MULTICULTURAL MARKETING RESOURCES, INC.

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

March is Womens History Month

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News - March 2014

March is Women's History Month

Here is your latest edition of Multicultural Marketing News, the newsletter published by Multicultural Marketing Resources Inc., www.multicultural.com.

What's Inside: Featured News Stories...Company Profiles...Expert Resources For Marketing Executives...Diverse Sources and Story Ideas For Journalists

In this issue:

- **DAE**- Vicky Wong
- **VanguardComm**- Esther Novak
- **Translations.CA**- Kim Pines
- **Ethnic Technologies**- Karen Sinisi
- About Women's History Month

DAE

Vicky Wong to be Honored for Leadership in Asian American Marketing Industry-- Vicky Wong, President and CEO of DAE, www.DAE.com is receiving a distinguished Leadership Award on the 26th of March at the 18th annual Multicultural Marketing and Awards Conference in Minneapolis, Minnesota. This award recognizes Wong's leadership in the development of the Asian American marketing industry. An expert and a 20-year veteran in the Asian multicultural field, she will lead a session at the conference on Asian Americans. Wong will discuss differences between Asian and American culture, cover the latest demographics and those implications, discuss Asian values and aspirations and best practices to ensure successful marketing campaigns.Wong has always led her firm with a fresh approach to influence and engage audiences, and has maintained a strong pulse on bilingual, bicultural transpacific jetsetters and influencers. An Advertising Age "Top 10 Asian American ad agency", just this last year her firm was awarded the 3AF Creative Campaign of the Year, won the Bronze at the Multicultural Health Marketing Awards and also the ANA Multicultural Excellence Award. **For more information contact Vicky Wong, President & CEO, 415.341.1280 or** hello@dae.com **Visit www.DAE.com**

vanguardcomm

VanguardComm: Salutes Strong Women Esther Novak is founder and CEO of VanguardComm, a full service communications firm specializing in multicultural markets. She founded VanguardComm in 1995 after extensive experience in Federal and State government, AT&T and Ketchum. Specialties include Home Improvement, Consumer Packaged Goods, Healthcare, Financial Services, Communications, and Nonprofits, including a range of social impact programming, branding and marketing. Her driving force is captured in her Energy, Passion, Persistence and Pioneering Leadership. Novak currently serves on the Board of Directors of Grounds for Sculpture, having served on numerous Boards, including AHAA, the Voice of Hispanic Marketing, McCarter Theatre in Princeton, Smithsonian Institution Latino Task Force, el Museo del Barrio Advisory, NJ Statewide Hispanic Chamber of Commerce, and NJ Council for Economic Growth. She is quoted extensively and was recognized as one of the Best 50 Women in Business by NJBIZ; Professional Services Business Person of Year by NJ Statewide Hispanic Chamber of Commerce; Outstanding Peruvian by TUMI USA; and AT&T HISPA Role Model of the Year. **For more information contact Esther Novak, Founder & CEO at 732-246-0405 or enovak@vanguardcomm.com or visit www.vanguardcomm.com**

www.Translations.CA

Translations.CA : Woman-owned Business, Corporate Translation Services--A creative, strategic thinker & process and performance improvement leader, Kim Pines is a senior executive with over 28 years of progressive experience in the language service industry. Having studied business administration and marketing, she has a customer-focused background and in-depth knowledge of the consumer packaged goods and marketing/advertising industries in Canada. Kim is an active member of AILIA, Canada's Language Industry Association as well as several other Associations. As Founder and President of Translations.CA, Kim has created an agency specialized in corporate communications with best in class service. And was one of the first companies to be certified inleading Translation Standards CGSB-131.10 and EN15038.Based in Toronto, Canada, Translations.CA is a small giant -- small and personal enough to ensure language continuity, short communication channels, fast feedback and short production cycles -- large enough to meet your needs with a team of passionate, experienced, professional in-house translators and project managers. We're not just Translators. We are Wordsmiths!™ **For more information please contact (416) 248-5648 or info@translations.ca or visit http://translations.ca/**

Ethnic TECHNOLOGIES

Ethnic Technologies Salutes Strong Women--In honor of Women's History Month, Ethnic Technologies wants to celebrate strong women. There is a very engaging dialogue in the media right now surrounding the word "bossy" as it applies to women. Two women with very different backgrounds but both with equally strong leadership skills have started this conversation. Sheryl San dberg, COO of Facebook, and Anna Maria Chavez, CEO of Girl Scouts Of The USA, were both called bossy and more during their childhood and adult years. They both discuss the negativity surrounding the label, and the consequences suffered. If a man is a strong leader, it is considered an invaluable character trait and one for other men to emulate. However conversely, if a woman is a strong leader, she is automatically labeled "bossy", and considered to have a character flaw because of it. So, despite earning the majority of U.S. college degrees, women make up only 5 % of Fortune 500 CEO's and 19% of the U.S. Congress. Women make great leaders, and we need great leaders. So, we salute strong women and great leaders! **For more information contact Karen Sinisi, Sales Director at 866-333-8324 ext. 117 or karens@ethnictechnologies.com**

About Women's History Month

National Women's History Month's roots go back to March 8, 1857, when women from New York City factories staged a protest over working conditions. International Women's Day was first observed in 1909, but it wasn't until 1981 that Congress established National Women's History Week to be commemorated the second week of March. In 1987, Congress expanded the week to a month. Every year since, Congress has passed a resolution for Women's History Month, and the President has issued a proclamation.

If you are interested in including your company profile/news in our next issue of Multicultural Marketing News/MMRNews ($425), please visit: http://multicultural.com/services/mmr_news or contact Lisa Skriloff at 212-242-3351 or Lisa@multicultural.com.

Theme: Multicultural Communications Month

Issue Date: April 10th, 2014

Deadline: April 3rd, 2014

To see upcoming newsletters view our 2014 Editorial Calendar

Questions? Call 212-242-3351 or email Lisa@multicultural.com.
About This Newsletter Multicultural Marketing News (MMRNews), is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription, sign up at http://multicultural.com/mail_list_sign_up.

Comments (0) | Permalink

RECENT POSTS

2020/2021 Multicultural & Diversity Webinars, Career Fairs, Confs & Summits @Horowitzinsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

November Multicultural & Diversity Webinars, Career Fairs, Confs and Summits @Horowitzinsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

Meet the Experts in Hispanic Marketing in the Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs, Fairs and Virtual Upfronts, Oct-Nov 2020, Register Now for @SpectrumReach @blackrvcf1 @ANAmarketers @LGBTQinsights @NYUrbanLeague

Upcoming Key Multicultural & Diversity Confs Oct-Nov 2020, Register Now for @mocinocomms @ANAmarketers @LGBTQinsights @NYUrbanLeague

Meet the Experts in Hispanic Marketing on multicultural.com Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @NYUrbanLeague @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @ADCOLOR @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Aug-Nov 2020, Register Now for @EmergeSmarter @ADCOLOR @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs July-Nov 2020, Register Now @3PercentConf @ANAmarketers @LGBTQinsights

ARCHIVE

November 2020 (1)
October 2020 (3)
September 2020 (3)
August 2020 (2)
July 2020 (1)
June 2020 (1)
March 2020 (1)
February 2020 (4)
January 2020 (2)

JOURNALISTS

Find diverse sources and experts on niche markets and diversity

- Search for an expert online in Multicultural Experts Directory
- Post your query here for experts to respond to
- Have your query sent to selected experts we can recommend and set up interviews for you
- Request statistics and background information
- Request a copy of the Source Book of Multicultural Experts
- **Learn more about how MMR works with journalists**

CORPORATE EXECUTIVES

Get started; Find a vendor; Promote successful initiatives

- Get information on ethnic/niche markets
- Find an expert firm; search here or post your RFP
- Promote your diversity initiatives and multicultural marketing campaigns; Post your news or Send a press release
- Request speakers for meetings
- Consulting services
- **Learn more about how MMR works with corporations**

MULTICULTURAL EXPERTS

Promote your services; Find new clients; Get in the news

- Get listed in the online Multicultural Expert Directory
- Get listed in the Source Book of Multicultural Experts
- Send a press release about your company
- Feature your company in MMRNews

SPEAKERS

- Get listed in the Speakers Showcase
- Search queries from journalists
- List in the online Multicultural Expert Directory
- **Learn more about how MMR works with Experts and Speakers**

ASSOCIATIONS & ORGANIZATIONS

- Promote your events in our Calendar of Recommended Multicultural and Diversity Events
- Disseminate your press releases via MMRNews
- Request speakers for events and conferences
- Connect with sponsors
- **Learn more about how MMR works with associations**