

## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

#### **LOCAL ECONOMIC INITIATIVE ENGAGED *Black Business Group to Host Business Development Event***

**May 27, 2009** (*Macon, GA*) – On June 20, 2009, The Macon-Middle Georgia Black Pages will partner with the Georgia Summit of African American Business Organizations (GSAABO) to facilitate the area's First Black Business and Community Economic Empowerment Congress.

The full day program is a groundbreaking effort by community leaders to facilitate dialogue, offer solutions and foster alliances that will improve economic growth and help stabilize business. The pivotal event will be held at Macedonia Baptist Church in Macon, GA from 8:30 am – 2:30 pm.

The program will address black business economic asset value, methods for improving service delivery to black consumers and a collaborative effort to increase black consumer support of area businesses.

Congress facilitator Joe Hudson, president of Hudson Strategic Group said, "We are attempting to address the market created by and through Black consumers, businesses and organizational spending."

Congress attendees will attend hearing panels, share their ideas and strategies that will tackle concerns about the current economic challenges businesses face, offer future projections and solid business practices for remaining viable. The featured speaker will be George Andrews, president of Capital City Bank and Trust Company in Atlanta, GA. Capital City Bank and Trust Company is an African American owned & operated bank.

The goal of the Congress is to:

1. Cause an investment in black businesses through an increase/shift in black spending by consumers, black businesses and black organizations by 5% annually.
2. Develop strategies to enlist local resources to assist black businesses to improve customer satisfaction.
3. Educate black consumers, businesses and organizations on the economic value created in the entire community by sustaining community businesses.

The Congress being held in Macon is part of a statewide initiative by the GSAABO to help energize and support black businesses and various communities. The organization, founded in 1993, is renowned for its work to acknowledge the contributions of black businesses and the value of black consumers.

Participants attending the Congress at Macedonia Baptist Church will be provided a continental breakfast and lunch at the event. The event registration fee is \$25.00.

For more information or to register, please contact Ed Bethea at 404-202-5037 or Alex Habersham at 478-464-0074. Online registration and more information are available at [www.maconblackpages.com](http://www.maconblackpages.com)

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