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 - November 2015

Multicultural Marketing News
November 2015

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

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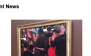
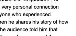
Multicultural Arts & Entertainment News

"Archibald Motley: Jazz Age Modernist," at New York's Whitney Museum



"If you google 'Harlem Renaissance images' this is the painting (that will come up in your search)," said Richard J. Powell, the Duke University John Spencer Bassett Professor of Art and Art History and Dean of Humanities, as he led a tour at the Whitney Museum of the exhibit *"Archibald Motley: Jazz Age Modernist."* Dr. Powell, whose expertise is in African American art, and theories of race and representation in the African diaspora, curated the exhibit, a forty-two painting retrospective of Archibald Motley's career, which will run through January 17, 2016. Divided into six sections, the exhibition spans work from Chicago, Jazz Age Paris and Mexico of an artist The Whitney says "first achieved recognition of his dignified depictions of African Americans and people of mixed race descent, which challenged numerous contemporary stereotypes of race and gender," and who, according to Powell, was both "an outlier and part of the community." Painting titles give a glimpse of what awaits at this exciting and impactful exhibit: "After Fiesta, Remorse, Siesta"; "The Octoroon Girl"; "Self-Portrait (Myself at Work)"; "Blues, 1929"; "Saturday Night" (Nights in Bronzeville section) and "The First One Hundred Years: He Amongst You Who is Without Sin Shall Cast the First Stone; Forgive Them Father For They Know Not What They Do." Presented in the museum's 8th floor Hurst Family Galleries of the striking building designed by architect Renzo Piano, the outdoor terrace facing the High Line at the other end of the floor overlooks one of the last remaining working meat packing companies, where a visitor can spot white coated workers at the truck bays. **@whitneymuseum #ArchibaldMotley Whitney.org**

Homecoming King: Hasan Minhaj's One Man Show at The Cherry Lane



In the tradition of Spalding Gray, John Leguizamo and Mike Birbiglia, Homecoming King is a one man show delivered as a "monologue meets stand-up-podcast" by Hasan Minhaj telling his immigrant story in this funny and touching Off-Broadway show now playing at The Cherry Lane theater in Greenwich Village. This show alternates performances with another type of immigrant story playing at the same theater, Colin Quinn in "The New York Story." In the 80 minute "Homecoming King" Minhaj, the "Daily Show" correspondent and humorist, shares his heart-wrenching stories of growing up as a first generation Indian-American. It's the story of, as he calls it, the "New Brown America" and he shares it as a kind of therapy that, he tells us, story telling can be. "We're all in this together" he says and, hoping to inspire others to tell their story, his website homecomingkingshow.com and social media outlets including @HasanMinhaj encourage interaction via #homecomingkingshow. The culture of "Log kya kahenge" or "What will People Think" informs his life, he explains. It's "the killer of every brown kid's dreams." In Spanish it's "El quedirán", or What Will People Say as a fan and friend shares with him online. This very personal connection with the audience happens thanks to the emotional resonance with anyone who experienced bullying, overbearing parents, early love confusion and heartbreak. When he shares his story of how he, a Muslim, married a girl from a Hindu family, a gasp from some in the audience told him that his "Mishpucha" was at the show. For those that didn't grasp the significance he compared the marriage to a Montague and Capulet. For the complete comedic history of NY and The American Dream from past to present we suggest an ultimate evening of a great double feature -- the 730 pm Colin Quinn telling of the NY experience followed by Hasan Minhaj at 930 pm. Homecoming King runs through November 15th. **http://www.cherrylanetheatre.org/**

News and POV

Ethnic Technologies To Be Honored with 2015 Silver Apple Award by Direct Marketing Club of New York

Ethnic Technologies, the Global Leader in Multicultural Marketing, Research, database enhancements and modeling will be honored by Direct Marketing Club of New York with a 2015 Silver Apple Award at the 31st annual gala, which will take place at New York's Edison Ballroom in New York City on Thursday, November 12, 2015. The Silver Apples honor individuals and organizations for outstanding contributions to the growth and practice of direct, digital and data-driven marketing, during a career spanning at least 25 years. The 2015 Silver Apple recipients were chosen by the Club's past presidents. The recipients must have at least 25 years' experience in the business, a commitment to volunteerism and leadership, and a record of vital contributions to the growth of the industry. Since 1985, a total of 226 individuals and 19 companies have received DMCNY Silver Apples honors - with this year's six individuals and one corporation set to join this elite group. Read more about Corporate Honoree Ethnic Technologies and all others at http://dmcny.org/2015_Silver_Apple_Honorees. **For more information, please contact Karen Sinisi, Director of Sales, Ethnic Technologies, 866-333-8324 ext.117, karens@ethnictechnologies.com.**

The 50+ Segment of the Hispanic Market Has Officially Come of Age

For the past several decades, the conversations and editorial content in multicultural marketing have focused on how the Hispanic market is a younger market. Given Corporate America's ongoing obsession with the Youth and Millennials, this has been an appealing selling point that many have used to gain the commitment of marketers and secure marketing budgets. While true, the tide has officially turned and the 50+ segment of the Hispanic market gained some much-deserved attention at two concurrent, high profile industry forums. One was a presentation at the DTC Perspectives Multicultural Health National Conference in Fort Lauderdale, led by Louis Maldonado, Partner and Managing Director at d expósito & Partners. The content of his presentation highlighted several demographic updates and provided compelling insights to demonstrate why marketers should care about Hispanics 50+. Almost simultaneously, Nielsen held one of its signature events in New York City, where they unveiled a new report entitled "Latinos 50, the New American Vanguard". The event covered the significant progress made in the areas of population growth, household income and consumption, and the positive, influential role they play within their families. **For more information, please visit newamericanagency.com.**

Louis Maldonado of d expósito & Partners Honored by El Diario/La Prensa as "OutstandingLatino"

Louis Maldonado, Partner and Managing Director of d expósito & Partners, was honored by *El Diario/La Prensa* with a distinguished *"EL" Award* at the Twelfth Annual "EL Awards" luncheon, which took place at the Grand Havana Room in New York City on Thursday, October 22, 2015. As Managing Director at d expósito & Partners, Maldonado oversees key agency accounts such as AARP and ConAgra Foods. His account leadership has helped yield several awards for the agency's work, including a *David Ogilvy Award* from the Advertising Research Foundation, several *Telly Awards* and a *Hispanic Account Planning Excelencia Award*. Prior to joining d expósito, Louis worked at The Bravo Group and the Marketing Store, where he was the account director overseeing McDonald's National Hispanic Promotions and Brand Activation Work, including the 2006 FIFA World Cup and Mexican National Team Activations. Among this year's recipients are Marcos Crespo, Assemblyman, NY State; Rodolfo Fuertes, Chairman of the Board of Directors, National Supermarket Association; Maximo Tolentino of NYPD and David Ramirez, MME, Manager of Multicultural Markets, AARP. **For more information, please visit newamericanagency.com.**

Meet the Experts

CultureSpan Marketing

CultureSpan is a full-service marketing firm specializing in developing Hispanic and Total Market creative strategies. Headquartered in El Paso, Texas, CultureSpan has 35 years experience developing campaigns that forge meaningful connections between brands and consumers. We do this using something called "Transcreation"... a process that explores cultural insights first, before focusing on language. Successful brands must be culturally engaging, which can't be achieved through translation alone. That's why we strive to amplify relevance through culturally based attitudes, beliefs and values to create messages that ring true in the hearts and minds of our consumers. **For more information, please contact Manny Rodriguez, Director, Client Relations, CultureSpan Marketing, 915-581-7900 manny.rodriguez@culturespanmarketing.com. http://multicultural.com/expert-directory-profiles/culturespan-marketing**

New American Dimensions, LLC

We are the largest, independent, full-service, multicultural market research firm in the country. Our research capabilities include qualitative, quantitative and hybrid methodologies including consultative and advisory services. We employ innovative research and analytical methods to capture how multicultural consumers think, feel, and make decisions about purchasing, brands, communications, and marketing and use this to direct multicultural marketing and business strategies. Our clients include Fortune 500 companies, public institutions, and not-for-profit organizations. LGBT certified. **For more information, please contact David R. Morse, President and CEO, New American Dimensions, LLC, 310-670-7889,david@newamericandimensions.com. http://multicultural.com/expert-directory-profiles/new-american-dimensions**

Titanium Worldwide

Titanium is the world's first collective of certified-diverse companies operating as a single agency. Clients rely on our broad service offering, category experience across multiple industries and our ability to authentically communicate with any and all audiences. We've streamlined our process by offering a full suite of services with one contract and one point of contact. Titanium is the agency built for today's business needs. Titanium is a full service, integrated collective of certified-diverse media, marketing, communications agencies and consulting firms. We are the intersection of best-in-class services and diversity; our Members are award winning companies at the forefront of change, leadership and innovation. **For more information, please contact Erin Geoghegan, Business Liaison, Titanium Worldwide, 212-695-6663, erin.geoghegan@titaniumww.com. http://multicultural.com/expert-directory-profiles/titaniumworldwide**

View all experts here

Featured Events

Get National Recognition for Your Multicultural Work! Mosaic Awards, June 5, 2016, Anaheim, CA

Let the American Advertising Federation shine a spotlight on your company's creative campaigns and initiatives that celebrate diversity and inclusion and join the who's who in the advertising business at the 2016 Mosaic Awards. Submit your work and join an elite class of advertising, marketing and media companies that have played a pivotal role in creating inclusive work and business practices. Don't miss out! Submission deadline is February 5, 2016. Enter online here.

See more events here

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: December 2015
Deadline: December 3rd, 2015
Theme: Outlook for Multicultural Marketing in 2016

To see upcoming newsletters view our 2015 Editorial Calendar

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

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