around most of us are actually tired of "holidays." We had our fill during December and January. However, now is not the time to slow down when it comes to having a reason to expose our businesses through some sort of "event." February actually gives us several opportuni-

ties, especially in the African American community. As we all know, February has been set aside as "Black History Month." Although I personally believe we need to celebrate our history and culture all year long, let's take advantage of this month when the country pauses to celebrate with us.

We start off the month celebrating the birthday of Miss Rosa Parks on the 4th. We can take this time to "educate" others through some sort of seminar on what our company offers and the contributions we make to the community. Tie in a little "black history" by sharing the contributions Rosa Parks made for all of us. Also try to do a little research and find some pioneer in your field that paved the path for you to be where you are today. By sharing this information, you may learn something new while enlightening others! Be a well of information people can draw from.

February also marks Lincoln's Birthday and Presidents' Day. If you can find a way to tie these two holidays into a theme that works for your company, by all means do so.

Valentine's Day is a way to show "love" and appreciation to everyone that has supported you in the growth of your business. You could hold an "Open House" or "Office Party" with a Valentine's theme. It is also a way to send out notes to prospects inviting them to stop by your office. The other day I received an adorable card from a friend in Real Estate who sent me a thank you for supporting them. In closing they put a little heart sticker on the back that stated, "we are never too busy to open our heart to your needs." That will stay with me for a long time.

So think of ways you can make a difference in the life of your clients to show you care. "No one cares how much you know, until they know how much you care!"

lives of children in the community by providing educational enrichment opportunities as well as a safe place like "home" when not in school.

A Place Called Home (APCH), is a safe island in the middle of a troubled sea in South Los Angeles. APCH is in the business of making miracles! They offer a family environment of love, encouragement and safety. A world of discovery, hope and opportunity are offered everyday. The likes of Jasmine Guy, Mark Wahlberg, Will & Jada Smith and Penny Marshall, to name a few, are among the many that have contributed to the lives of these youth.

Thyonne comes to this position with a host of varied experiences in the entertainment, corporate and community arenas. She holds an Executive MBA from Pepperdine University and is currently pursuing a Ph.D., in Human and Organizational Development. Ms. Gordon is an accomplished professional with an impressive back-



Thyonne Gordon

ground in operations, marketing and public speaking. Before coming to A Place Called Home, she worked with companies such as Warner Bros., TODD-

AO, DVD, and Digital Lava, Inc.

Under her leadership, APCH has expanded its' facility to include a computer lab, music ensemble room and several literacy and math programs promoting higher learning. There has also been a significant increase in college and trade school participation among APCH members.

Ms. Gordon also knows the importance of collaborations. She has formed collaborations with the Salvation Army, Synergy School, local high school initiatives, and she continues to develop the relationship with the Los Angeles Unified School District.

Her goals are to establish programs with clear evaluative measurements and created a "model" program that can be replicated into a franchise patterned after A Place Called Home throughout the country. Finally, she hopes to create perpetual funding for APCH through creative fundraising techniques and an endowment.

A Place Called Home has a busy calendar for 2006 starting with the "Strike a Match Campaign" in February and March. The "Girls in the Hood Celebrate Women of Achievement" in June. Also, during the months of May and June we will have our Summer Camp Appeal. The months of August and September

Salute to Thyonne Gordon BBA "Salute to Black Women" Honoree March 2006

Los Angeles non-profit organization, A Place Called Home called Thyonne Gordon to be its new Executive Director upon the retirement of Founder and former Executive Director, Debrah Constance. Ms. Gordon is the first African American to hold this position. After being passed the baton, Ms. Gordon has not stopped running the race at full speed. She believes that part of her mission in life is to help change the

mark "Back to School". Finally, in October we will round out the year with our "Gala for the Children."

For more information, call 323-232-7653 or visit www.apch.org.

One Must Say Thank You

April 2006

I must first preface this month's article by saying thank you to the BBA for selecting me as an honoree to their "Salute to Black Women" Awards Luncheon & Conference on March 25th. The day was filled with such anticipation and celebration of the work several women are doing right here in our community. To be on the dias with Norma Thompson Hollis - Founder & President of Speakers Etcetera, Thyonne Gordon - Executive Director for "A Place Called Home" and local businesswoman, Attorney Caprice Collins, LAAAWPAC, and the wonderful Dr. Mayme Clayton - Historian and founder of the Mayme A. Clayton Library & Cultural Center was definitely an honor. Thank you!

Being an event specialist, of course, I paid attention to all of the details pertaining to the Luncheon on March 25th. The BBA chose The Marina Marriott as their venue. The event was held in a room on top of the hotel. The space provided a beautiful view of the Marina and the Pacific Ocean. This is an automatic plus for any event. You can spend less on decor - because it's built in. When you are considering doing an event, whenever you think about the venue, it is important to consider view and value.

They also brought in simple black pipe and drape to set the backdrop of the stage. This provided an elegant setting to display their beautiful banner signage designed in the color pink. The pink banner stood out gracefully against the black drape. Remember, it is important to think about color coordination in planning your event. Some of the other details included vibrant Program Books, beautiful centerpieces and a black "goodie" bag with rich pink tissue paper flowing out the top. This made every woman want to get a goodie bag and look inside. As you can see, the colors pink & black were radiant all over the room.

The finishing touch were desserts that were yummy to our tummies....no one walks away from an event unhappy when there's beauty and great food!

BBA - hats off to you!

Keep in Touch With Your Clientele!

May 2006

The month of May is full of activities....there's graduations and Mother's Day to name a few. As a small business, what better way to show you care than sending out "Congratulation" Cards to all of your clients that you know are Mother's and the one's you know may be graduating....whether it be from college or some sort of post-education program. This will show that you care about the personal things in your clients life.

Remember...."no one cares how much you know, until they know how much you care!"

Sometimes Small Businesses, Associations, Organizations or Community Groups want to hold meetings or small events and they don't want to go to a hotel. We are often asked if we can recommend such venues. Well it is our pleasure to introduce "Casa Eldora, The House in the Park." This venue is located in Pasadena and can accommodate up to 150 people. It is perfect for that Tea Party, Political Fundraiser, Book Signing, Wedding or Baby Shower, or just about anything else you could imagine. Casa Eldora...The House in the Park offers full event planning services, including catering and decor. To learn more e-mail wendy@personalservicesplus.com or call (626) 791-3847.

Pay Attention to the Details!

July 2006

My Executive Assistant Katherine, recently gave me a copy of Oprah Winfrey's, "Behind the Scenes of her Legends Ball." Of course I was in awe to watch such a production. Being a person in the Events Industry, it made me stop and pay attention to all of the "details" that she personally put into making her Ball a success.

Ms. Winfrey focused on the details. Details are what set your event apart from another. It is putting your personal touch and stamp on something so when someone walks in, they know exactly who did the event or who gave the event. This can also be interpreted as "branding."

As a business, my question to you is are you taking the time to pay attention to the details that will set you apart? When someone attends one of your functions, do they recognize right away that it is your company? Do you have anything that states not only who you are, but what you do? Are your company colors consistent with your theme? For example, I recently had the privilege to assist Pat Means from Turning Point Magazine with her African American Business Summit in Palm Springs. At the event, Wells Fargo was a main sponsor. In all of the functions they supported, the colors yellow and red were everywhere. Their logo was everywhere. They showed up and showed out. Do you show up and show out?

Back to Ms. Winfrey! To continue to set herself apart she had parting gifts for all the ladies that attended her affair. She called them "legends" and "yungins." She gave each of them diamond earrings. Now, we may not be able to give our attendees diamonds (although they are a girls best friend...) but we should strive to give our best. Be proud of whatever you give away. Make sure it represents you and the message that you are trying to get across. Leave a lasting impression. This does not have to break your bank account, but it may cause you to have to do some creative thinking.

I encourage each of you to think of a way to set your business apart. Summer is a great time to do this. If you have summer affairs, they tend to be more relaxed, so if you are trying something new, people will be receptive and relaxed. Then drop it on them heavy

in the fall when event season gears up.

"The largest room in the world is the room for self improvement." Become the best you can be and leave a lasting impression behind in all that you do!

The "Awards" Have It!

August 2006

I've been in the event business for about 14 years. Over the course of that time I've had the pleasure of meeting many people in the community who've come from all walks of life. In my business one interacts with leaders from the non-profit, corporate, small business, faith based, political, entertainment, and community based organizations alike and I must say, some stand out more than others.

As a Consultant, I am sometimes asked by clients what they must do to make a difference and also build up their business in the community. At the end of the day, I always tell people to follow their heart, support causes and organizations that touch parts of their life where they would want to make a difference. I believe when one follows this path, recognition and honor will follow.

This leads me to when organizations have their annual fund raisers one of the areas they have to consider is who they will honor? They must be careful who they choose because that person, company or business will have a reflection on them. Of course non-profits and community based groups want to think of prospective awardees that can also rally the community to come out and support their cause, but they must also think about how the choice will reflect their mission statement and purpose. Keep it real! As my grandmother used to say...."don't seek attention....find your calling and attention will find you!"

"Everyone has the power for greatness, not for fame but for greatness, because greatness is determined by service."

Martin Luther King, Jr.

"Back to School ~ Back to Basics" For Businesses

September 2006

September has always represented "Back to School" time and the beginning of a new season. I think it's also a good time for businesses to go "back to school," by going "back to the basics."

When you think about going back to school, you tend to think of back to school clothes, back to school supplies, freshening up our stuff so to speak. Well, as businesses, we should do the same. It may be time for your company to get a fresh look and new supplies (letterhead, various forms of correspondence, update your website and newsletter to name a few). Taking this step will take you back to the basics of your business. It will make you ask the question of what image do you want to portray to the public? What message do you want to deliver about your services? How you present yourself puts off a message.

Now that you have your fresh look, think about how you can have a small event to keep your name out in the public. Whatever you decide to do, will it have a

positive impact on the community? Since our theme is "back to school" for this month, think about how you can help students who need school supplies. You can purchase note pads, pens, and various other school supplies and send out a newsletter to your mailing list (either via email or snail mail) inviting people to stop by your office and pick up supplies. This will accomplish several things...

- You will be helping youth that may have "basic" needs just to succeed in school

- When you touch the lives of kids, you will automatically touch the lives of their parents (they will remember you when they need the services your company offers)

- You will continue to keep your name out in the public

- You will show that you care!

If you don't have time to put together a quick event at your office, you can always still buy products for students and deliver them to local organizations that help youth like (A Place Called Home, Challengers Boys & Girls Club, the Millennium Momentum Foundation, and the YMCA to name a few. Attach your business cards to the items, and you still have accomplished getting your name out and doing a little "PR." ☺

Get Ready to Fall Back and Spring Forward!

October 2006

Can you believe October is already here! This month officially kicks off the beginning of the Holiday Season! There will be many Community Based Organizations (CBO's) that celebrate their annual fund-raisers during this month. You can both support them and promote your business by taking out an Ad in their Program Books. This will support their cause and give you an opportunity to advertise your business. You will also be able to write it off on your taxes since you are writing your check to their 501(c) (3).

As you know, Halloween falls during the month of October. Some people don't care for Halloween. If you are one of those people, you can celebrate "Harvest." It can be fun decorating your office with the colors of the fall season (gold, brown, and orange). This will also usher you straight into "Thanksgiving" and you won't have to adjust your office decor until after November!

As the leaves begin to fall, and the clocks change time, remember to continue to give back to others! ☺

"Thankful to be in Business!"

November 2006

The Black Business Association focuses on the needs of business owners, especially small businesses. If you are a member and operate your own business, you are among a dedicated few. The majority of small businesses don't stay in business past three years, so if you've been around longer than three years, congratulations! If you are in the beginning stages, hold on and don't give up we need you too!

As I contemplated what to write this month that would be possibly enlightening to you in the area of "Events or Community Relations", I thought it would be a good idea to give you a few things you could save

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and not only use during the month of November, but whenever you desire.

T - Thank those who've helped you get where you are. This can be done through a note or a party at your office. An email won't do.

H - Help someone that is trying to get started in a business. Throw a networking reception for them and introduce them to people that can be supportive in their endeavors.

A - Answer the call when someone in need reaches out during this time of year.

N - Never think any gesture is too small when it comes to putting your name out in the community.

K - Keep track of where you plant seeds about your business so you can follow up.

S - Support others in their endeavors. They will be glad to return the favor when you need help.

G - Gratitude is the best way to keep working and growing.

I - Invite someone who may be alone during Thanksgiving and share a meal. This is an event that will be enjoyed no matter how much fuss you put into it. It's all about the thought.

V - Victorious thinking causes your actions.

I - Improve your business all along the way.

N - Note cards are a great way to keep in touch. Personalized ones are even better!

G - Give! What else needs to be said. ☺

ance can also be an excellent asset for use in estate planning because it has little value during your lifetime and then has great value at your death. For example, assume you want to get \$5 million to your descendants. If you purchased a \$5 million term policy, with a 20 year level premium, you would pay around \$10,000 per year if you are age 50. However, even if you had no other assets, you would owe \$1 million in estate taxes at your death if you died owning \$5 million. However, if you had set up an irrevocable trust and had the trust buy the policy, it could be free from taxation at your death. The only taxable transfers to the trust would be the contributions for the premiums. However, even those premiums could be gift tax free. Thus, life insurance is a simple way to get a great deal of assets to the next generation tax-free.

A qualified estate planning attorney can help you take care of things so that you minimize your risks and accomplish your goals for you and your posterity. ☺

"What Will You Do This Holiday Season"

December 2006

What does December mean to you? For some it is the beginning of many celebrations, whether it is Christmas, Hanuka, Kwanzaa, and of course the close of one year and the beginning of a new. For businesses it also represents bookkeeping, tracking what you've done over the past year and trying to get ready for taxes. Well, instead of fretting and getting upset, enjoy the holidays! Whatever your faith or belief, invite

others to come and celebrate with you.

This month instead of trying to throw a big soiree, open up the doors of your heart, home or office and have everyone just bring a dish. What a better way to celebrate the holidays and diversity. As my husband would say, "Keep it Super Simple" (KISS). You've had a year full of different types of meetings, events and functions. Now it's time for you to just enjoy everything you worked so hard for throughout the whole year.

This year we've lost some very special people in all of our lives. For me I was personally touched by the loss of friends and their family members, as I write the last article for this year for the BBA Newspaper, I would like to encourage everyone to focus on the true meaning of the season and to cherish those around you that are important to your life. ☺

"Yesterday is history...tomorrow is a mystery...and today is a gift, that's why we call it the present!"

By Eugenie Des Alpages.



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Wendy 

“It’s A New Year ...Don’t Quit” January 2007

*“When things go wrong, as they sometimes will.
When the road you’re trudging seems all uphill.
When the funds are low and the debts are high,
and you want to smile, but you have to sigh.
When care is pressing you down a bit,
Rest if you must, but **never quit!**”*

You may ask yourself, why would she talk about “don’t quit” when it is the first month of a new year? Most of us tend to be in a lot of debt starting out the new year. January represents the month where the bills start coming in from all of our holiday spending. It also represents the beginning of the tax season. That’s why this month as you spend time reflecting on your goals and objectives for a new year, don’t quit. With skillful planning 2007 can be heaven!!!

I recommend that businesses, especially small businesses, sit down at the top of the year and put together your budget for the next 12 months on how you plan to not only run and operate your business, but also how you plan to promote and market your company.

In your planning, “events” can be a line item in both cases. As I shared over the course of 2006 you can participate in events where you not only get your business out in the public eye, but also where you are helping others. Divide your thoughts into three areas for 2007 when it comes to promoting and marketing your business.

1. What message do I want to get out this year regarding my business and how do I plan to accomplish that goal?
2. What method do I plan to use to accomplish number 1? Would it be in the form of doing an event or function from my office? Will be in the form of purchasing products that promote my business? Or will it be in the form of joining forces with someone that’s already doing something and just assist them?
3. What meaning or results do I wish to have achieved from my efforts in 2007?

As you move forward this coming year, I hope this article has given you food for thought to ponder as you plan your work and work your plan! 📌

Show Your Love February 2007

February is a very special month to have or hold an Event. It represents the month of love, and as a company or business, you can show your “customers” or “clients” how much you love or appreciate them. This can be done in a couple of ways....

(1) You can do an event to show your love or appreciation by having a Reception in your office.

(2) You can send out old fashion “Valentine Cards” that will sum up real easy an expression of appreciation. With the ease of e-mail, many people have gotten away from the art of the “note.” Be different!

Remember, people don’t care how much you know, until they know how much you care!

February also represents Black History Month. So for those of us from African American Ancestors, we should be proud of our history and share it with others.

Take time to display some decor around your office that tie into the heritage of our culture. If you want to take this to another level, especially if you are in the field of “Diversity” or “Multi-Culturalism” you can also have some of our down home “Southern” Cooking available for a party or reception!

**Don’t limit your possibilities!
Plan • Share • Grow!
Get going in 2007. 📌**

Women’s History Month

March 2007

March represents “Women History Month.” The fact that I am a “businesswoman,” of course I am glad that this month has been set a part for such a recognition. Also the fact that I deal with “Events,” gives me an opportunity to share how companies and individuals can do something special to show their acknowledgement for the contributions made by women. Some examples in our community of women that have pioneered the way are Madame C.J. Walker, Cathy Hughes, Oprah Winfrey, Pat Means, Bettye Dixon, Sarah Harris, and of course the list goes on....who comes to your mind?

Many organizations and community groups will hold various events and activities throughout the month to show their appreciation. If you are a small business, one way you can do something to acknowledge and uplift women in your life would be to send all of your female clients and customers special thank you notes recognizing how they’ve played a role in the success of your business. If it’s possible for you to single out a particular woman, do so and surprise her with something unique and special. Be different and believe me she won’t forget it, and if you think she was a loyal customer before, now you won’t be able to get rid of her! Make your business stand out by going the extra mile.

Quote for the day:

“Don’t hold a \$1,000.00 meeting to solve a \$100.00 problem.” 📌

Spring is Here April 2007

Spring is here!!! As my family celebrates Easter and the Resurrection of Jesus! It is also time businesses can put a little “POP” in their companies. Businesses can pop during Spring if they put a little effort into all that they do. When the weather turns to “sunshine” and warmer days, people like to be out-

doors! So I recommend that you plan something exciting that you can do outdoors!

P - Paint the exterior of your office building. If you can't paint it, do something special to your door. Decorate it that will bring attention to who you are and what you do!

O - Open up! Do an "Open House" show off what you just did to your office.

P - Press you need to make sure that you advertise, promote and market your business.

Don't wait until you have an event or a function to promote what you do. You can create a buzz about your business by putting an Ad in the Press.

Beginning with this issue, I want to start giving a small "tip" that may help you as you plan your events.

This month's tip is - *when you're ready to plan your event, check with as many "Master Calendars" as you can to make sure that you don't plan your event on a day that may conflict with another event. This can help increase traffic for your event!* 📌

Make Every Day Count

May 2007

Although I have been involved in the community and public issues over the years, I tend to write more about "Events". However, for those of you who know me well know that I am also the Founder of "**Forgiving For Living, Inc.**," a non-profit that focuses on "healing" and "forgiveness," especially in the lives of women. Given this opportunity to speak about an "event" for the month of May, I had to focus on "Mother's Day" and segue into the topic so prevalent in our community right now... "**Respect Me!**" I must take a stand with my fellow sisters across not only our city, but across the nation in bringing to light the need to respect the backbone of our society - women.

The slogan, "April Showers bring May Flowers," is so appropriate for the activities of the month. Take time to send flowers to that special woman who helped you along the way. Show respect to not only your mother, the mother of your children, but also to the other women who may have helped you get to the place you are today. Go that extra step and put pen to paper and express your thoughts of gratitude! That will touch them more than any store bought gift or event.

Each month my column focuses on something pertaining to "events." For the BBA, I try to make sure it has a slant that would be appropriate to businesses (small or large). The month of May provides various opportunities to celebrate or "do" an event, whether it is a wedding, graduation, or Mother's Day. However, as I bring this piece to a close, I am keeping my article short & simple. I hope to serve as a conduit to those that read this newspaper to stop and think about what we as a community are doing when we don't respect not only the women in our lives, but each other. Life is short, try to make each day count. 📌

Time to Reflect and Regroup

June 2007

Congratulations to Earl "Skip" Cooper, II in the celebration of the Black Business Association's 33rd Annual Awards Dinner at the Omni Hotel on May 24th. Honorable Timothy Simon, CPUC Commissioner, embraced us with a keynote message that will take us all

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to a higher place. The honorees were all stellar and everyone enjoyed the infamous Dessert Reception organized by Ms. Patricia A. Basquez.

Summer's here and it's time to slow down the pace for a couple of months to catch our breath before we begin the "busyness" of the fall. The next couple of months is the time to reflect and regroup. It's the time of graduations, weddings, family vacations and reunions. So I encourage you to work and play hard during the summer months.

As it relates to what "event" you can focus on at this time, think about helping a deserving student who wants to go to college, but doesn't have the funds to do so alone. Be a sponsor or a mentor. Do something where you're not expecting anything in return. Believe it or not, that's usually where we reap our biggest benefits.

I've also come to realize that oftentimes those closest to us have no idea as to what we do. So when you come together for family gatherings over the summer months, make sure your family understands exactly what you do. They say, the best referrals come from those that are in your inner circle. How can people refer you if they don't really understand what you do.

In closing, instead of focusing on doing a particular event put together a company newsletter for the summer. In your newsletter put some personal antidotes about yourself, including possibly family barbeque recipes and games. People will remember this more than you know! 📌

Do Something Special

September 2007

September represents a lot of things to me such as the season know as "Fall," going back to school, and new beginnings! My birthday's in September so I always spend time in September "reflecting" on where I am and where I am going. I try to make an "event" out of the day I was born, by doing something special that I wouldn't normally do. As business people we tend to sometimes ignore ourselves and our well being, especially if we run our own businesses because they can be so demanding. Whenever your birthday is, make it a special day and celebrate the fact that you were born. Remember we all have a purpose and it's not to just take up space while we occupy a residence here on this earth.

For business people what holiday more correlates with our sector! Labor Day is celebrated on the first Monday in September and was initiated by the labor movement. It is primarily dedicated to the social and economic achievements of American workers. We are not quite sure, according to history, as to who should actually get the credit for establishing this holiday. Americans have historically celebrated this holiday through organizing **parades** (a parade is an organized procession or to march with a display) and having lots of speeches. Not much has changed today, we still have parades and people always have something to say!

Today when we think of "Labor Day" most of us just think of it as another day off work, or an opportunity to

Put Pen to Paper!

August 2007

I don't know about you, but to me the summer is flying! As a matter of fact, I missed July. My Event Company, PSP, was so caught up in working on Pat Mean's, African American Business Summit, then heading out of town for a much needed rest and vacation, it totally slipped my mind to get in my July article. Sorry!

This brings me to the subject of why it is vital to put "pen to paper". As business people no matter what we are working on it is important to make "To Do Lists." Write it down! In the Event Industry details are very important and can determine the success of a project. Fall is right around the corner and August represents the ending of summer and the preparation of "back to school". To many this signifies new beginnings. Think about what you can start planning now that will help you have a fresh start with your business. It doesn't have to be a big bash...small and simple will suffice.

Remember, always think about how you can give back and help others while promoting your business. The title of this article is "Put Pen to Paper," I recommend that you get some pens and pencils made with your company's name engraved on them and pass them out to all of your clients, customers and their children. Keep your name on their mind

Enjoy the rest of your summer and then let's sharpen up! 📌

have a picnic or barbeque. Stop and think about how good we have it in America compared to some countries as it relates to labor laws and the rights of workers. Historically the various Labor Unions have played a vital role in preserving these rights and I would like to pause and say thank you.

So enjoy your last carefree days of summer. But remember those that helped to make our work environment a better and safer place. If for some reason you don't have this day off work, be grateful that you have a job to go to! So go ahead and create your own "parade" where you march through the streets of your town or the corridor of your office!

If you have any questions regarding the community, events, or what you can do with your business as it relates to the importance of connecting your company through events, please email me today.

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference! 📌

Push Your Business!

October 2007

As I sit to compose October's column, we are on the heels of the Black Business Expo here in Los Angeles held at the Convention Center and many of us are preparing to leave for Washington, DC to participate in the Congressional Black Caucus Week! I bring this up because as small businesses and entrepreneurs we are constantly trying to figure out how to increase our chances and opportunities to do business with big business or to get our products out to the masses. If you happen to have a product, you can push your business and or product in several ways.

• Through the Internet. Set up a website that displays your product and you can also set up an account through PayPal to accept credit cards.

• Investigate Expos (ie: The Los Angeles Black Business Expo, etc.) and Fairs (ie: The Black College Fair or the LA County Fair, etc.) that welcome Vendors to come and sale their products for the cost of renting a booth.

• Check out your local media outlets, newspapers, radio, and magazines to find out when organizations in your city are having events where you can purchase booth space. Also some organizations may welcome you for a small donation to their organization.

• It might be a good idea if you do some research and find out when large organizations, sororities, fraternities and the like are having their annual conventions in your area. Once you know when their date, contact them to see what it will take to secure booth space. This will exposure you to a more national audience. You can inquire through the local Visitors & Convention Bureau and also check out Black Enterprise Magazine on a regular basis to find out in advance when events such as these have been confirmed and where they will hold their conventions.

• Finally, there's always the traditional route of store space. If you don't have the resources to open up your own store, there are often independent retailers that will offer you space for either a small fee or on consignment.

As we begin the final quarter of 2007, let's get out there and really push our businesses and get new audiences attracted to our products. There's an event waiting for your call!

If you have any questions regarding the community, events, or what you can do with your business as it relates to the importance of connecting your company through events, please email me today.

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference! 📧

Seek Out, Support Our Own

November 2007

I hope everyone won't mind, but I would like to do a little something different with my column this month. As many of you know, a community leader by the name of **Muhammad Nasserdeen** passed away on Thursday, October 11th. He was also a friend of mine and was a strong and faithful supporter. I wanted to pause to acknowledge the contributions that he made not only in my life, but to many in the Los Angeles community.

Muhammad was the founder of "Recycling Black Dollars." He truly believed in that philosophy and practiced what he preached. As an event planner, I try very hard to support other black businesses that provide products, services or resources for my clients. Whether it's a florist, photographer, videographer, printer, graphic designer, caterer, or venue, I think it's important for us to seek our own and see if they are able to provide a quality product or service. I want to encourage everyone to try and not let his work be in vain. Be determined to make a dollar pass through the community or hands of another Black person several

times. Open up a bank account at a Black Owned Bank, try and buy your car from an African American dealership, buy your house from a Black Realtor or hire a Black Consultant for your next project. Just try. Muhammad, thank you for making a difference.

As we turn our attention to the "holiday" of Thanksgiving this month. Enjoy the turkey dinner with all of the trimmings. Yes, decorate your home and office with all of the things that remind you of the Fall Season. But most of all be thankful for the people that have left an imprint upon your life and heart. Tell them now while you still can.

If you have any questions regarding the community, events, or what you can do with your business as it relates to the importance of connecting your company through events, please email me today.

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference! 📧

Wendy's Window

December 2007

As an Event Manager, I come across a host of people that constantly want to know how to get more bang out of their events! One of the answers is a Silent Auction! There are many ways to have a successful silent auction. You can organize a committee that's responsible for getting items to sale. Another way would be to hire a consignment type of company that handles everything from A to Z regarding the auction.

The draw back I've recognized using consignment companies is clients don't often understand the way these companies make money. These companies set a minimum bid that must be matched first and then everything above that fee belongs to the non-profit organization. So let's say the company has a memorabilia item that starts out at \$500.00. The organization won't make a dime until it sells over the \$500.00 minimum bid.

What I've realized over the years is that this system is pretty good. The organization and or event management company really doesn't have any real responsibility. So if no one had the time to really pursue seeking auction items, you can still go after those that want to do straight donations to the organization. So when you know you want something extra, but you're not sure exactly what – think of a consignment Silent Auction. Just know your audience. That's important.

If you have an event or community question, please email me at Wendy@personalservicesplus.com. We thank you for supporting those that give back to our community to make it a better place!

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference! 📧

Wendy Gladney, a member of the BBA, is the President of Personal Services Plus Event Management Company. You may reach her by e-mail at wendy@personalservicesplus.com or visit www.personalservicesplus.com.

Wendy 



Wendy R. Gladney, a professional consultant and event manager for more than 15 years, started with a single business that has matured into a conglomerate of companies - Wendy Enterprises:

Personal Services Plus, Inc.,
Casa Eldora, LLC,
Noir Steps 'n L.A.,
Sunny Publishing, and
Forgiving For Living, Inc.

Wendy is a motivational speaker and an accomplished author. She writes for several publications including the Black Business News and has penned two books, "The Preacher's Daughter: A Memory" and "Healing without Hate: How to Forgive to Live."

She has worked in the entertainment industry as an actress and talk show host of "Building Bridges with Wendy Gladney" which helped others overcome personal issues.

A native of Southern California, Wendy received her Bachelor of Arts in Political Science from UCLA. She attends Mount Zion Baptist Church in Ontario, California.

Wendy is a successful business owner and philanthropist who is committed to service through community, faith and family. 📧

Black Business ²⁰⁰⁸ News

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Event Management by Wendy Gladney



Wendy Gladney, a member of the BBA, is the President of Personal Services Plus Event Management Company. You may reach her by e-mail at wendy@personalservicesplus.com or visit www.personalservicesplus.com.



We're All Connected January 2008

Whenever we think of the month of January most of us think about the goals and objectives we hope to accomplish in the year to come. Over the holidays I had the opportunity to slow down a bit, relax and actually go to the movies. One of the movies that really stuck with me was, "The Great Debaters," produced by Oprah Winfrey and starring Denzel Washington (among other wonderful actors). This movie was not only entertaining, but also thought provoking. As an

"event planner" of course I thought about the details that must go into place when it comes to putting on a formal "debate" (especially during that era). But on a personal note, it touched me because my grandmother who raised me was born in Marshall, Texas over one-hundred years ago.

You may ask yourself, what does this have to do with Community Relations or Event Planning? This movie was set in the 1930's/1940's and was about the struggle and success of Wiley College's Debate Team. As I stated in the first paragraph, it does intrigue me the details that must have gone into putting together a formal debate (the set-up, the promotion, the handling of guests, and during that time we won't even think about sleeping arrangements, hotels weren't knocking down their doors to us, so sleeping arrangements had to be made with private residents in their homes, etc.) Think about what "Community Relations" really means. Let's first break down the two words: "Community" – *any group living in the same area or having like interests; sharing in common.* Now let's look at the word "Relations" – *connection, connected by blood or marriage, the coming together.* When you look up what the words together mean it states, *the coming together for the common good of all that have a like or shared interest.*

Although most of us will never actually put together a formal "debate" as we experienced in this movie, many community based organizations and non-profits do various types of "forums" that have a similar format. So as you begin to plan the various activities, events, forums, etc., for 2008 keep in mind "community." Remember we are all connected in some way or another. Think about our common good and what brings us together. To borrow a line from the movie, "we do what we HAVE to in order to do what we WANT to. So remember, do what you must in order for us to all make progress. 🙏"

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

Black History Month February 2008

February is known across the country as "Black History Month." Carter G. Woodson is considered the "father of Black History Month," which was originally known as "Negro History Week." We as African American Business Owners can keep this history alive by either doing something commemorative or supporting those in our city that keep the history alive.

Our Authors Study Club recently kicked off Black History Month at City Hall with the Mayor of Los Angeles. They will have several events throughout the month including a tour of Black Los Angeles and a Luncheon honoring local heroes such as Paul Hudson, Chairman/CEO of Broadway Federal Bank, Danny Bakewell, Jr., President of the Los Angeles Sentinel, Supervisor Yvonne Brathwaite Burke, John Forbes, Artist Ken-

neth Gatewood, Dr. Henry Thomas Sampson, Dr. V. P. Franklin, Dr. Wilson and the lovely Ms. Pat Tobin. So if you don't have anything on your calendar to support Black History Month, support Our Authors Study Club as they preserve our local history.

If you plan to hold your own event, don't forget many of the basics that must be considered:

- What is the **Purpose**? (Why are you doing it)
- Do you have a **Budget**?
- What is your **Theme**?
- Make sure you put together a **Timeline/Checklist** to follow so you don't forget anything
- What **Resources** do you have to assist you with this endeavor?
- Think about the **Key People** (Team) that can help make your event successful
- Have you thought about how you plan to **promote and market** your event?
- Do you plan to **Advertise** or are you counting on free publicity?
- **Sponsorships** – do you have a list of corporations and donors that will support your cause?
- Do you have **Templates** that you can follow regarding the letters you need to send out?
- **Calendar** – have you checked around to make sure you don't plan your event on the same day as another event that will cause conflict?

Just a few things to think about as you contemplate your ideas!

We welcome your questions. Please feel free to email me directly at wendy@personalservicesplus.com.

So remember, do what you must in order for us to all make progress. 🙏

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

Women's History Month March 2008

As we wrap up February and move into March, let's get ready for Women's History Month. March became widely recognized as "Women's History Week" in 1978 in Sonoma County, California. Many celebrations fall under this umbrella recognizing women for the many accomplishments they've received and barriers they've broken. By 1981 this activity expanded to cover the entire month.

According to research there are two main factors that contributed to the emergence of the importance of history made by women. The women's movement of the sixties caused women to question their invisibility in traditional American history. Historically, when most people think of or thought of the "history" of women they referred to the "political," strides they've made. This is actually quite interesting, especially since this election year we all know that for the first time in history we have a chance to seriously elect an African Ameri-

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can man or a woman to be President of the United States of America.

I recommend as we close out Black History Month and walk into Women's History Month that everyone (no matter what side of the fence you stand), commit to do some sort of event or activity around the current political climate in our country. You can hold a fundraiser, you can work on a "get out the vote" collaboration or you can simply donate your time to a campaign and do a simple event right in your own home! Each one reach one...don't just talk about it...be about it and make a difference.

I would like to take a moment to congratulate all of the honorees for this year's BBA Women's Business Luncheon. With a special congratulations to the Regalettes for their 50 years of service to the community!

If you have questions, ideas or something you would like for me to comment on, please email me personally today – wendy@personalservicesplus.com. 📧

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

Passion for Helping April 2008

Okay what happened to the first quarter of 2008? The saying that time waits for no one is definitely true! In my quiet time I am reading a very interesting book and the chapter I read this morning deals with "wholehearted efforts bring real results." This rang strongly in my mind because I've been on a course that causes one to give their all and do their best.

Due to challenges and adversities from my childhood, I developed a passion for helping women and girls who've experienced various levels of abuse, abandonment or low self-esteem. Over the years this passion came out in the form of "mentoring." It is one of my life goals to help people overcome hurt and pain that causes them to live a defeated life.

Approximately ten years ago, I started a non-profit, 501(c)(3) organization called, "Forgiving For Living, Inc." www.forgivingforliving.com (you can also e-mail us at forgiving4living@aol.com). The purpose of developing this organization was to bring structure and order to my journey of trying to help others turn their stumbling blocks into stepping stones for a happier and more fulfilling life. In 1999 I wrote a book about my life and the process of overcoming the negative impact of abandonment from my mother and sexual abuse by my father. The name of the book is, "The Preacher's Daughter: A Memory." My second book is titled, "Healing Without Hate: How To Forgive To Live." From these two books, Target held a conference where over 300 women attended to discuss how they could break the negative cycle they found themselves in so they could become the best they truly could be!

On Saturday, April 26, 2008 we are introducing "Forgiving For Living, Inc.," to Southern California through "The PLUS Awards," with the hopes of taking the organization to higher heights and impacting the lives of individuals through mentorship, programs and referral services. We want to thank Karen E. Hudson and Broadway Federal Bank for stepping up to be our Event Chair. Other Sponsors include, The Los

Angeles Sentinel, Northrop Grumman, Nestle, USA, Inc., Wells Fargo Bank, SAVE THE DATE Magazine, Heaven Simone, Top of the Line Productions, Dazzle & Design, LA Business Printing, Southern California Trophy, and the Beverly Hills Hotel.

The day will consist of a Luncheon & Silent Auction at the Beverly Hills Hotel where individuals who've demonstrated these characteristics of touching the lives of others and helping them on their journey will be honored and celebrated. The Honorees for the first PLUS Awards will be Sarah Harris, T.C. Richard, Genethia Hayes, Cynthia Busby, Pat Tobin, & Challengers Boys & Girls Club/The Dantzler Family. To all of them we salute you for the difference you've made in the lives of others.

If you wish to support this event, you may call PSP at (626) 791-3847 or email events@personalservicesplus.com. Again, we thank everyone that has helped to make this dream come true! 📧

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

To Inspire and Empower May 2008

Many of you who read my column know me as an Event Planner. However, there's another side to me that's near and dear to my heart. I have a non-profit called "Forgiving For Living, Inc.," (FFL) a 501 (c) 3 for over 10 years designed to give solutions to individuals with issues of hate, anger, bitterness, and the inability to forgive. www.forgivingforliving.com.

Forgiving For Living, Inc., was the outcome of me overcoming my own personal issues that started when I was very young. As a child, I was abandoned by my mother and sexually abused by my father. As an adult, I came full circle and forgave my parents and actually had a relationship with both of them until they each passed away. As an adult, I've experienced divorce, overcame cancer while trying to build a business and balance a life as a single parent.

The mission of FFL is to inspire and empower individuals who have experienced abuse, violence, abandonment, discrimination or anything else that causes one to develop low self esteem. It is our goal and aim to help individuals with these issues by providing them with tools, resources, mentors and information to make positive choices and develop the necessary life skills to move on.

On Saturday, April 26th, we held our very first fundraiser benefiting Forgiving For Living, Inc., titled The PLUS Awards. The Luncheon will be held at The Beverly Hills Hotel and we'll be honoring six special and unique individuals that have not only achieved in their professional lives, but also have managed to give back and make a difference in the lives of others. Please join us in paying tribute to Sarah Harris, T.C. Richard, Pat Tobin, Cynthia Busby, Genethia Hayes, Challengers Boys and Girls Club & The Dantzler Family.

We are proud to have Karen E. Hudson as our Event Chair. We also would like to thank all of our Sponsors that stepped up to the plate for our first year including, Broadway Federal Bank, Danny Bakewell, Jr., and

the Los Angeles Sentinel Newspaper, Northrop Grumman, Wells Fargo Bank, Nestle U.S.A., Inc., Toyota, The Brotherhood Crusade, Dr. Lauren Walton, Councilman Isadore Hall, Dazzle & Design, L.A. Business Printing, Top of the Line Communications, Inc., SAVE THE DATE Media Group, LLC, Personal Services Plus, Inc., and The BBA! (Thank you Skip).

I also want to thank our Host Committee for all of their efforts: Speaker-Elect Karen Bass, Councilmember Wendy Greuel, Councilmember Jan Perry, Constance Anderson, Lois Buckman, Courtney Gladney, Christiane Harris Hills, Sarah Harris, Stacey Stafford, Sabra Waddy, Danny Bakewell, Jr., Eric Johnson, Jennifer Newmark, Mary Ann Mitchell, Daria Le'Sassier, Marilyn McCoo Davis, Sherrylynn Metoyer, Linda Patterson, Barbara Perkins, Brandy Williams, Brenda Ross Dulan, Synthia SAINT JAMES, Ms. Shabazz, Renita Tyson, Portia Cowlings, Amber Carpenter & Juanita Palacios- Sims.

Thank you everyone!!! 📧

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

Historic Celebration

June 2008

Southern California it's here! Time to celebrate and participate in history. Speaker Karen Bass has been installed as the 67th Speaker of the House for the State of California! She wants to make sure the people of Southern California are able to participate so she's bringing everything to Southern California (the "official" ceremony was held in Sacramento a couple of weeks ago).

On Thursday, June 5th Liberty Hill Foundation, Kafi D. Blumenfield, President/CEO Liberty Hill Foundation will hold a Reception titled: "Leaders For Change Coming of Age." The Reception will be held at Sony Pictures Studios in Culver City. Reception to begin at 6:30pm and the Program will begin at 7:30pm. This event has different levels of Sponsorships and Tickets. To learn more on how you can participate please visit www.LibertyHill.org/inauguration or call (310) 453-3611 x117. Or you may call the PSP office, the event management company assisting with this event at (626) 791-3847.

The very next morning, Friday, June 6th at the Los Angeles Trade Tech College Grand Theater, located at 400 West Washington Boulevard, Los Angeles, CA will be the "Los Angeles Inaugural Ceremony" For the 67th Speaker of the California State Assembly – The Honorable Karen R. Bass. This event will begin at 10:00am and is free to the public, but reservations are required. To RSVP please call (213) 620-2082 or contact PSP, the event management company assisting with this event at (626) 791-3847. You won't want to miss this event!

I've had the pleasure and honor of working with Speaker Karen Bass for close to 10 years and it makes me proud as an African American woman to participate in this historic occasion. I hope that you will all be able to come out and support this woman who's not only made history – but also truly cares about the PEOPLE. 📧

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

A Tribute to Friends

July 2008

When Skip informed me that this issue of the Black Business Association (BBA) Newspaper would pay tribute to two beautiful women, Mary Ann Mitchell and Pat Tobin, who both played a significant role in my

life, I told him it would be my pleasure to write something about them in my column.

I will start with Mary Ann Mitchell. I actually met Mary Ann approximately 13 years ago when I was working on a project at the Los Angeles Convention Center with the United States Treasury Department. She was a woman that was totally in control, but still took time to share a moment with those of us who were "sub-contractors" on the project. I admired her way back then and over the years I never lost that admiration for her business acumen, professionalism and warmth. Fast forward to the present date, at the time of her transition, I was actually one of her mentees. I saw Mary Ann last year at a function that



Mary Ann Mitchell



Patricia L. Tobin

my company, PSP, was working on and I went up to her and began to share with her. I told her how much I admired her and would love to spend some time with her. She told me to give her a call, and I did...she began to mentor me and over this past year she helped me to grow as a business woman and to start going to the next level. As she took the time to advise me, she also brought me in and made me a member of the National Black Business Council, Inc., (NBBC) Board under the presidency of Ms. Roz Pennington. My company, Personal Services Plus, Inc., (PSP) also assisted her with various endeavors such as Community Relations, promoting the "New" Townhouse, NBBC activities such as "Break the Cycle" through Crenshaw High School and various other projects. Mary Ann always put her money where her mouth was! If she said she would help you – she did and she supported women and small businesses and gave them opportunities to grow and build. Mary Ann, I thank you for being the beautiful woman you were both inside and out. You definitely left an impression on me and my life.

Where do I begin with Ms. Pat Tobin? I feel like as far as I can think back to when I moved to Los Angeles in 1979 I heard her name. You first have to understand she was always referred to as Pat Tobin (not Pat). At her celebration of life service everyone even referred to her as Patobin – as if her name just ran together (smile). When I first met Ms. Tobin, I had no desire or idea that I would end up in the field of event planning, public and community relations, because I was actually attending UCLA to go into the field of politics. However, as a young lady in college, I enjoyed volunteering for her and for some of her events. As time progressed and the years passed, I eventually did get into this industry and over the years she was gracious, kind, supportive and helpful. On a personal note, I held the first PLUS Awards benefiting my non-profit, Forgiving For Living, Inc., at the Beverly Hills Hotel and I had the privilege to honor her. She was so radiant and full of life that day. That will be how I and the PSP family will always remember her. Thank you Ms. Tobin for that radiant smile you shined upon all of us!

In honor of both Pat Tobin and Mary Ann Mitchell, I hope all of us will be able to make a mark on the lives of others and make a difference. Always remember, people don't care how much you know, until they know how much you care. Make sure you didn't just take up space on this earth as you passed through, but that

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you actually helped someone. 📌

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

"Outside The Box"

August 2008

The month of August can often times be the hardest month for businesses to stay motivated to do some sort of event or activity to promote their business. However, you must always remember that out of sight - out of mind. Even if you decide to just do something on a small scale.

A couple of good ideas would be to think outside the box and find out what "non-traditional" activities are happening during the summer that you can partner with or participate to show your commitment to the community while also promoting what your company actual does. There are many jazz concerts, festivals, parties and the like that you can purchase Ad space and or obtain a booth to distribute information (and if you have an actual product, you may have the ability to sell them as well). Who knows you may have a little fun in the sun as well! A suggestion we have for the month of August would be the Regalettes, Inc., 50th Anniversary Celebration Garden Soiree "A White Linen Affair" that will be held on Sunday, August 31, 2008 at Exposition Park Rose Garden. To learn more visit www.regalettesinc.org or call the PSP office today!

So as some are beginning to go "back to school" (more on this next month), I encourage you to go back to business basics and continue to stay focused on your goals and objectives. One thing I know, as long as you stay in the game, your day will come! 📌

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

The Angel City Classic: Highlights Education, Empowers Black Businesses

September 2008

September always represents "back to school." What activity better represents school than a football game? The Fleming's of Black Educational Events, LLC will be bringing to Los Angeles the **Angel City Classic Football Game** this month featuring Morehouse and Prairie View A&M Colleges. Black Educational Events, LLC hired minority owned companies to reach increasing numbers of African-Americans to participate in this year's event. Farmers Insurance is the title sponsor and they are supporting this endeavor in a major way by making sure money is going back into the community as well as scholarships given out to deserving students.

Companies such as Personal Services Plus Event Management Company, 3BAAS Media Group, 1 Plus One Management, Meta Williams, Marc Brown, Hammond Entertainment, Annetta Bryant, Web Coordinator Isidra Person Lynn, and Hollywood's Tri Destined Studios, and others have been brought on to coordinate, produce and promote this event, especially through the internet as well as traditional media outlets.

The weekend will kick off with a gala on Friday night, September 26th, at the Wallis Annenberg Science Center and then The Classic will be held at the historic Los Angeles Memorial Coliseum on Saturday, September 27th with veteran radio personality Cliff Winston calling the play-by-play gridiron action. "Drumline" actor and television producer Nick Cannon, will serve as the game's premiere celebrity ambassador through his "Stop Hating" Foundation. Actress Jennifer Freeman of "My Wife and Kids" will be conducting red carpet interviews. Joining us for the 5th quarter show and tribute to Isaac Hayes will be singer Angie Stone among others.

For community based organizations, groups, companies and corporations alike there will be plenty of opportunities for you to participate and even promote your business at this event. Vendor booths and tickets are available and proceeds will go back to supporting students through scholarships. To learn more about the Angel City Classic and how you may participate or promote your company please visit www.angelcityclassic.com or call 877.678.9541. 📌

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

Do Something! Make a Difference!

October 2008

October is a real busy month and many organizations around town hold their annual fundraisers. PSP is really busy helping Corporate and Community Organizations with their events and there's definitely various ways that small and large businesses alike can participate. Whether you purchase an Ad promoting your business, or purchase a ticket and attend to network, or just make a straight donation to support their cause – you can make a difference while also promoting your business.

We will kick off the month with the 100 Black Men of Los Angeles, Inc.'s Gala Dinner that will be held at the Hyatt Regency Century Plaza on Friday, October 3rd. Their honorees consist of a host of notables but most importantly the funds raised will go to help their youth program called the "Young Black Scholars." WWW.100BMLA.ORG.

Also on October 10th we will assist The Ebony Repertory Theatre (ERT) with their Inaugural Season featuring August Wilson's play, Two Trains Running. ERT was founded by the visionary Producing Director, Wren T. Brown. The Theatre is housed inside the Nate Holden Center located at 4718 West Washington Boulevard in the heart of the community. To learn more on how you can enjoy or support, please visit www.ebonyrep.org.

During the weekend of October 11th & 12th we will also have an opportunity to support the historic Centennial of Allensworth. The only town started and ran by African Americans. The town was established in 1908 and will hold it's Centennial to commemorate the history and memory of the town located between Bakersfield and Fresno. Many VIP's will be on hand to support this effort. There will be special buses and trains going up from Los Angeles. To learn more on how you can participate visit www.parks.ca.gov/allen-

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sworth.

The California Legislative Black Caucus Foundation will hold its Health Summit on Diabetes & Obesity on Thursday, October 16th at the St. Bernadino's Medical Center. To learn more about this event please visit www.clbcfoundation.org or call (909) 820-5008. This event is co-sponsored by Assemblymember Wilmer Amina Carter.

Finally, PSP will wrap up the month of October with Community Coalition's 9th Annual Gala Dinner. Deserving community activists will be honored. This event will take place at the Millennium Biltmore Hotel on October 23rd. To learn more on how you can participate call (323) 750-9640.

The above events represent only a fraction of what is happening around town. So whatever you do, just get involved. Do something! Make a difference! ☺

Give your all in all that you do. Then the PLUS won't just be more, it will be the difference!

Thankful to be in the Game

November 2008

The year is quickly coming to an end and we are definitely in historic times for 2008. By the time many of you read this article the election will have passed and I am hoping that the first African American will have been elected as the 44th President of the United States!

We as business people need to be very concerned about the political arena. Politics definitely has an effect on our business. We are all experiencing some level of downtimes right now due to the banking, financial and housing industries to just name a few. Therefore now more than ever we have to be creative on

how we are going to promote, advertise, market and move our businesses forward.

As I reflect on what this month represents, I am truly "thankful" for the fact that we are still in the game and still able to conduct business in this city of angels. So as you ponder on an event, activity or form of outreach you can do this month, I recommend you stop and send out a newsletter, card or thank you note to all of the people that have helped you stay in business. December is right around the corner and we will all start to feel the hustle and bustle of the holidays, so before you get crazy, stop and give thanks!

PSP's upcoming events include...

•**November 4th** – Election Night Party @ The Kyoto Grand Hotel Downtown Los Angeles www.personalservicesplus.com

•**November 6th** – Crystal Stairs Reception @ 626 Reserve downtown Los Angeles www.crystalstairs.org

•**December 13th** – PSP Open House Christmas Party @ 639 Eldora Road, Pasadena, CA 91104 www.personalservicesplus.com

•**January 9 – 15, 2009** – King Week 2009 Coming! www.sclclosangeles.org

•**March 19, 2009** – Greater Los Angeles African American Chamber of Commerce (GLAAACC) Economic Gala Dinner @ LA Sheraton Downtown www.glaaacc.org

•**May 26 – 17, 2009** – California Legislative Black Caucus Foundation (CLBCF) Conference @ Sheraton Gateway Hotel LAX www.clbcfoundation.org. ☺

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Forgiving For Living, Inc. (FFL) is a nonprofit 501 (c)(3) organization designed to give solutions to individuals with issues of hate, anger, bitterness, and the inability to forgive.

The mission of **FFL** is to inspire and empower individuals who have experienced abuse (verbal, physical, and/or mental), violence, abandonment, discrimination and/or low self-esteem. Breaking the cycle of negative behavior among individuals is the key motive of the organization.

The goal of **FFL** is to equip the individual with information, tools, and resources to make positive choices for a better and productive life in our society.

Forgiving For Living, Inc.'s programs and services include workshops, a resource and referral service, mentoring and coaching service, and annual conference.

Forgiving For Living, Inc. will focus on individuals, ages 13 and above who are dealing with stress, depression, anxiety, and a state of helplessness, and want to correct negative behaviors and restore one's self confidence and direction for life.

Founded by Wendy R. Gladney, **FFL**, works to break the mindset that causes individuals to go down a self-destructive path, and give them the life skills and attitude that is necessary to fulfill their purpose and to become a contributing member to society.

FFL promotes these **10 Steps to Achieve Healing Without Hate**:

Mediate - Mediate for those who have hurt you

Counsel - Receive help

Confront - Face it

Release - Let the hurt go

Forgive - Pardon, not Parole, unconditioned forgiveness

Attitude - Have an attitude of gratitude

Joy - Focus on joy and happiness

Goals - Establish goals and write them down

Give - Share with others

Live - Do it *NOW!*

Visit the **Forgiving For Living, Inc.** website for organization details, to seek assistance and/or to provide services - www.forgivingforliving.com. ☺



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