



The 2006 L.A. Black Business Expo (BBX) is New and Improved!

by **Harold Hambrick**, President and **Myra Wallace**, Expo Director

Thursday, May 11, 2006: **We heard you, Expo sponsors and exhibitors** and we want you to know we have responded. For the past few years, as our West Coast Black Music Festival (a part of the Expo) has grown, so has the noise level on the floor. On the floor, we have had exhibitors blast music, karaoke, TV's, and even live performances. That's normally great marketing, but for the purposes of conducting business, it is inhibiting. Many of you have complained that you can't even hear yourself think. Add to that overhead announcements and the Entertainment Stage and by day two that makes for some surly entrepreneurs.

For that reason, we have taken into account your suggestions. **These are changes you will see for 2006:**

1.) **We will maintain our low prices** as we have done for years, for both exhibitors and attendees. Right now the **\$100 discount** is in effect until May 31 for those of you who plan ahead. If you had been exhibiting at the Expo for the past 5 years, you would have saved \$500! Go ahead, decide today to participate.

2.) **We have dealt with the noise problem on the floor:**

We will rearrange the entertainment schedules so that they are not as overpowering. Expect details next month. We will schedule overhead announcements to allow lapses of silence in between announcements.

- We will ask our radio stations to follow the lead of KJLH and conduct onsite interviews which are considerably quieter.
- All businesses that feel they need audio, like DJ services and Karaoke vendors, will be asked to provide head sets for patrons to enjoy their talents.

3.) We have announced that **our new theme is Business: It's A Family Affair**. Joining us this year (to round out the family) we are proud to announce **Malik Yoba**, actor and businessman, will be joining **Wendy Raquel Robinson**, actress and business woman. And **Malik**, who has authored a book will be speaking at our **Youth Summit** this year.



4.) We have selected **THE PLUMBERS of LR Services Plumbing**. The Redway Brothers for our ad campaign this year. Pictured at left: Owen, Leonard and Andrew. They represent our theme Business: It's a Family Affair, for they are the latest in the line of 6 generations of plumbers. Need a plumber? Visit:

<http://www.lrservicesplumbing.com/>

5.) Last but not least, we are bringing back the **Faith Pavilion** in a big way. In fact we are looking for someone to coordinate that Pavilion so that the churches and other religious institutions can return to the Expo. Call (323) 290-4743 for position details.

We met with those sponsors and exhibitors who stepped forward to voice their concerns, and we listened.

We know we have something big here. We are improving our business, so the entire Expo can be "New and Improved."



Our Expo spokesperson, **Wendy Raquel Robinson's** school, Amazing Grace Conservatory is performing in Guys And Dolls beginning **May 13**. For details visit <http://www.amazinggraceconservatory.org/>

Photo Credits: [Leroy Hamilton](#),

In coming issues of Expo TV, we will bring you a video interview depth look at our featured business **LRServices Plumbing**, or the **THE PLUMBERS!** The **Redway Brothers, Leonard, Andrew and Owen**.