



BUSINESS
CREATIVITY
STRATEGIES

SMALL

BUSINESS

ESSENTIALS

GROWTH

M/WBE, SMALL BUSINESS,
WOMEN OWNED, LOCAL
BUSINESSES.....

Publisher's Page



It is a pleasure to serve as Chief Executive Officer of DCG Digital Creative Group Inc, and Chief Diversity Officer of Divine Consulting Group Inc. I have a long history of working in and with diverse communities, businesses, and people and I firmly believe that organizations sustain diverse companies by supporting Minority employed or Minority Owned Businesses. I am passionate about creating an inclusive environment where Asian, Black, Hispanic and all M/WBE Businesses feels welcome and can thrive. I am also a strong advocate for social justice for M/WBE , EBE and VBE. The continued effort of doing business with M/WBE is how we finance our underserved communities. Leaders strive to foster opportunities to provide doors of opportunity for M/WBE as many are listed and have had an opportunity to receive belonging and empowerment at work. We create relevant marketing for our diverse customers. We listen and engage with our diverse communities. And we value teamwork with our diverse suppliers. We aim to have strong relationships with all levels of Government because they find our data, products and services to be an invaluable asset in guiding the growth and prosperity of their vendors.

***TOSHA
MILLER***

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BLACK-OWNED DIGITAL BEAUTY RETAILER RAISES ADDITIONAL \$8 MILLION TO ENERGIZE EXPANSION

By: Jeffery McKinney | January 28,
2023



A digital platform that supports Black and Brown-founded beauty brands, thirteen lune closed on an \$8 million seed-plus investment round that will help it expand.

The Black-owned beauty retailer has grown fast since starting in 2020. It has evolved from an e-commerce destination featuring 13 foundational, Black-founded brands to now offering 160-plus beauty brands, per a news release. Some 90% of its sellers are BIPOC-founded; 10% are ally brands.

This year’s plans call for thirteen lune to expand into 600 JCPenney locations nationwide as well as open its own flagship store in Los Angeles.

The platform reported that it had 2000%-plus sales growth in 2022 over 2021, which was fueled by the launch of its first private label brand, Relevant: Your Skin Seen and the expansion of its in-store partnership with JCPenney Beauty. Further, it added nationally recognized BIPOC-founded brands to its platform, including Ami Colé, Buttah Skin, and Pattern Beauty by Tracee Ellis Ross.

Now, thirteen lune plans to use the fresh capital with participation from The BrainTrust Fund to support the online beauty site’s omnichannel expansion in 2023. The scaling up is anticipated to include the new Los Angeles store opening, more retail offerings, and enlarging the Relevant brand. The new capital, along with an initial seed round led by the Black-owned Fearless Fund, represents \$12.5 million in total invested funds.

It also expects to reach profitability this year with the latest investment. “As a 20-plus year Black beauty entrepreneur, it’s an honor to shape the landscape of inclusive beauty, acting as an agent of change for BIPOC brand founders to receive recognition and opportunity,” thirteen lune Co-Founder Nyakio Grieco said in a release. “Our partners share Thirteen Lune’s mission to support diverse founders who have historically had fewer resources and opportunities to build a business and create generational wealth.”

Reflecting on its growth since 2020, thirteen lune CEO and Co-Founder **Patrick Herning** stated, “we’ve proven that inclusivity and scalability are not mutually exclusive. With a mission to inspire the discovery of BIPOC-founded brands for people of all colors and backgrounds, we enter 2023 continuing to lead with intention and authenticity that will position us to continue our growth and momentum.” Thirteen Lune reports Initial investments came from the Fearless Fund, Capstar Ventures, **Sean “Diddy” Combs, Gwyneth Paltrow, Hannah Bronfman, and Naomi Watts.**

Merge and Acquire Businesses

By SBA.gov

You can grow your business by buying or merging with a smaller business. The process is similar to starting a new business, but you need to take extra steps to protect your existing business.

Content

- Differences between mergers and acquisitions
- Calculate how much the other business is worth
- Make a merger or acquisition agreement
- Transfer business ownership



Differences between mergers and acquisitions:

Mergers and acquisitions are similar but have a few major differences.

Mergers combine two separate businesses into a single new legal entity. True mergers are uncommon because it's rare for two equal companies to mutually benefit from combining resources and staff, including their CEOs.

Unlike mergers, acquisitions do not result in the formation of a new company. Instead, the purchased company gets fully absorbed by the acquiring company. Sometimes this means the acquired company gets liquidated. Acquiring a business is similar to buying an existing business or franchise.

Calculate how much the other business is worth:

Conduct a business valuation to determine the value of the other business before you agree to a sale. This is essentially the same process you'd go through to figure out how much your own business is worth before closing or selling your business.

There are several ways to value a business, so do extensive research on methods if you choose to do it on your own. You might want to hire a qualified business appraiser. Once you know how much the other business is worth, you'll know whether you can afford it outright or if you need to get more funding.

Make a merger or acquisition agreement

You must prepare a sales agreement to move forward with the sale or merger. This document allows for the purchase of assets or stock of a corporation. An attorney should review it to make sure it's accurate and comprehensive.

List all inventory in the sale along with names of the businesses and owners. Fill in the relevant background details. Determine how the business will be run prior to close and the level of access each company will have to financial information. Note all adjustments, broker fees, and any other aspects relevant to the terms of agreement.

Don't leave out any assets and liabilities, or this can create problems even after the sale has been finalized.

Transfer business ownership:

The terms of your agreement will dictate which steps you must take to transfer ownership, and what that ownership will look like. It's widely recommended to have an attorney help with this step.

After you've completed the acquisition or merger, you'll need to register these changes with the state, depending on state law and business structure.

If the merger requires you to dissolve your original company and create a new one, you might also need to open new business bank accounts, get new state and federal tax IDs, re-apply for licenses and permits, and take steps to legally close your old business.



ISIAH THOMAS ANNOUNCES EXPANSION OF CHEURLIN CHAMPAGNE AT NEW LOCATION

By: Black Enterprise Editors | January 28, 2023

NBA Hall of Famer **Isiah Thomas**, owner of Cheurlin Champagne is excited to announce Cheurlin Champagne has just arrived at over 100 Total Wine & More locations.

Total Wine & More is the country's largest independent retailer of fine wine. Cheurlin Champagne is on the shelves and available for immediate purchase. This expansion allows this hand-harvested first press of the grape Champagne to be available both online and in 107 stores across the United States.

Introduced to the United States in 2016, Cheurlin Champagne has seen tremendous growth due to word-of-mouth from an enthusiastic fan-base of loyal supporters of Isiah Thomas, his brand, and his business acumen.

Through Mr. Thomas's stewardship, Cheurlin Champagne has become one of the largest first press of grape champagnes in the world. Cheurlin is proud to offer zero to low added sugar in all products.

The stage is now set for Cheurlin to be enjoyed by all.

"This is a significant and strategic advancement our brand has achieved by securing the account with Total Wine & More. We look forward to growing our brand even further with Total Wine & More," said, Isiah Thomas.

This new partnership with Total Wine & More, offers Cheurlin Champagne the opportunity to share one of France's most celebrated Champagnes with its US customers. Now online and in countless stores in the following states: Delaware, Virginia, New Jersey, Maryland, Texas, North Carolina, South Carolina, Georgia, Florida, Arizona, California, Nevada, New Mexico. Washington State, Connecticut, Minnesota, Massachusetts, Missouri, Wisconsin, Tennessee, Kentucky, Colorado, Illinois, Louisiana, Michigan, and Indiana.

For more information on where to purchase Cheurlin Champagne, visit www.totalwine.com and search item #2126217213 to be directed to Cheurlin Champagne.

Visit our website www.cheurlin.com for additional information.

For more information on where to purchase Cheurlin Champagne, visit cheurlin.com/where-to-buy.

About Isiah Thomas

Isiah Thomas is Chairman and CEO of ISIAH International LLC, and Isiah Imports, a certified minority-owned investment holdings company. For over 30 years, he has been investing in new and existing businesses. Born and raised on Chicago’s West Side, his professional career spans more than three decades in sports, business, and entertainment. Thomas has garnered worldwide attention for his contributions in all levels of professional basketball, including induction into the Naismith Memorial Basketball Hall of Fame, and for distinctive business start-ups and philanthropic endeavors.

About Cheurlin Champagne

Founded in the Aube in 1788, the Cheurlin family celebrates over nine generations of growers and has continued their hands-on tradition staking their name and reputation on crafting France’s finest champagne. A wine and champagne enthusiast, Isiah Thomas wanted a great tasting champagne without the added sugar found in most brands. His research revealed France’s champagne growers pay homage to nature focusing on soil, topography, and climate. Thomas concluded that artisanship was the answer and the future of champagne. His pursuit led him to the Cheurlin family who has crafted France’s finest champagnes since 1788. Confident they are the region’s best producer of champagne – an alliance was born. Isiah Imports is the exclusive importer of Cheurlin Champagne. For more information on our award-winning Cheurlin Champagne products, visit www.cheurlin.com.

AT&T's Jaron Felder on Representing Black Women in Corporate America

By: Molly McKee | January 5, 2023



Jaron Felder, Assistant Vice President of Fiber Sales at AT&T, has shared a personal story reflecting on her 15 years at the company and the impact that time has had on herself, her family and the community.

Growing up in a single-parent household in a small town in South Carolina ignited the fire for Felder's work ethic and ambition, she wrote.

"As a black woman in corporate America, being a leader has afforded me opportunities to lead the way for many, and most importantly, to provide an example for others that look like me," Felder said.

She also commented on the importance of representation, a vital motivation for those in underrepresented communities.

"I am a strong believer that you must 'see it to be it.' I'm thankful for mentors and sponsors, who looked like me, throughout my career, who have not only believed in me but have provided me with invaluable insights and opportunities to thrive."

Allyship is crucial to nurturing a diverse, equitable and inclusive workspace — one where underrepresented individuals like Felder can feel seen and supported.

Felder wrote, "Just as important, there are many champions who don't look like me but care about me, providing the advocacy and support that has strengthened my network and journey."

Joining AT&T 15 years ago has proved to be one of the best decisions Felder has made. "It has enabled me to care for my family and provide them with a much easier path in life than I've experienced, and for that I am forever grateful."

On top of various roles at the Assistant Vice President level, Felder has also served AT&T as a Retail Sales Consultant, Store Manager, Area Manager/Business Sales Manager, FirstNet Consultant and Director of Sales.

Women-Owned Businesses

By: SBA.gov

SBA helps women entrepreneurs launch new businesses and compete in the marketplace. Connect with the training and funding opportunities specifically for women.

Content

- Office of Women’s Business Ownership (OWBO)
- Funding for women-owned small businesses
- Women-Owned Small Businesses (WOSB) Federal Contract program
- Other resources for women-owned businesses



Office of Women’s Business Ownership (OWBO):

The Office of Women’s Business Ownership (OWBO) helps women entrepreneurs through programs coordinated by SBA district offices. Programs include business training, counseling, federal contracts, and access to credit and capital.

The OWBO oversees Women’s Business Centers (WBCs). These centers seek to level the playing field for all women entrepreneurs, who still face unique obstacles in the business world.

Businesses receiving assistance from WBCs see a significantly better success rate than those without similar support. Find your nearest center.

Funding for women-owned small businesses:

The 8(a) Business Development program helps small, disadvantaged businesses compete in the marketplace. Check with WBCs and local assistance resources for guidance, and our Lender Match tool for finding capital.

Women-owned small businesses can also take advantage of SBA loan programs. Our partners offer advice and counseling to help choose the right path for your company.

Women-Owned Small Businesses (WOSB) Federal Contract program:

This program helps women-owned small businesses compete for federal contracts. Understand the eligibility requirements before applying.

SBA also works with federal agencies to increase contracting opportunities and achieve the government’s five percent contracting goal for women-owned small businesses. Keep an eye out for matchmaking events targeting both the federal and private procurement.

Other resources for women-owned businesses:

National Women's Business Council

The National Women's Business Council is a non-partisan federal advisory council serving as an independent source of advice and counsel to the President, Congress, and the U.S. Small Business Administration. The Council is the government's only independent voice for women entrepreneurs, tackling important and relevant economic issues.

Get training online with DreamBuilder

DreamBuilder introduces participants to all areas of business ownership through a carefully crafted and engaging curriculum, featured in English and Spanish. At the conclusion of the program, women leave with a business plan to start their own business or develop an existing one.

Following are more partner resources on women-owned small business.

- Association for Enterprise Opportunity (AEO)
- Association of Women's Business Centers (AWBC)
- National Association of Women in Construction
- National Association of Women in Real Estate Businesses (NAWRB)
- National Association of Women's Business Owners (NAWBO)
- U.S. Women's Chamber of Commerce (USWCC)
- Women's Business Enterprise National Council (WBENC)
- Women Impacting Public Policy (WIPP)
- Women's Presidents' Organization (WPO)

NATIONAL ALLIANCE FOR BLACK BUSINESS LAUNCH FIRST- ALEXIA HENDERSON NAMED VP OF STRATEGIC PARTNERSHIPS AND MARKETING AT MAGIC JOHNSON ENTERPRISES

By: Diamond Jeune | January 25, 2023



Alexia Henderson’s career is elevating to new heights after she landed a promotion at **Magic Johnson Enterprises**.

Henderson, who has worked with the company for six years, is now the vice president of strategic partnerships and marketing. Earlier this month, Henderson shared the exciting news on her Twitter page.

“So excited to announce that I’ve been named the new VP, Business and Marketing at MJE! So excited for this year and thankful to @MagicJohnson for believing in me!” the South Carolina native wrote while thanking legendary basketball player turned mogul **Magic Johnson**.

On Tuesday, during an interview with AfroTech, Henderson said her new role entails everything from “contractual obligations” to “executing deals.”

In addition, the publication reported that Henderson will be responsible for MJE’s marketing, communication, and social media.

“This is an opportunity for me to perfect and get even better and refine the craft, but then there’s still an opportunity for me to learn because the one thing I enjoy about where we are is, Mr. Johnson, is in so many different industries,” Henderson told AfroTech.

Later, Henderson listed the different things Johnson has been a part of over the years and the best part of her position.

←

Tweet

Alexia Grevious Henderson

@a_grevious

...

So excited to announce that I’ve been named the new VP, Business and Marketing at MJE! So excited for this year and thankful to @MagicJohnson for believing in me! 🙏

2:42 PM · Jan 10, 2023 · 113.9K Views

51 Retweets

15 Quote Tweets

668 Likes

💬

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❤️

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“So, it’s not just sports, it’s not just entertainment. We’ve been at the forefront of some of the metaverse. He has a life insurance and annuities company. He has an infrastructure fund. He has all these sports teams that he owns and could be looking to get more,” she said.

“So, I think there’s excitement around not knowing what business opportunities could be coming, but I get to work on it. That’s the part that’s probably most exciting for me on a professional level.”

Prior to Henderson’s new role, she was senior manager of marketing and communications in 2017 and was promoted to director of marketing and communications the following year.



**NATIONAL ALLIANCE FOR
BLACK BUSINESS LAUNCH
FIRST- EVER BLACK BUSINESS
ENTERPRISE CERTIFICATION
AND SCORECARD**

By: Black Enterprise Editors|
January 27, 2023

The National Alliance for Black Business (NABB), co-founded by the National Business League (NBL) and National Black Chamber of Commerce (NBCC), in partnership with the World Conference of Mayors (WCM) and the Historic Black Towns and Settlements Alliance (HBTSA) today announced the nation’s first-ever Black Business Enterprise (BBE) certification and scorecard program at the WCM Black Business Breakfast and Press Conference presented by Comerica Bank.



The landmark BBE certification and scorecard program, designed and trademarked by the NBL, will certify businesses that are at least 51% Black-owned to be eligible for mainstream public, private, and philanthropic contracting and procurement opportunities.

The BBE certification was created to address the fact that today, 59 years after the 1964 Civil Rights Act, less than **1% of the nation’s 3.2 million Black-Owned Businesses are certified as U.S. Minority Businesses** according to a 2021 report published by the National Minority Supplier Development Council (NMSDC). Of 3.2 million Black-owned companies, only 5,881 Black businesses have an MBE certification.

Uncertified minority-owned companies are ineligible for U.S. government procurement equity programs, freezing them out of more than \$100 billion in minority-designated U.S. government contracts according to data released by the White House. Also, less than 1% of Black-Owned Businesses are certified with any federal, public, private or minority certification programs in the U.S., since the 1968 expansion of the Civil Rights Act.

The BBE certification is accompanied by the BBE scorecard, a groundbreaking digital accountability tool that will help organizations measure, publish, and improve participation and spend ratios with Black business, led by national Black business organizations. The scorecard will hold all sectors and industries accountable, including the 1,100 private U.S. corporations that **pledged an estimated total of \$200 billion to Black equity efforts after George Floyd’s murder in 2020, with those promises still mostly unfulfilled**, according to a 2020 McKinsey & Company report.

“The BBE certification and scorecard are designed to offer Black-led solutions after decades of economic equity programs have failed Black people,” said Dr. Ken L. Harris, president, and CEO of the NBL and co-founder of the NABB. “The Black community can no longer depend on non-Black-led certification programs and non-Black-led business organizations that, in large part, have failed to produce the results necessary to change the economic conditions of Black people in America,” he said. “Booker T. Washington had it right at the turn of the 20th century. It is time for the Black community to take ownership of their economic destiny, we are looking for ROI, a return on inclusion.”

Although the U.S. Civil Rights Act was a response to Black civil unrest, data shows that Black people have not economically benefited from these initiatives as much as other disadvantaged groups. Federal Reserve Data shows the **wealth gap between Black and White communities has not materially changed since the years immediately following the U.S. Civil War** and is unchanged since 1968 with the expansion of the 1964 Civil Rights Act.

In 2021, **White Americans had seven times the wealth of Black Americans, the widest wealth gap of any other minority group in the U.S.**, according to the Economic Policy Institute.

The BBE certification will address the barriers to certification unique to the Black business community and engage Black-owned businesses through established Black commerce channels, which broader diversity and minority certifications have failed to do.

“The illusion of inclusion is no longer an acceptable business model. Today, we unveil a powerful tool to clear the smoke and mirrors from minority business data and keep score on our own Black economic progress,” said Charles H. DeBow, III, president and CEO of the NBCC and Co-Founder of NABB. “NABB will be the organization of the future that delivers measurable results to the Black community, while mitigating the dilution of diversity and benign neglect approach to addressing Black economic inequity. Living the Black experience, we are the only ones who can define what equal market access and accountability look like for us, by us.”

The NABB will introduce the pilot BBE certification and scorecard program to several historically Black municipalities, including Grambling, Louisiana; Mound Bayou, Mississippi; Eatonville, Florida; Hobson City, Alabama; and Tuskegee, Alabama, and other cities with Black mayors, before launching the initiative on a national scale.

“The BBE certification and scorecard are perfect examples of Black self-determination—it’s a powerful thing to measure and validate your own progress, said Johnny Ford, President and founder of the WCM and the HBTSA and the first Black mayor of Tuskegee, Alabama.”