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

Multicultural Marketing News - March is Women's History and Irish-American Heritage Month

Multicultural Marketing News March 2016
What's Inside: Women's History Month
Irish-American Heritage Month

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

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.

Irish-American Heritage Month and St. Patrick's Day, March 17

Congress proclaimed March as Irish-American Heritage Month in 1991, and the President issues a proclamation commemorating the occasion each year. Originally a religious holiday to honor St. Patrick, St. Patrick's Day has evolved into a celebration of all things Irish. The world's first St. Patrick's Day parade occurred on March 17, 1762, in New York City, featuring Irish soldiers serving in the English military. This parade became an annual event, with President Truman attending in 1948. 33.1 million, or 10.4% was the number and percentage of U.S. residents who claimed Irish ancestry in 2014. New Hampshire, at 20.9 percent, is the only other state in which more than 20 percent claimed Irish ancestry. California had 2.5 million people claiming Irish ancestry, which was the highest of any state. Two other states - New York and Pennsylvania - also had more than 2 million Irish-Americans. 42.3% is the percentage of the population of Braintree, Mass., who were of Irish ancestry. Braintree is just one example of the many communities near Boston that are close to having a majority Irish population. Scituate, Hanover, Marshfield and Norwell are some others. 196,568 is the number of Irish-Americans living in Chicago, the location of one of the nation's most renowned St. Patrick's Day traditions: dyeing the Chicago River green. Chicago's Irish-American population was second among cities only to New York (363,045), home to the world's oldest and largest St. Patrick's Day parade. Philadelphia was third at 176,568. **For more information about Irish-Americans in the U.S., visit census.gov.**

- Ethnic Technologies 2016: E-TECH CANADA
- Emprendedora - Celebrating Women: Beyond the Holiday
- Mikado Marketing - Celebrating Women in the Workforce
- LatinoEyes - Webinar from LatinoEyes: Understanding the Hispanic Shoppers' Digital Engagement
- NDTV - Connecting With America's Most Affluent Group
- Grupo Gallegos taps Luis Camaño to lead Brand Activation Group

Meet the Experts
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- UWG

Featured Events
- The Forum on Workplace Inclusion, March 29-31, 2016
- AHAA's 2016 Annual Conference "AHAA 20/20: The Future in Focus" April 18-20, 2016, Miami
- Sponsorship Opportunities Available for 2016 Mosaic Awards, June 5, 2016
- 5th Annual Multicultural Health National Conference, Oct 25-26, 2016, Philadelphia

Job Opportunity
- Prudential - Multicultural Copywriter

New for Ethnic Technologies 2016: E-TECH CANADA

E-Tech Canada segments your Canadian database by Ethnicity, Religion, Language Preference, Ethnic Group and Hispanic Country of Origin. The name intelligence at the heart of E-Tech Canada is comprised of first names, surnames and expert name rules, including prefixes and suffixes, derived from ethnic name research compiled over more than 40 years. E-Tech Canada also incorporates our proprietary Enhanced Neighborhood Analytics (ENA) technology specific to the Canadian population. Once E-Tech Canada has analyzed all the available name intelligence and all of the geographic information, it uses our proprietary, culturally sensitive and Canadian specific algorithms to predict the ethnicity and other demographics for each individual record. E-Tech Canada also offers Gender identification for all individuals and four levels of Assimilation for Asian individuals in Canada. **For more information, please contact Karen Sinisi, Director of Sales, Ethnic Technologies, 866-333-8324 ext.117, karens@ethnictechnologies.com.**

Celebrating Women: Beyond the Holiday

The month of March is dedicated to celebrating Women's History Month across the U.S.; a time to commemorate and uplift women's contributions to history, society, and culture at large. Here at EMPRENDEDORA, celebrating women is more than a holiday; it is the core of our business approach. More than just the feminine definition of 'entrepreneur', EMPRENDEDORA symbolizes empowerment, drive, determination, and action. An EMPRENDEDORA opens doors; she is always looking for solutions, sees past obstacles and barriers, sets goals, and follows through with them. Established in 2010, EMPRENDEDORA was founded by Sandra Gomez Obregon. This showcases the outcome of true immigrant success after having a successful 15-year career mastering all areas of multi-cultural marketing, truly embodying the notion that with motivation, passion, and vision, any woman's dream can become a reality. We invite you to follow EMPRENDEDORA throughout the month of March, you will meet the amazing businesswomen making our multi-cultural marketing firm the success that it is! Afterwards, to culminate the month, we invite you to join us at the ribbon-cutting ceremony on March 30 to officially reveal our new offices in San Antonio, Texas. We look forward to making you a part of our EMPRENDEDORA family! **For more information please contact info@soyemprendedora.com, 210-591-1564.**

Celebrating Women in the Workforce

For Women's History Month we would like to recognize the influence of multicultural women in the USA. MIKADO is a women-led cultural consulting firm that possesses a core mission to create an equal, supportive, and flexible work place for women and working mothers. With a focus on multicultural heritage, MIKADO's female leadership provides a distinct advantage in the international market. The firm has mastered inclusive and targeted marketing strategies that focus on immigrant families who make up one of the fastest growing demographics in the United States. MIKADO's culture of female leadership in the workplace runs parallel to the role of female influencers and decision makers at home. Click here for more information on multicultural women's impact and growth in the USA. **For more information please contact Liza Solberg, liza@mikado-marketing.com.**

Webinar from LatinoEyes: Understanding the Hispanic Shoppers' Engagement

In a world of constant mobility and ever-changing technology, shoppers crave the ability to include digital tools in their decision making. From researching your brands and reading product reviews before going to the store, to in-the-moment price comparisons and sharing their in-store experience with others, mobile devices and digital technology have become allies and valuable resources for shoppers; particularly for Hispanic shoppers. View this free webinar from LatinoEyes here. **For more information please contact Jorge Martinez, Senior Director, LatinoEyes®, 312-828-9200, jorgem@crresearch.com.**

Connecting With America's Most Affluent Group

According to the latest U.S. Census data, Asian Indians are the first ethnic group in America to cross the $100,000 threshold for National Median Household This figure is nearly DOUBLE the National average and more than two and half times higher than Hispanic Household Income. Combined with their explosive population growth, Asian-Indians are a phenomenal consumer segment that can no longer be denied. And there is no better vehicle for reaching these elite consumers than on NDTV, India's most trusted News brand. NDTV 24x7, the flagship network and top rated English News Channel from India; is currently available on Time Warner Cable, DISH Network as well as Sling, their new OTT platform. NDTV also offers NDTV Good Times, India's first travel and lifestyle channel available on DISH Network.
Contact Rohit Jaiswal, Associate Vice President - Distribution Sales, Distribution, NDTV, Rohitj@ndtv.com, +91-999-903-6145 Or Tom Marsillo, - Advertising Sales tom@emergingnets.com, 732-492-8559

Grupo Gallegos taps Luis Camaño to lead Brand Activation Group

Grupo Gallegos assembling elite talent to expand data-powered brand activation service offerings Grupo Gallegos announced that advertising industry veteran Luis Camaño has joined the company to lead its newly formed Brand Activation Group. The role of the Grupo Gallegos Brand Activation Group is to help clients cut through the clutter of a busy and fiercely competitive content landscape by creating in-store, shopper marketing, digital and mobile experiences delivered in the ideal moment and context. "Our clients are searching for ways to engage customers with their brand in both the experiential and digital realms. Luis has tremendous experience leading creative teams using behavioral data from mobile, social and proximity marketing to create unique and engaging consumer experiences that drive sales," said Grupo Gallegos President and CEO, John Gallegos. "Combined with his exceptional track record as a creative lead in the retail advertising world, this will be of tremendous value to our clients." **For more information please contact Jennifer Mull, Chief Marketing Officer, jmull@grupogallegos.com.**

Meet the Experts

Creative Consumer Research

With headquarters located in Houston, CCR offers complete field service covering Texas, as well as the surrounding areas and nationwide. Large conference-style focus group rooms with one-way mirrors and large client viewing rooms. Taste tests, telephone interviewing, executive surveys, mall intercepts, door-to door interviewing, mystery shops, store audits, and computer capabilities available. Bilingual interviewing, moderators, and translators are available. CCR also offers project management for multiple city projects.
For more information, please contact Patricia Pratt, President, Creative Consumer Research, 281-240-9646, ppratt@ccrsurveys.com.
http://multicultural.com/expert-directory-profiles/creative-consumer-research

UWG

UWG is a diverse group of marketers who collaborate to develop insight-driven stories that speak to the right consumer at the right time. At UWG, we appreciate and celebrate the new, creative mind. This being is passionate, curious, proactive and resilient. The new, creative mind is disruptive by nature, yet thoughtful and compassionate to the audience it's communicating with. Regardless of the assignment, this integrated approach always prepares the new, creative mind for the unknown through well-informed strategic insights.
For more information, please contact Teresa Lyles Holmes, Director, Public Relations, UWG, 212-219-1600, Teresa.Holmes@uwgny.com.
http://multicultural.com/expert-directory-profiles/uni-world-group-inc

View all experts here

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Featured Events

The Forum on Workplace Inclusion, March 29-31, 2016
Making ALL the Difference: Bold Conversations and New Directions, March 29-31, 2016, Minneapolis Convention Center
Now in its 28th year, The Forum on Workplace Inclusion convenes annually in Minneapolis to engage people, advance ideas and ignite change around the topics of diversity, inclusion and equity. The Forum is a platform for organizations to come together to question what an inclusive workforce and society should look like, and close the gaps between social justice and business issues. With thought-provoking keynote sessions that include speakers Bill George and Anand Giridharadas, 58 concurrent sessions, the Forum Marketplace, Bold Conversations on Race, the Great Forum Gathering, and a professional Career Fair - this event is not to be missed. We invite you to attend and bring your unique contribution to the BOLD CONVERSATIONS that will lead to inspiring NEW DIRECTIONS. "Making ALL the difference requires the whole system in the room - from the new diversity council member - to the front-line manager - to the seasoned diversity leader - to the CEO champion."
- Steve Humerickhouse, Executive Director, The Forum on Workplace Inclusion
Visit www.StThomas.edu/WorkplaceForum for information and registration. **For information about our professional Career Fair visit www.StThomas.edu/WorkplaceForum/Career-Fair-Candidates or contact workplaceforum@stthomas.edu, 651-962-4377.**

AHAA's 2016 Annual Conference "AHAA 20/20: The Future in Focus" April 18-20, 2016, Miami
Branded content, ad blocking, digital advertising fraud, programmatic, total market and digital disruption are just some of the ever-evolving realities that are forcing marketers, media, agencies and the entire marketing ecosystem to explore a new future together. These topics and more fill the jam-packed agenda of AHAA's 2016 Annual Conference held April 18-20 in Miami. Wendy Clark, president and CEO of DDB North America, and Coca-Cola's former president of sparkling brands and strategic marketing in North America kicks off the conference and sets the tone for three days of powerful and exciting insights from CMOs, authors, entertainers, media executives and researchers who are at the forefront of change and innovation in their industries. During the AHAA Conference, the Nobu Eden Roc in Miami will serve as the epicenter of the Hispanic marketing ecosystem as C-suite executives, agency leaders and media elite gather for a deep-dive into today's hottest topics. With a lens tuned to the future, "AHAA 20/20: The Future in Focus" will deliver ground-breaking research, innovative trends and opportunities to learn from companies and agencies who are killing it and creating new market realties that impact us all. Registration is now open with Early Bird rates available until March 11, 2016. **For more information and to register please visit http://ahaa.org and follow all conference chatter on Twitter using the @ahaa handle and hashtag #ahaa2016.**

Sponsorship Opportunities Available for 2016 Mosaic Awards
Support cutting-edge advertising and connect with the best agencies and companies in the business at the 2016 Mosaic Awards in Anaheim, CA on **Sunday, June 5**! Each year, the AAF honors cutting-edge campaigns and company initiatives that celebrate multiculturalism in advertising at the Mosaic Awards. Be a part of the celebration! Sponsorships include company identification in promotional materials, a table at the award show and conference registrations at the AAF's ADMERICA National Conference! **Contact Kai Jones Weidle for more information at kjones@aaf.org.**

5th Annual Multicultural Health National Conference, Oct 25-26, 2016, Philadelphia
Save the Date for the 5th annual edition of The Multicultural Health (MCH) National, the premier and only multicultural conference focusing on the healthcare industry and a must attend event for pharma executives, ad agencies, insurers, hospitals and media companies. For the first time, the event to be held at The Sonesta Philadelphia, Oct. 25-26, 2016, will be co-located with the DTC Forum on TV & Print. The Multicultural Health National conference will feature case studies of successful examples of healthcare marketing and specific focus areas for each key multicultural population segment in America including African Americans, Hispanics, Asian Americans and LGBT consumers. This 1 ½ day conference also features one evening of awards with a dinner reception celebrating recipients of the Best in Multicultural Health Marketing Awards and the client-side executives selected for the Outstanding Multicultural Marketers Awards.This year's speaker line up already includes Michael Myers, SVP, Public Affairs and Rev. Percy McRay, National Director of Faith-Based Programs, Cancer Treatment Centers of America Global, Inc. among others. Register here **To be kept informed of speakers as they are announced and learn about sponsorship opportunities and conference agenda, contact Scott Ehrlich, VP, DTC Perspectives at scott@dtcperspectives.com or 770-559-0702. Follow on Twitter using #MCHN16 or visit dtcperspectives.com/mchn/ for more information.**

See more events here

List your event here

Job Opportunity

Prudential - Multicultural Copywriter, Newark, NJ
This includes, but is not limited to email campaigns, case studies, web content, interactive scripts, blog content, customer communications, sales enablement, demand generation campaigns and other communication programs that generate sales leads and enhance the company brand. This position requires creativity, strategic thought and the ability to take complex concepts and translate them into dynamic and simplified value proposition messaging. Responsibilities: Implement best practices for all interactive /digital and traditional assets and effectively use SEO keywords in copy development across all channels Take calculated creative risks to engage new audiences, extend our reach, and generate leads for the businesses Conceive and execute large volumes of high quality copy for sales enablement, web, social media, e-marketing, thought leadership, etc within the assigned timelines Execute communications for specific targeted audiences (i.e. Women, Hispanic, African American, Asian consumers, strategic partners, financial professionals) Explain concepts simply and concisely to help our customers understand the unique value of our products and services Understand our company's products and technology to establish yourself as a message and positioning expert Collaborate with cross functional teams to generate effective materials for the U.S. Businesses Serve as the editor on communication assets Demonstrate a high degree of accuracy and efficiency when writing, editing or proofreading copy and be able to deliver approved copy within the anticipated timeframes Implement and help create message maps for all solutions and ensure message effectiveness and consistency across all deliverables Assist the Multicultural Marketing team with duties as assigned Bachelor Degree in Writing, English, or Journalism 5+ years of consumer copywriting experience, preferably in banking or financial services Excellent written and verbal communication skills Experience with InDesign, Photoshop, Illustrator, HTML and CSS A strong writing acumen to simplify the value of highly complex products Well-rounded knowledge of email marketing is a must, as well as thorough familiarity with leading trends in usability, best practices, online marketing, and traditional marketing A track record of writing and content development for diverse consumers Excellent understanding of traditional and online marketing methods (e-newsletters, print collateral, website content, social media etc.) Ability to work under strict deadlines, successfully plan, organize and multi-task in a fast-paced, complex environment Strong conceptual thinking and problem solving skills To apply: Please go to www.prudential.com/careers and enter MUL0000L into the job code field. Or cut and paste link into browser: https://pru.taleo.net/careersection/2/jobdetail.ftl?lang=en&job=MUL0000L
www.prudential.com/careers

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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.

Next Issue: April 2016
Deadline: April 4th, 2016
Theme: Multicultural Communications Month
Save the Dates for Key Multicultural & Diversity Conferences + events

To see upcoming newsletters view our 2016 Editorial Calendar

Questions? Call 212-242-3351 or email Lisa@multicultural.com.

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