



Optus Bank and The Maggie Anderson Show



Maggie Anderson, JD, MBA

www.AuthorMaggieAnderson.com

2/10/2025

Hello Benita! Our friend, Kenny Loyd, has been introducing you to the possibility of Optus being a part of the new, revolutionary national TV project focused on financial freedom, entrepreneurial development, and economic empowerment and justice in and for communities of color. It's The Maggie Anderson Show ("TMAS"), which will be seen on Apple TV, Amazon Fire, Roku TV, Hulu, and more!

The Mission of The Maggie Anderson Show: Financial Freedom and Intergenerational Wealth

The mission of The Maggie Anderson Show is three-fold. First, we are poised to drive support to outstanding Black owned businesses, like yours. Second, we intend to showcase success stories that defy negative stereotypes about Black entrepreneurs professionals, like you. The third goal is to present experts, owners, business leaders who can deliver tips, tools, resources... the kind of targeted information and inspiration that will hasten the development and success of BIPOC-owned businesses, and the closing of the wealth gap. The ultimate goal is to prove the unique contributions of Black professionals and businesses, while facilitating *financial* freedom and *economic* empowerment for communities of color.



Yes, that's a big ticket! But since I've been doing all of that, in support of and in partnership with some of the largest Black and majority owned financial institutions and organizations in the world, like OneUnited Bank, American Express, Industrial Bank, New York Life, Fifth Third, American Family Insurance, Empower, Liberty Bank, Truist Bank and more... The odds of success are in our favor!





Guest Speaker:
Maggie Anderson
Acclaimed author of Our Black Year
and founder of the Empowerment Experiment





17TH ANNUAL
CAAFP | 2023
CONFERENCE OF AFRICAN AMERICAN
FINANCIAL PROFESSIONALS

Reclaiming Black Wealth

Back by Popular Demand...
Four-time CAAFP Keynote Speaker
Maggie Anderson, JD, MBA presents
Special Empowerment Session!





And as the host of The Maggie Anderson Show, with full creative control, you must know that we will present and achieve that lofty mission in a stylish, sophisticated, smart, and soulful way worthy and representative of the show's name!



The Maggie Anderson Show is on Tour!

TMAS is on the road to feature my favorite businesses, stories, and cities. I am asking you to host and participate in a TMAS visit to Columbia, SC. You'll be in good company.

On February 26-28, we are in Miami to tape on location from the luxurious, Black culture-themed **Dunns Josephine Hotel**, one of the few **Black woman owned hotels**. It is owned by my friend Kristin Kitchen, a sponsor for that visit. I'll also interview **celebrity chef, Marcus Samuelsson**, at his new Red Rooster restaurant, and our friend **Teri Williams Cohee**, of **OneUnited Bank**.

Then **DC** to sit with the family who owns the iconic **Ben's Chili Bowl**, and **Cathy Hughes**, owner of the **Urban One** media empire. Howard's Business School wants me back, too! A visit to **Charlotte** is also in the works to tape from **Harlem Brewery** owned by my friend **Celeste Beatty**.



The TMAS tour closes this fall in **Chicago**, where I expect to sit with my former boss, **Don Thompson**, the **first and Black CEO of McDonald's**; **Cheryl Harris**, **SVP and Chief Procurement Officer at Allstate**; my fellow University of Chicago B-School alum, **multi-millionaire philanthropist and tech CEO, David Dillon**; and **Congressman Jonathan Jackson**... just to name a few. I want to squeeze in LA, Philly, and more city. Will it be yours?

Optus Bank as a TMAS Tour Host & Special Guest!



TMAS TOUR SPONSOR BENEFITS:

TMAS Tour/ Founding Sponsors are special because they know me and support the show early on. You can leverage deep discounts and more lucrative advertising packages.

Kenny and I discussed bringing my show to Columbia to tape the show on location from your bank and create a special “Spotlight on Optus Bank – the Strength and Spirit of Columbia” segment while there. First, a VIP TMAS welcome reception, where I will speak, and honor our partnership and empowerment message. Kenny and I will invite a select group of SC-based VIP friends – specifically to drive business to the bank. Then, we tape the “Spotlight” segment, featuring you, Paul, Kenny, and other leaders who can tell the special Optus and Columbia story. And finally, we shoot the show at the bank!

In exchange for your show of love and support as a Founding Sponsor, I would love to:

1. Have you a guest on the show, where you/Optus will be on set along with many iconic leaders and personalities.
2. Feature you in the TMAS credits aired after each show.
3. Create and air your own Optus commercial that will air during my show and other national shows on the network. (*Premium benefit. Minimum \$10K sponsorship.*)
4. Honor you during our VIP Welcome Reception.
5. And of course, before and after it airs, your episode and feature segment will be yours to keep! Promote our interview and your sponsor status however you want.

Founding Sponsors are family. If you ever need me, I am here. Kenny will testify to that! Most of all, this sponsorship of \$10K or more will go a long way in growing and perfecting this show... and ensuring its success as the Black community's global voice of financial freedom and economic empowerment. The TMAS mission, our mission, does not work if it is not grounded in, and founded by, amazing businesses like yours!

Optus Bank's Success is TMAS' Success!



TMAS is the perfect platform to showcase your bank's commitment to South Carolina; how Optus is revolutionizing wealth building for neglected communities; and how your people and products facilitate financial freedom, entrepreneurial development, and economic empowerment in the Black community and beyond. **I can't wait to bring your story, city, and bank to the world!** I can't wait to be your ambassador as I have been for so many entrepreneurs like you and businesses like yours... like Kenny, Paul, and South Coast Paper. This is my life for the past 16 years, since my historic stand and study living off our businesses for an entire year and my acclaimed book, "Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy". **I can't wait to see you in the historic, wondrous Columbia!**

"We were happy for the opportunity to sponsor Maggie's tour and her message of self-help community economics. She was magical at increasing exposure for, and growing the business of, our 1000+ Black agents and improving the company's brand reputation as a whole. Maggie was the company's best possible ambassador to the Black community because she represents our target market and passionately endorsed our agents and products."

Eugene Mitchell, Corporate VP, New York Life and Founder, Manager, New York Life African American Marketing (retired), author "Closing the Racial Wealth Gap: 7 Untold Rules for Black Prosperity and Legacy"; CEO, Wealth & Equity – Insurance Literacy.

More about Maggie Anderson, JD, MBA

I know that Kenny's endorsement is priceless, but to help you along, I include some materials about the show, QuaHZ TV, and me.

The famous video about The Empowerment Experiment – my family's famous year of Buying Black – which was covered by CNN, FOX News, MSNBC, CBS News, BET News, C-SPAN and front pages all over the world. Watch it here:

<https://www.youtube.com/watch?v=Y9XukKUiNHE>



My viral TED Talk, called "My Black Year", which has been viewed by millions, from every race, color, ethnicity, all over the world. Watch it here:

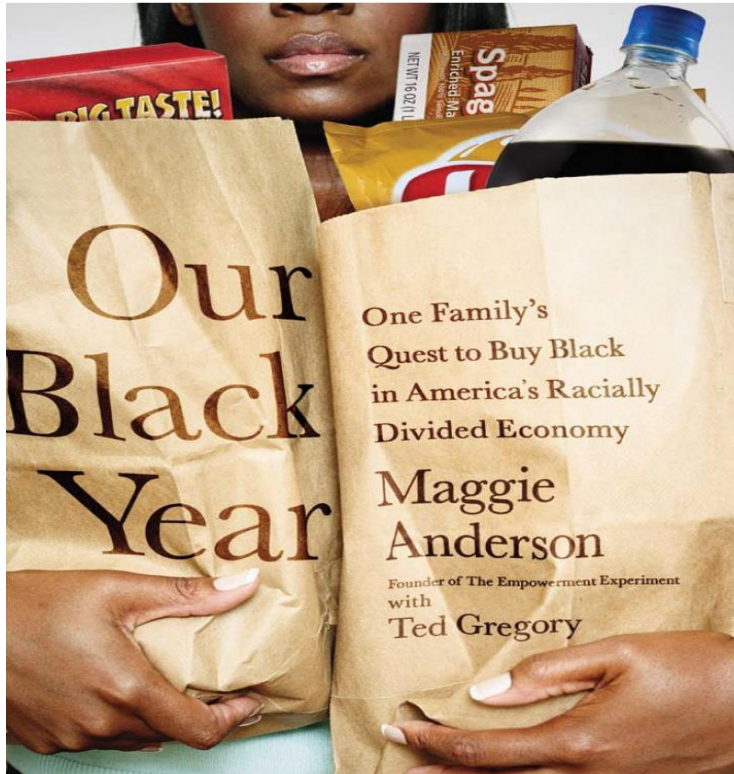
<https://www.youtube.com/watch?v=nFBEoIQutSc>



More about Maggie Anderson, JD, MBA (continued)

Praise about my book, "Our Black Year" from the biggest literary critics *and* the biggest names in business and social justice. See them here:

<https://authormaggianderson.com/praise-and-reviews>



\$25.99/\$29.00 CAN

On January 1, 2009, Maggie and John Anderson, a successful African American couple raising two daughters in a suburb of Chicago, engaged in a highly publicized social experiment to reinvest in the Black community and buy from only Black-owned businesses for a year. Throughout that time the Andersons combed Chicago in search of a Black-owned supermarket, dry cleaner, gas station, pharmacy, and clothing store. *Our Black Year* is the story of what they learned.

In this powerful new book, Maggie Anderson examines the commercial exploitation of Black neighborhoods through the lens of her year supporting Black-owned businesses. She discovers that Black businesses lag behind businesses of all other racial and ethnic groups in every measure of success. In the Asian community, a dollar circulates among local shop owners, banks, and business professionals for up to twenty-eight days. In the Jewish community, a dollar circulates for nineteen days. In the African American community, a dollar is gone within six hours.

Anderson argues that the social crises that disproportionately impact Black people and underserved Black neighborhoods could be countered through "conscious consumerism"—Anderson's phrase for supporting businesses that empower struggling communities. She urges consumers to seek and support Black-owned businesses and corporate America, especially those firms that thrive on Black consumers, to involve more Black firms in their supply chains, stock products from Black companies, and engage more Black franchisees, suppliers, dealers, and vendors. At once a personal journey and an investigation into the causes of a persistent economic suffering, *Our Black Year* is a hard-hitting call to action to close a gaping hole in the American economy—one purchase at a time.



Maggie Anderson is CEO and cofounder, along with her husband, of The Empowerment Experiment and The Empowerment Experiment Foundation. Since the completion of the Andersons' landmark experiment, Maggie has become the leader of a self-help economics movement that brings together business owners, consumers, corporations, and professional and activist groups to make sure more quality Black-owned businesses get supported—as stand-alone entities and as suppliers, vendors, and franchises. A sought-after speaker, she is the new voice of "conscious consumerism," representing American consumers of all backgrounds who want to make sure their buying power positively impacts struggling communities. She received her BA from Emory University and her JD and MBA from the University of Chicago. She lives in Oak Park, Illinois, with her husband, John, and their two daughters.

Ted Gregory is a Pulitzer Prize-winning reporter for the *Chicago Tribune*.

ECONOMICS/SOCIOLOGY

"[A] dynamite subject...an effective probe into how African Americans spend so much money that flows so overwhelmingly out of their community."

—Publishers Weekly

"Both heart-wrenching reality check and urgent call to action, *Our Black Year* is an inspiring and often mind-bending case study of what it takes to make self-help economics a reality of day-to-day living for African Americans. The economic odyssey of the Anderson family is nothing short of heroic. If you care at all about making the American Dream a reality for ALL Americans, you must read this book, and apply the lessons and learnings of The Empowerment Experiment that inspired it, to your own life and spending choices. Besides that, it is simply a fantastic read!"

—ALFRED EDMOND JR., senior vice president/multimedia editor-at-large, *Black Enterprise*, and host of the syndicated radio feature "Money Matters" on American Urban Radio Networks

"Any serious attempt to close the racial wealth gap and build Black American wealth must leverage the trillion dollars of buying power controlled by the Black American consumer. In *Our Black Year*, Maggie Anderson offers a clear, cogent, and intensely personal view of one family's journey to do just this. An important book that provides a path for others to follow."

—MARC MORIAL, president and CEO, National Urban League

"The Empowerment Experiment is a movement that the African American community needs to embrace. As African American entrepreneurs and consumers, we must have a better understanding of the business segments that offer the greatest economic opportunities. Maggie Anderson chronicles her own family's commitment to patronize only Black-owned businesses for a whole year in this phenomenal book."

—RON BUSBY SR., president, U.S. Black Chamber, Inc.

"All those charged with the responsibility of leading twenty-first-century organizations will learn valuable lessons by internalizing and acting on the conclusions laid out in *Our Black Year*. Bravo! We all now have something worth reading on this critical subject of supporting and thus growing Black businesses in America."

—GEORGE C. FRASER, author, *Success Runs In Our Race*

"Thank God for this level of commitment to our Black community. *Our Black Year* is an incredible documentation of what we all could do, if we just made up our minds to do it."

—CATHY HUGHES, founder/chairperson, Radio/TV One, Inc.

Our
Black
Year

One
Family's
Quest
to Buy
Black in
America's
Racially
Divided
Economy

Maggie
Anderson

More about TMAS and QuaHZ TV



I hope Kenny shared these three 1 -3-minute videos. Please see and share!

TMAS SHOW ANNOUNCEMENT

<https://youtu.be/M8bGggRs6lI?si=o5VMTOFvdeY-W6KT>

MY MESSAGE TO TMAS FOUNDING SPONSORS

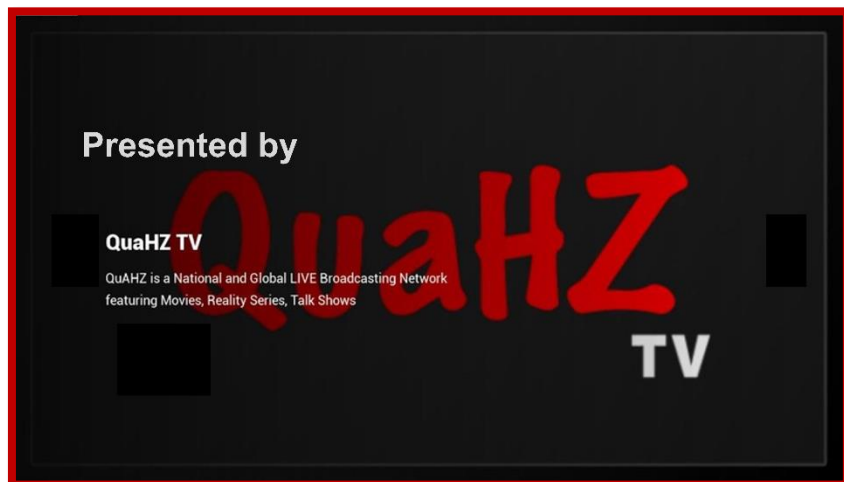
https://www.youtube.com/watch?v=RZDZohA_SLQ&t=6s

SNEAK PEEK - TMAS OFFICIAL TRAILER 1

https://www.youtube.com/watch?v=cNdElRmwWS8&list=PLwiONpZyNJvmiSGrR5Uottx3otc_vzcB-w&index=5

A SHORT PROMO VIDEO ABOUT QUAHZ TV

<https://www.youtube.com/watch?v=userUgwys4w>



More about TMAS and QuaHZ TV (*continued*)

These are some promo pics of programs and personalities airing on QuaHZ TV... As well as the celebrities it partners with to promote shows like mine, such as Angie Stone. It's a smaller network, but its reach is tremendous. So is their faith and investment in my show, my mission and me!



More about TMAS and QuaHZ TV (continued)



Please say yes! I am available to chat if there is anything else you want to know about me, the show, or your sponsorship benefits. And my team at QuaHZ TV would be happy to answer any questions re the plans for the show, marketing, publicity, etc. as well.

With my sincere love, thanks, respect... 



Author Maggie Anderson has appeared on **CNN, MSNBC, Fox News, BET News and CBS Morning News**, among many other national television and radio shows. She has become the leader of a 'conscious consumerism' movement that supports quality black businesses and mainstream companies with substantive supplier diversity.

"[A] dynamite subject ... an effective probe into how African Americans spend so much money that flows so overwhelmingly out of their community."
—*Publishers Weekly*

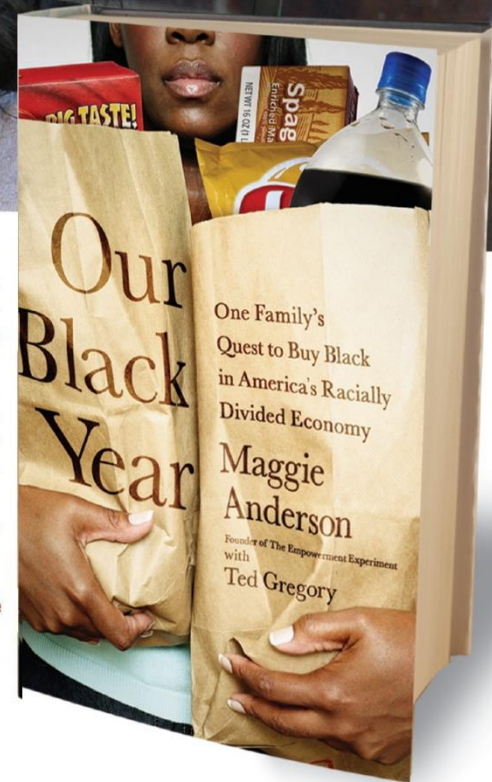
"Both heart-wrenching reality check and urgent call to action, *Our Black Year* is an inspiring and often mind-bending case study of what it takes to make self-help economics a reality of day-to-day living for African Americans. The economic odyssey of the Anderson family is nothing short of heroic."
—**ALFRED EDMOND JR.**, editor-at-large, *Black Enterprise*

"An important book that provides a path for others to follow."
—**MARC MORIAL**, president and CEO, *National Urban League*

"An eye-opening book that should be read by anyone interested in the nation's racial and economic divide."
—*Huntington News*

"Blistering, honest... [a] clear-eyed perspective on how African Americans got to where they are today."
—*Book Page*

"Anderson's book successfully illuminates the roadblocks faced by Black business owners and the racial divide that continues to persist in the U.S. economy... [T]his book will appeal to students of sociology and economics as well as those looking for inspiration to effect positive change in their communities."
—*Library Journal*



"The Empowerment Experiment is a movement that the African American community needs to embrace."
—**RON BUSBY SR.**, president, *U.S. Black Chamber, Inc.*

"Thank God for this level of commitment to our Black community. *Our Black Year* is an incredible documentation of what we all could do, if we just made up our minds to do it."
—**CATHY HUGHES**, founder/chairperson, *Radio/TV One, Inc.*

ABOUT MAGGIE ANDERSON, HOST, THE MAGGIE ANDERSON SHOW: In 2009, Maggie Anderson, Congressman John Lewis' former aide, President Barack Obama's former law student, and a successful corporate executive, publicly pledged to "buy Black" only for a whole year. Her family was threatened, her mother was dying of pancreatic cancer the entire time, and for five months they had no Black owned grocery store. Her history making year AKA 'The Empowerment Experiment' resulted in her critically acclaimed book, "Our Black Year". a landmark Kellogg study proving 1M jobs could be created with a small increase in support of Black businesses via supplier diversity and conscious consumerism; and unprecedented media on racial divides in the economy.

Since her historic stand, Maggie has given thousands of speeches and interviews hosted by the most respected corporations, universities, trade/professional/rights organizations, and churches. Her voice has resulted in countless millions for Black owned businesses and banks, and the communities they reinvest in and represent.

TED Founder, Richard Wurman, called Maggie "one of the most powerful orators in America"; *Black Enterprise* Editor, Alfred Edmond Jr. called her "Heroic", and Radio One/TV One owner, Cathy Hughes said "Thank God for her commitment to our Black community!" She was chosen by BET as one of "The Most Fascinating Women of 2016", and by YWCA as "Women of the Year". *Publishers Weekly* said her book is "Dynamite" and that her stand was "historic" and "effective". And the *Library Journal* said Maggie's book would "appeal to all those looking to effect positive change in their communities."

Maggie is the only American born child of Cuban immigrants. She has a BA from Emory University, and a JD and MBA from the University of Chicago. She lives in Oak Park, IL with her husband John, who has degrees from Harvard and Northwestern universities, her daughter Cara, a sophomore at Howard University, and their youngest Cori, a high school senior.

MAGGIE ANDERSON, JD, MBA
HOST, "THE MAGGIE ANDERSON SHOW"
www.AuthorMaggieAnderson.com

ABOUT THE QUAHZ TELEVISION NETWORK: QuaHZ is a national television network that is currently streaming on Apple TV, Amazon Fire TV, and ROKU Television to a live audience around the country and overseas. The network currently broadcasts movies, celebrity talk shows, health sessions, documentaries, comedy shows, dramas, celebrity reality, children's educational programming, world events & more! (See pictures below for examples of QuaHZ programming.) QuaHZ has the same distribution as Netflix, Hulu and all other major streaming channels. QuaHZ is also responsible for the hit "SidewalksTV" series shown in hotel lobbies, gyms, restaurants, etc, all over the country. QuaHZ is a small network doing big things! The QuaHZ family is excited to help produce THE MAGGIE ANDERSON SHOW with production and major distribution around the country and overseas. Go to ROKU TV, APPLE TV & AMAZON FIRE TV & Download the QuaHZ Channels.

QUAHZ TV! WATCH LIVE!
www.QuahzTV.com
APPLE TV, AMAZON FIRE TV, ROKU TELEVISION
www.QuahzTVMusic.com
www.SidewalksTV.com