Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News (*MMRNews*), an emailed newsletter; The Source Book of Multicultural Experts online and maintains a Speakers Showcase for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. Lisa Skriloff, a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at lisa@multicultural.com or 212-242-3351.

MULTICULTURAL MARKETING NEWS

Multicultural Marketing News (MMN) is an emailed newsletter, and archived here, with news briefs and mini essays. It also serves to introduce marketing executives to multicultural experts for potential business alliances and journalists with diverse sources. Submit Your News. Subscribe | Learn More

Calendar of Recommended Multicultural/Diversity Conferences/Events July through December 2014

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National Association of Black Journalists Annual Convention & Career Fair July 30- August 3, 2014 Boston, MA The National Association of Black Journalists (NABJ) welcomes you to join us from July 30-August 3, 2014, as we gather in Boston for the 39th Annual Convention and Career Fair. Thousands of journalists, media executives, public relations professionals, and students are expected to attend to network, participate in professional development sessions and celebrate excellence in journalism. NABJ will host an array of special events during the convention. The annual convention is the premier venue for digital journalism education, career development, and the nation's leaders in media, business, arts & entertainment and technology. Professional journalists, students and educators will take part in full- and half-day seminars designed to strengthen and enhance their skills. Workshops throughout the five-day convention will highlight journalism ethics, entrepreneurship, specialized journalism and transitioning journalism skills to book publishing, screen writing and media relations. **For additional information:** www.nabj.org **or contact Aprill O. Turner,** aturner@nabj.org

August 13-15, 2014 The Hispanic Retail 360 Summit is Celebrating 10 Years Connecting Retailers to the Hispanic Consumer San Antonio, TX The influential Hispanic consumer market represents a significant growth opportunity for retailers, manufacturers and suppliers. While this market is attractive to business, understanding its complex, multi-generational facets; its shifting attitudes and cultural preferences can be elusive to merchandisers and marketers alike. For ten years, the retailing industry has relied on the Summit for up-to-date data, insightful analysis and successful strategies that can build a lasting bridge to the Hispanic consumer. Join your industry peers for three days of intensive education designed to help retailers target, segment and execute merchandising and marketing plans effectively to Latino shoppers. The Summit theme for 2014 covers one of the hottest topics in marketing-Total Market: Tapping Into the Power of Bicultural Latinos Through an Integrated Approach. A "total market approach" involves shifting away from focusing on Hispanics or any specific culture and moving to a platform that integrates all the cultures into one strategy. This year's conference will explore how this new approach impacts Hispanic marketing, especially as bicultural Latinos become a growing and more influential segment of both the Hispanic and general markets. Hear all about the "Total Market" approach and much more by attending this year's Summit! Register today! www.hispanicretail360.com. **For more information please contact Michael Hatherill, 201-855-7610,** mhatherill@stagnitomail.com

28th Annual NAMIC Conference, Early Bird Registration is in effect until August 1, 2014. The 28th Annual NAMIC Conference is scheduled for September 16-17, 2014 at the New York Marriott Marquis as part of Diversity Week. Conference highlights include exciting and informative educational sessions; Breakfast recognizing CableFAX Magazine's Most Influential Minorities in Cable; L. Patrick Mellon Mentorship Program Luncheon; the 2014 Excellence in Multicultural Marketing Awards (EMMA) presented in partnership with CableFAX, and much more. **For more information visit** http://namic.com, **email:** info@namic.com **or call NAMIC National at 212-594-5985.**

2014 ADCOLOR® Honorees and Nominees Announced In its fourth year - the ADCOLOR® Industry Conference - presented by Wieden + Kennedy, Deutsch and Washington Speakers Bureau - sets an industry standard by introducing dialogue that is rarely explored. The event brings together innovators and thought leaders in the advertising, marketing, public relations, LGBT, media, technology, and entertainment industries, to share their lessons learned as they have push forward an agenda of diversity and inclusion in their professions. The ADCOLOR Awards will take place on September 20, 2014, at The Beverly Hilton in Los Angeles. The ADCOLOR Awards are the final event in the ADCOLOR Awards and Industry Conference, September 17-20, 2014, at The Beverly Hilton in Los Angeles. To register for the 2014 ADCOLOR Awards, Industry Conference and/or ADCOLOR® University, please visit: http://adcolor.org/.

Third Annual Multicultural Health Marketing Conference- October 15-17 in Atlanta, GA DTC Perspectives is proud to announce the third annual edition of The Multicultural Health National: Marketing to a Diverse America (MCH National) - October 15-17 in Atlanta, GA. With over 30 million people gaining access to health insurance for the first time this year, many from a significantly growing multicultural population, this event is more timely than ever. This unique event will feature presentations and case studies from key thought-leaders, marketers, and policy makers in the multicultural and health marketing spheres focused on best practices for reaching the key multicultural populations in America such as LGBT, African Americans, Hispanics, and Asians. Hear from the key decision-makers in the space on the ROI opportunities presented, from brand managers and creative gurus on how to successfully target these harder to reach populations, and from policy makers on how changes in regulations make now the time to focus on this important and growing area. Contact scott@dtcperspectives.com or 770-559-0702 or go to www.mchnational.com

ANA's Multicultural Excellence Awards Call for Entry Countdown is on!
Celebrating its 14th year of award excellence, the ANA's Multicultural Awards recognizes marketers and their agencies for producing the best-in-class multicultural advertising campaigns in the country. Past winners include Walmart, Wells Fargo, Procter & Gamble, Ford Motor Company and Heineken. The awards are sponsored by the ANA's Multicultural Marketing & Diversity Committee. Winners will be announced at the Multicultural Marketing & Diversity Conferenceon Nov 9 - 11 in Miami Beach, Florida. **Join the best of the best - Submit your work and get recognized in front of your peers!** A portion of the submission fees will be used to fund scholarships for talented multicultural students planning to pursue a career in advertising and marketing. **The deadline for submissions is August 15, 2014**. For information on the rules, fees and submission guidelines, please click here.

Upcoming Events

July 2014

Jul 15, "Ladies Who Laugh 2014," New York Women in Communications, NYC.http://www.nywici.org/events/ladies-who-laugh-2014 Contact: Alexis Mortenson, Amortenson@kellencompany.com, 212-297-2106

Jul 15 "NAAIA New York/New Jersey 10th Anniversary Panel Event: I Wish I Knew Then What I Know Now - Profiles In Insurance & Financial Services" The National African American Insurance Association, NY TriState Chapter, Newark, NJ http://www.naaahrnj.org/calendar/

Jul 16-17 "2014 Multicultural Women's National Conference," Working Mother Media, NYChttp://www.workingmother.com/conference-events/2014-multicultural-women039s-national-conference?spMailingID=9483911&spUserID=MTc2MjI2NTgzMjUS1&spJobID=303177692&spReportId=MzAzMTc3NjkyS0 events@workingmother.com

Jul 21, "The African American TV & Video Summit," Target Market News and The NABOB Foundation, Chicago. https://targetmarketnews.com/TVSummit2014Info.htm Contact: Target Market News, 312-408-1881

Jul 24-25 "The 2014 Diversity Leadership Retreat," The Society for Diversity, Orlandohttp://retreat.societyfordiversity.org Leah Smiley, diversityleadershipretreat@gmail.com, 1-800-764-3336

Jul 30-Aug 3, "2014 NABJ Convention and Career Fair," NABJ, Boston. http://www.nabj.org/?page=2014Registration

Jul 31, "The 2014 DANDI (Diversity & Inclusion) Awards," European Diversity Leadership Congress, NYC.http://dandiawards.com/2013/

Jul 31 - Aug 3, "Eastern Regional Conference of the National Association of Hispanic and Latino Studies,"Tampa. www.naaas.org

August 2014

Aug 5-6 "2nd Biennial American Latino National Summit," New America Alliance, San Antoniohttps://events.r20.constantcontact.com/register/eventReg?oeidk=a07e9bim6sta8ef70c3&oseq=&c=&ch Jennifer Cortez, jcortez@naaonline.org, 214-452-6235

Aug 7 "REFRAME: THE SUMMIT -The 2nd Annual Total Market Summit & Awards Event," The Cross-Cultural Marketing & Communications Association, NYC https://www.eventbrite.com/e/reframethe-summit-the-2nd-annual-total-market-summit-awards-event-tickets-10791998157 Jeffrey L. Bowman, contact@theccmca.org, 212-831-5408

Aug 7-9, "NAHJ 2014 National Convention," San Antonio. http://nahjconvention.org/

Aug 13-15, "Hispanic Retail 360 Summit 2014," Stagnito Media, San Antonio. http://www.hispanicretail360.com/Contact: Michael Hatherill, mhatherill@stagnitomail.com, 201-855-7610

Aug 13-16, "2014 AAJA National Convention," AAJA, Washington, DC http://www.aaja.org/category/convention/d-c-2014/

Aug 23, "Celebrando Latinas," El Latino San Diego, San Diego. http://celebrandolatinas.com/ contact: Natalie Richards, Natalie.richards@ellatino.net, (619) 426-1491

August 24, "Festival Peachtree Latino 2014" The Southern Latino Foundation, Atlanta. www.festivalpeachtreelatino.com Contact: Rafael Ortega, 678-966-0322

September 2014

Sep 4-6, "NAAAP International Convention National Association of Asian American Professionals (NAAAP)," Anaheim. http://www.naaapconvention.org

Sep 17, "Hispanic Music and Entertainment Marketing Forum," Portada, NYC. https://www.portada-online.com/events/hispanic-forum/

Sep 17-20, "8th Annual ADCOLOR Awards & Industry Conference," Beverly Hills. http://adcolor.org/

Sep 18, "8th Annual Hispanic Advertising and Media Conference," Portada, NYC. https://www.portada-online.com/events/hispanic-conference/

October 2014

Oct 2, "12th Annual Hispanic Television Summit." B&C and Multichannel News, NYC. Contact: Jennifer Ware,jware@nbmedia.com, 917-281-4718.

Oct 8-10, "2014 National Diversity Women's Business Leadership Conference." Diversity Women Magazine, Orlando. www.diversitywoman.com Contact: Sheila Robinson, (336) 451-4289

Oct 10-11, "6th Annual AsianMBA Leadership Conference & Career Expo" NYC. Contact; Jino Ahn jino.ahn@asiandiversity.com

Oct 16, "Pacific Northwest Multicultural Conference" Contact: Diego Osuna, diego@globalsojourn.com, 612-267-7556

Oct 16-17, "Multicultural Health National," DTC, Atlanta. Contact: Scott Ehrlich, scott@dtcperspectives.com, 770-559-0702.

Oct 21, "The 2014 DiversityInc Special Awards Event Building Your Diversity Brand: How to Improve Pipeline, Talent Development, Supplier Diversity," Diversity Inc, NYC, http://www.diversityinc.com/diversity-events/ Contact: Carolynn Johnson, cjohnson@diversityinc.com, 973-494-0539

Oct 22, "2014 Culturally Competent Healthcare Event," Diversity Inc, NYC,http://www.diversityinc.com/diversity-events/ Contact: Carolynn Johnson, cjohnson@diversityinc.com, 973-494-0539

November 2014

Nov 6 - 8, "The Fourth Annual Caribbean Food & Wine Festival," Grace Bay Resorts and Turks & Caicos Tourist Board Association, Providenciales, Turks & Caicos.http://www.gracebayresorts.com, http://www.caribbeanfoodandwinefestivaltci.com

Nov 7-9 "5th Annual NAAMBA Leadership Conference & Career Exposition," National Association of Asian MBAs, Boston http://www.ascendnaamba.org/highlights/ info@ascendnaamba.org

Nov 9-11, "ANA Multicultural Marketing & Diversity Conference" ANA , Miami Beach.http://www.ana.net/conference/show/id/MCC-NOV14 Contact: Janine Martella, jmartella@ana.net

Nov 15, "The American Muslim Consumer Conference," Newark, NJ. http://2014.americanmuslimconsumer.com

Nov 18-20, "NAA 15th Anniversary & 14th Wall Street Summit," New American Alliance, NYC http://www.naaonline.org/events.html

December 2014

Dec 7-9, "15th Conference on LGBT Tourism & Hospitality," Community Marketing, Inc., Las Vegas.http://www.communitymarketinginc.com/education-and-conferences/international-conference-on-gay-lesbian-tourism/

For general registrations, contact organizations directly.
Please check with individual event organizers to confirm dates and locations
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About the Calendar of Recommended Multicultural and Diversity Conferences and Events
Multicultural Marketing Resources, Inc. (MMR) has compiled this updated, comprehensive Calendar of Recommended Multicultural and Diversity Seminars and Conferences of interest to marketing professionals who target Hispanics, African Americans, Asian Americans, women, the LGBT market, and other cultural groups. The calendar, sent via MMRNews, is also posted at multicultural.com/calendar.
If you are interested in listing your event in the next Calendar (free of charge) or featuring it with a 150-word description and logo ($425), please visit http://multicultural.com/calendar or call Lisa Skriloff 212-242-3351 or e-mail Lisa@multicultural.com.
If you need a speaker on multicultural marketing or diversity, visit MMR's Speaker Showcase.
Next issue: Calendar of Recommended Multicultural and Diversity Seminars and Conferences August Issue
Issue Date: August 5th, 2014
Deadline for materials: August 3rd, 2014
Our 2014 editorial calendars are available at http://multicultural.com/services/mmrnews_calendar. Questions? Call 212-242-3351/email Lisa Skriloff at lisa@multicultural.com.

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