



THE SOURCE BOOK OF MULTICULTURAL EXPERTS

2009/10

IS SPONSORED BY



Copyright 2009, Multicultural Marketing Resources, Inc.
All rights reserved.

The Source Book of Multicultural Experts

Editor and Publisher
Lisa Skriloff

Designer
Harriet R. Goren

Cover Design
Prime Access, Inc.

Managing Editor/Ad Sales Manager
Yartish Bullock-Okeke

Sales/PR Manager
Phyllis Rush

Account Executive
Agata W. Porter

Marketing Intern
Jessica Garcia

Proofreader
Leonard Skriloff

Published by:
Multicultural Marketing Resources, Inc.
101 Fifth Avenue, Suite 10B
New York, NY 10003
Ph. 212-242-3351
Fx. 212-691-5969
lisa@multicultural.com
www.multicultural.com
Lisa Skriloff, President



ISSN 1534-357X

ISBN 978-0-9817923-1-6

"Multicultural Marketing Resources," the Multicultural Marketing Resources logo, "The Source Book of Multicultural Experts," "Multicultural Travel News," "Multicultural Speakers Showcase," "Multicultural Marketing News," and "MMRNews" are trademarks and/or service marks of Multicultural Marketing Resources, Inc.

All information provided in this Source Book of Multicultural Experts ("Source Book") is provided AS IS, WITHOUT ANY WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

Multicultural Marketing Resources, Inc. ("MMR") makes no claims or representations as to the accuracy, completeness, truth, or non-infringement of any information contained in The Source Book. Under no circumstances shall MMR be liable to you for any special or consequential damages that result from your use of, or inability to use, the information in The Source Book. In no event shall MMR's liability to any party for all damages, losses, and causes of action exceed the list price of The Source Book. Note: Applicable law may not allow the exclusion of implied warranties, or the limitation or exclusion of liability or incidental or consequential damages, so the above exclusions may not apply to you.

C O N T E N T S

About The Source Book of Multicultural Experts and Multicultural Marketing Resources, Inc.	2
Market and Special Sections	
The African-American Market	4
• <i>“Keeping it Real: The Black Consumer Marketing Edge”</i> by Lafayette Jones, SMSi-Urban Call Marketing, Inc. and Sandra Miller Jones, Segmented Marketing Services, Inc.	6
• <i>African American Market Experts and Business Leaders</i>	8
The Asian American Market	9
• <i>“Asian American Consumers: An Ideal Market for Diverse Categories”</i> by Saul Gitlin, Kang & Lee Advertising	11
• <i>Asian American Market Experts and Business Leaders</i>	13
The Hispanic Market	14
• <i>“The Hispanic Market: Know the Market. Love the Market!”</i> by Eduardo Torres & Octavio Orozco, Vertice Communication Corp. (VRTCCOM)	16
• <i>Hispanic Market Experts and Business Leaders</i>	18
The Multicultural Market	20
• <i>“The Census is Coming! And You’d Better be Ready!”</i> by Michael Halberstam, Interviewing Service of America	22
• <i>Multicultural Market Experts and Business Leaders</i>	24
The Gay and Lesbian Consumer Market	25
• <i>“Achieving Impressive R.O.I. with the Gay Consumer Market”</i> by Howard Buford, Prime Access, Inc.	27
The Disability Market	29
• <i>“Disability as Diversity...Connecting the Puzzle Pieces Together”</i> by Tari Hartman Squire, EIN SOF Communications, Inc.	31
Other Market Experts and Business Leaders	33
Diversity	35
• <i>“Diversity & Inclusion: What’s the Difference?”</i> by L.H. Whelchel, Young & Rubicam Brands	37
Direct Marketing: Multicultural Name Identification	39
• <i>“Direct Marketing: Multicultural Name Identification”</i> by Candace Kennedy, Ethnic Technologies, LLC	41
Culturally Competent Translations	43
• <i>“Translation is More than Words: Cultural Context is a Necessary Component when Marketing to Multicultural Clients”</i> by Elisabete Miranda, Translation Plus, Inc.	45
Listing by Industry Expertise	47
Alphabetical Listing by Company (with Contact Information & Profiles) ..	51



About The Source Book of Multicultural Experts and Multicultural Marketing Resources, Inc.

**Lisa Skriloff,
President,
Multicultural
Marketing
Resources, Inc.**

Established by Lisa Skriloff, founder and president, in 1994, Multicultural Marketing Resources, Inc. is a public relations and marketing company representing multicultural newsmakers. We work with the nation's leading experts in marketing to Hispanic, Asian American, African American,

Corporate marketers will find expert companies to help them reach ethnic consumers or forge business alliances.

Eastern European, Gay/Lesbian, people with disabilities and other niche markets, as well as businesses owned by women and minorities and corporations with diversity initiatives. MMR connects these companies with corporations who target niche markets and with journalists who seek expert sources.

Now in its 12th year, *The Source Book of Multicultural Experts* provides contact information for companies that are either owned by minorities or women or have expertise in reaching them, supplying journalists with diverse sources and businesses with resources and partners to target multicultural consumers.

For journalists, this guide offers a wealth of resources for Hispanic

Heritage Month (September 15 - October 15), Black History Month (February), Women's History Month (March), Asian Pacific American Heritage Month (May), Gay and Lesbian Pride Month (June) and National Disability Employment Awareness Month (October) as well as for year-round coverage of a diverse America.

Marketers will find resources to reach ethnic consumers, leads to new clients and contacts for possible business alliances. Human resource and purchasing executives will find vendors and suppliers that are women- or minority-owned.

What's Inside?

This handbook of resources provides lists of experts in a wide range of industries, business leaders who are minorities and women and reliable sources of information on multicultural marketing and the demographics of the new America.

How to Use The Source Book

Knowledgeable experts are listed in several cross-referenced sections. The Alphabetical listing helps you find a company or individual you

For journalists, this guide offers a wealth of resources for year-round coverage of a diverse America.

may have heard about and wish to locate. Or search under the Market sections when you want to focus on a particular ethnic market. Use the Industry Expertise section to gather resources specific to your business category. Visit the Source Book on the web at www.multicultural.com to link directly to each expert's website. Need more help locating a source? Just give us a call and we'll be glad to suggest a few contacts for you.

In addition to the Source Book MMR also offers:

- **MMRNews** – Our newswire features announcements and information on marketing to multicultural markets, as well as upcoming multicultural events and conferences. For a free subscription visit www.multicultural.com. Companies can send press releases via MMRNews to our Press List (2,000) or our list of Multicultural Industry Influentials (8,500).
- Our quarterly digital newsletter, **Multicultural Marketing News**, provides journalists with leads and

story ideas and helps executives form business alliances.

- **The Multicultural Marketing Resources Library/Consulting Services:** MMR's Library is a resource for new and experienced marketers whose companies target niche markets and have diversity initiatives.
- **Multicultural Speakers Showcase**, located on our website, www.multicultural.com, features experts who are available to speak on a wide range of multicultural topics at conferences, symposiums and events around the country.
- **Public Relations:** MMR represents the top ad agencies, research firms and ethnic media companies that target multicultural consumers.

For More Information

Visit our web site at www.multicultural.com for profiles of over 500 other companies featured in past issues of our newsletter, *Multicultural Marketing News*. Or call us at 212-242-3351 for a referral to any of the 8,500 resources in our database.

Multicultural Marketing Resources, Inc. is a public relations and marketing company representing multicultural newsmakers.

Lisa G. Skrifloff
President

Contact information:

Multicultural Marketing Resources, Inc.
101 Fifth Ave., Ste. 10B
New York, NY 10003
Ph. 212-242-3351
Fx. 212-691-5969
lisa@multicultural.com
www.multicultural.com