



BLACK EXPO

Celebrating 36 Years Of "Continued Success"

Online; On T.V.; In Print; And In Person

Welcome to the 36th Annual Sacramento Black History Month Black Expo! The activities will be held February 23,24 and 25th,2024 at SAFE Convention Center downtown.

Now for over three incredible decades the Black Expo has served the community to assure that gaps in education, housing social justice, jobs, careers, health, and living in a clean and green environment are part of what makes Black lives matter. Black Expo will continue a tradition of bringing together those that are in need and searching for opportunities and those that can provide opportunities. This marriage has been highly successful for 36 years, and is still the main resource center for everyone to engage and extend proactive approaches to offer inclusion and build brand diversity.

Black Expo theme this year is “Progress In Process” a simple commentary and the focus of building upon our gains while sustaining our opportunities to bring our families towards prosperity. This describes the focus being placed on building new bright leaders across the board so they are prepared for the future. The maturation of opportunities means that the economy will be shared on an equal access basis so that the ascension of a community should not lead to the descension of another. We have matured into a valued community with brilliance and sustenance. However, age old walls of despair and exclusion continue to serve as road blocks towards partnerships and success based on talent and opportunity. Black Expo where you step in to be part of the difference makers.

Black Expo is covering all "four" bases to maximize your message conveyance. We will have the Virtual Black Expo Online for 30 additional days of viewing and participation. The Virtual Black Expo will be the most incredible version ever. There will still be workshops, interactive sessions, entertainment, a focus on health, meeting with political leaders, an Education Forum; Housing Forum; The Black Women's Empowerment Summit; the Saving Our Children Summit; the Careers In Law Enforcement Day and our very meaningful Social Justice Forum. Black Expo Online bring the most and creative ways to bring your message to people on any internet capable device. Secondly, for the first time ever the Black Expo will be televised on streaming platforms that can be seen on Roku, Amazon, Apple, Android and Sacramento cable networks. This increases your reach into the households of over 300,000 people in the region. You can now have commercials, personalized segments and extensive immediate impact directly into the community through the number one way of reaching 93% of the Black population which is television. Thirdly, Black Expo will be in print. All the partners, the exhibitors, the business opportunities, the issues on healthcare and every degree of Black Expo will be made available to



readers in a special publication of Today's Times Newspaper. You will have a format to advertise, promote and stay engaged with the Black community over an elongated period with your resources and opportunities to build your brand.

Please register for the 36th Black Expo 2024 as we bring it to everyone Online; On-Television; In Print and hopefully In-Person. Contact me at 279-399-0842 for more information. Thank you.

Dr. Rick Warren, CEO/Founder

www.rwmedia.online

“IMMEDIATE IMPACT MARKETING”

A Successful Strategy To Build Community Alliances and New Opportunities When you participate in special events, programs or advertise in specialty publications you are taking advantage of all the facets of “Immediate Impact Marketing.” By incorporating this tool in your marketing, advertising and planning strategy you will take your business to new levels of success. Here is how we will assist you with your Immediate Impact Marketing plan.

- **Stay Community Engaged**

It is essential that you have a strong, visible presence within the community-based market that you serve, or wish to impact. For instance community outreach type of programs and activities will place you right in front of thousands of potential new clients and customers so that you, or your representatives can immediately make a good impression. This is a brilliant cost effective tool to bring you valuable exposure and a positive return on your investment.



- **Establish Public Appeal**

What the public’s impression is in regards to your goods, products and services will have a definite effect on your results. Immediate Impact Marketing at special events and programs allows you to present your message as only you can. You can utilize these events to tell your story best. Without a positive perception you may suffer the consequences of your clients and customers telling the story for you.

- **Build Your Diversity**

With Immediate Impact Marketing you can build diversity with eye-to-eye contact. Your representatives will have an opportunity to gain entry into a diverse pool of consumers and clients by openly getting involved and establishing a presence. Once you are community engaged, and have created a positive



public perception; you can demonstrate your mission by building a diverse client base. As you embrace diversity those who you are reaching will be included into your strategy and reciprocate the impact immediately.

- **...Now Feel The Power!**



Immediate Impact Marketing is a winning strategy. We offer you an opportunity to incorporate the use of events and other community engagement activities that will place you in prime position to build diversity; create a positive public perception and maintain a community presence.

Let's Open The Doors To Opportunity

BLACK EXPO BRINGS EDUCATION, INSIGHT, AND OPPORTUNITY

SUMMIT ON HOUSING

Meet the professionals in real estate who can help first time homebuyers, sellers and pre-qualified buyers handle their business. In this summit people will have an opportunity to take a tour bus of properties, get pre-qualified, find the best loan programs and veterans will have increased access to programs that affect their homeownership future. This is the perfect discussion of opportunity for anyone in the real estate industry.

SUMMIT ON BUSINESS

Small business owners are evolving in the African American community on a rate as twice as fast as any other minority group. In fact it is estimated that 2 out of every 5 African Americans are business owners. This equates to an opportunity to close the gaps between those who are thriving in business and those looking to expand their vision. The Summit will have direct impact on all of these goals and foster new opportunities between the two entities.

SUMMIT ON HEALTH

One of the most important aspects of Black Expo is to assure that African American men, women and children are exposed to opportunities for better health. The Summit will provide professionals with an opportunity for outreach to teach, enroll, and acquaint enrollees with their institutions. Healthcare, health management, preventive care, and treatment are the pivotal issues exhibited and discussed at this Summit.

SUMMIT ON CAREERS

Jobs, jobs and more jobs are the mantra of Black Expo. People and companies expect to exchange ideas and opportunities at the event. Careers and jobs remain the quintessential element of opportunity of Black Expo. This Summit will have exhibitors with information on current hiring's, future listings and training on how to apply. It is imperative that information be distributed equally and fairly when it comes to employment so that communities of color who have capable qualified candidates are considered. Black Expo is the place where preparation does meet opportunity and the results are justified.

SUMMIT ON EDUCATION

The secret to gaining access to all of the above is really not a secret. Schools, colleges, vocational schools and training programs are all a part of the mission of Black Expo to develop the minds of people. We encourage universities, unions, and institutions of elementary learning to higher learning to meet hundreds of potential students at Black Expo who are partaking in this Summit. A mind, and an opportunity help shape a mind are both terrible things to waste.



It's An Election Year At Black Expo 36!



The Census' Current Population Survey, released Wednesday, shows 65 percent of white citizens cast ballots in last year's presidential election, up from 64 percent four years earlier. But the turnout rate among African-American citizens tumbled sharply, the survey shows. Only 59 percent of Black citizens voted in 2016, down from 66 percent in 2012 and 65 percent in 2008.

Those national numbers may underestimate the size and impact of lower Black turnout in individual battleground states.

Crucially, the drop in Black turnout was even sharper in states where the margin of victory was less than 10 points than it was nationally — in those battleground states, Black turnout dropped 5.3 points. In two critical states that swung to Trump — Michigan and Wisconsin — Black turnout dropped by just more than 12 points. Declines were less dramatic but significant in other swing states Trump carried: Ohio (down 7.5 points), Florida (4.2), and Pennsylvania (2.1). White turnout declined modestly each of those swing states but Florida and Pennsylvania, where it increased by 3.5 points and 5.2 points respectively. Clinton lost each of those swing states but Ohio by a margin of less than 2 points.

TURNING
OUT
THE YOUTH
VOTE



Conversely, a return to higher Black turnout could be a key element in toppling Trump next year. In a major study from the Center for American Progress, Ruy Teixeira and John Halpin project that natural demographic trends in the last four years plus a return to 2012 levels of African-American voting would flip four states — Michigan, North Carolina, Pennsylvania, and Wisconsin — and give Democrats a 294-244 majority in the Electoral College. And

even if Black voting turnout doesn't quite hit those levels, in many states even marginal changes in turnout and Democratic vote-share could make the difference in a close race.

Will Black turnout rebound to 2012 automatically after nearly three years of the most openly racist president since Woodrow Wilson? That's unclear. In the 2018 midterms African-American turnout rose 10.8 percent as compared to the last midterm in 2014, as compared to an 11.7 boost in white turnout. And there's also some evidence (though it's at best mixed) that Trump is marginally more popular with Black voters now than he was in 2016, though he remains overwhelmingly unpopular.

The most obvious factor to which to attribute the 2012-2016 fall off in African-American turnout is the absence at the top of the ticket of the first African-American president. 2016 Black turnout, in fact, returned to its pre-Obama, 2004 levels.

The Education Summit

This Component Will Open The Doors For Colleges, Universities, Vocational Schools And All Types Of Higher Learning Educational Systems To Increase Their Enrollment Among People From Communities Of Color. Diversity Building In Education Is The Single Most Important Element Of Sustaining A Prepared Nation With The Ability To Compete Globally. The Nation's Highest Court Maintained



Years Ago That By Integrating Our Educational System We Can Integrate Thought Which Leads To A More Productive Society. Here Are Five Main Aspects Of Diversity In Education

1. Diversity **expands worldliness**. College might be the first time some have the opportunity to have real interaction with people from diverse groups. A college campus is like opening the door to the entire world without traveling anywhere else.

2. Diversity **enhances social development**. Interacting with people from a variety of groups widens your social circle by expanding the pool of people with whom students

associate and develop relationships.

3. Diversity **prepares students for future career success**. Successful performance in today's diverse workforce requires sensitivity to human differences and the ability to relate to people from different cultural backgrounds. America's workforce is more diverse than at any time in the nation's history, and the percentage of America's working-age population comprised of members of minority groups is expected to increase from 34 percent to 55 percent by 2050.

4. Diversity **prepares students for work in a global society**. No matter what the profession you enter, you'll find yourself working with employers, employees, coworkers, customers and clients



who are similar to us. Just as you "think harder" when you encounter new material in a college course, students will do the same when as they interact with a diverse group of people.



from diverse backgrounds—worldwide. By experiencing diversity in college, students are laying the groundwork to be comfortable working and interacting with a variety of individuals of all nationalities.

5. Interactions with people different from ourselves **increase our knowledge base**. Research consistently shows that we learn more from people who are different from us than we do from people

The Home Ownership Fair

It is every person, every family and the goal of every city to have communities where homeownership is possible. It is the epitome of the “American Dream” to own your home and live a life in the pursuit of liberty and happiness. Study after study have shown that owning a home builds value in the community, in the family and in the overall fiscal structure of city government. Homeownership is the single most important economic factor when it comes to financial success in every measuring gauge utilized to determine wealth and sustainable growth. During the REAL ESTATE TODAY CONFERENCE / EXPO homeownership and the opportunities to become a

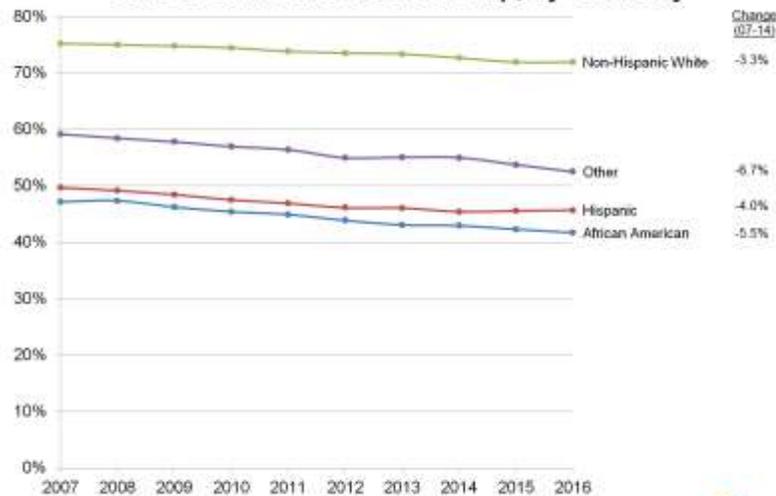


homeowner will be a main emphasis with workshops, guest speakers and community developers.

Since the housing market collapsed, mortgage lending to African-Americans and Hispanics has plunged precipitously—by more than 60 percent, according to a new study of loan information that banks submit to the federal government. Together, African-Americans and Hispanics

were more likely to be denied homes in 2009 than in 2004, before the market crashed, the computerized analysis finds. With lenders imposing tighter credit standards, mortgage dollars going to non-Hispanic white borrowers also declined, though by considerably less, 17 percent. Whites were about twice as likely as African-Americans and Hispanics to be approved for prime mortgages with the lowest interest rates, while members of the two largest minority groups were two to four times more

United States Homeownership, by ethnicity



Source: Housing Vacancy Survey, 2007-2016

apartment list

likely to receive subprime loans, which have higher rates and more to own or refinance a home—if they can obtain a mortgage. This discrimination must end.



Business 2 Business Faire

The African American millennial in business is the number one fastest growing business owner in America. Young Black men and women are advancing in business ownership at a rate three times as other non-white business owners. This surge is based on self-reliance and an economy made stronger by the younger African American consumer market. We encourage you to be a part of the strengthening of business advancements of African American small businesses.

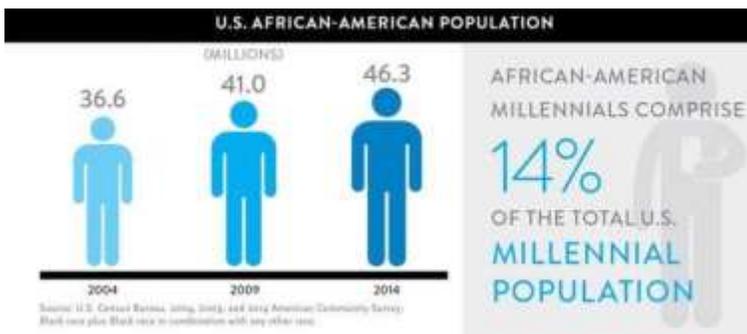
Minority-owned businesses are among the most important elements in the unprecedented growth, in both number and stature, of small business enterprises in the United during the 1980s and 1990s. The African-American community saw



significant surges in small business start-ups and growth during this period. This success has been attributed both to generally positive economic trends and to advances in the realms of education and access to capital.

Most observers agree, however, that minority entrepreneurs—like women entrepreneurs of all races—still face challenges that their white male

counterparts are able to avoid. Racism remains a sad reality in some communities, industries, and corporate environments. Despite lingering racism and the uncertainty surrounding affirmative action, however, minority entrepreneurs have carved out significant business niches for themselves across the nation in both ethnic neighborhoods and majority-white communities. Indeed, members of Black and other minority groups have pursued entrepreneurial dreams in record numbers, despite the challenges and pitfalls that lurk with any new small business venture.



The Health & Wellness Pavilion

America's racial and ethnic minorities have worse health than whites do, and they often receive a lesser standard of health care. People who have limited education or income or who live in poor neighborhoods have worse health and health care compared to those who are better educated or financially better off. This is why it is important that you register for the Unity One Weekend. As an example of health disparities, according to the National Center for Health Statistics, the age-



adjusted death rate for Blacks has been sharply higher than for whites for decades and was almost 29 percent higher in 2007. What's more, infant mortality among Black infants has been more than twice that of white infants and was 130 percent higher in 2006.

Minorities as a whole have a higher prevalence of diabetes, stroke, and other largely preventable diseases and conditions than their white counterparts. And in 2007, the age-adjusted death rate from breast cancer was 31.4 deaths per every 100,000 Black women, versus 22.2 breast cancer deaths for every 100,000 for white women--a 41 percent higher rate.

Health care disparities have proved persistent as well. African Americans, for example, are three times more likely to die from heart disease compared to whites. A recent US government report showed that since 2007, inpatient care for people with heart failure has actually grown worse for Hispanics or Latinos, Native Americans, and Alaska Natives. What's more, with respect to health insurance and the effect on having access to health care--Blacks and Hispanics have long had lower coverage rates as a whole than whites.

Health workforce diversity is important to improving the health and wellness of Californians. Many experts believe that a workforce that mirrors the racial and ethnic diversity of California will increase access to care and improve the quality of care that is delivered.



Careers In Law Enforcement

This Component Will Provide Access To Jobs And Careers In Numerous Law Enforcement And Security Professions With Police Departments; State Departments, Homeland Security; Border Patrol; Schools; Federal Agencies; And Private Firms That Are Committed To Building Their Diversity And Reaching Minorities Candidates

Now more than ever agencies are looking to fill their ranks with a diverse officer corps that reflects the populations they serve. This includes women and those from a variety of racial and ethnic backgrounds as well as other minority groups. According to the Bureau of Justice Statistics, racial and ethnic minorities in



state and local agencies made up 23.6 percent of full-time sworn personnel in 2003, up from 14.6 percent in 1987.

Women accounted for 11.3 percent of officers in 2003 up from 7.6 percent in 1987.

While the numbers are increasing, the profession continues to seek greater representation of women and minorities

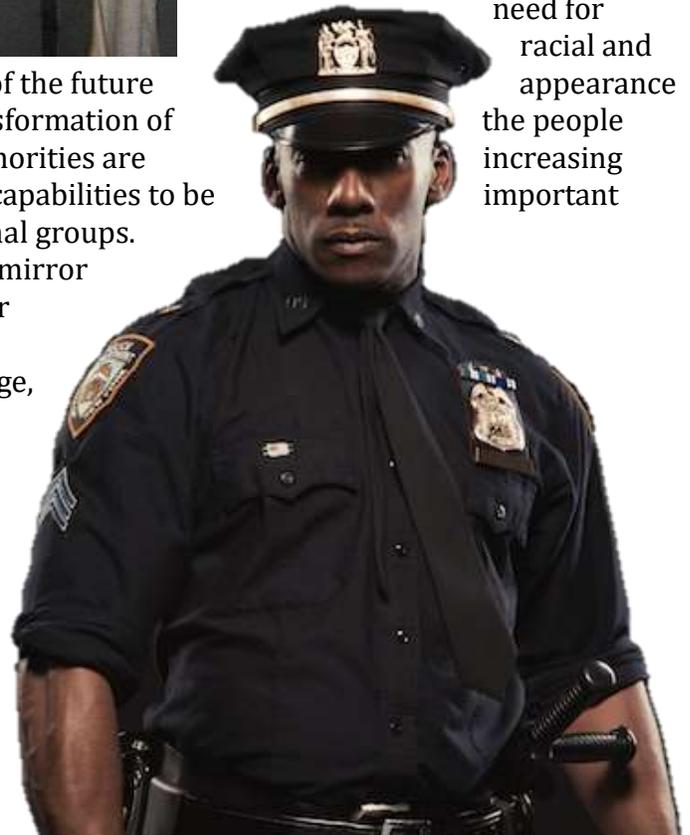
in its ranks, and many agencies are actively and aggressively recruiting these demographics. For many agencies, particularly those serving large multi-racial communities, the

need for ethnic minorities is essential to the development of the future of the departments as they keep up with the transformation of they are serving. Especially in California where minorities are becoming the majority and have the qualities and capabilities to be ingredients in future policing far beyond traditional groups.

Furthermore, as agencies look for officers who mirror their communities, they are also extending their definitions of diversity. From this perspective,

diversity can include religion, sexual orientation, age, family background or occupation, and even neighborhood or high school. Law enforcement requires a unique blend of traits and characteristics. Some of these include empathy effective communication compassion intelligence, and the ability to relate to people on a personal level.

These are traits anyone can bring to the table regardless of gender, ethnic heritage, or background. Law enforcement is a field that respects and encourages individuality.

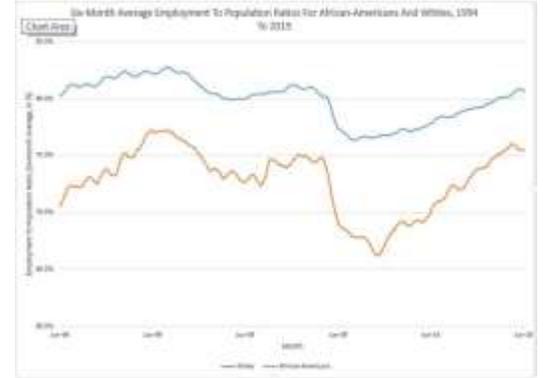


the need for racial and appearance the people increasing important

Jobs That Stimulate Growth

Jobs have grown for the longest sustained period on record, lasting 106 months. Yet even in this market, African-Americans fare much worse than whites. They could also feel the brunt of already modest job growth slowing further, as is happening now, and experience even greater and more widespread economic insecurity as a result than whites. African-Americans typically have fewer employment opportunities than whites.

For the population overall, 59.0% of African-Americans had a job, compared to 60.8% of whites in July 2019. This gap is generally even larger among those in the middle of their careers, aged 25 to 54 years (see Figure below). In July 2019, the employed share of African-Americans in this age group was 75.2% in July 2019,



compared to 80.0% for whites.

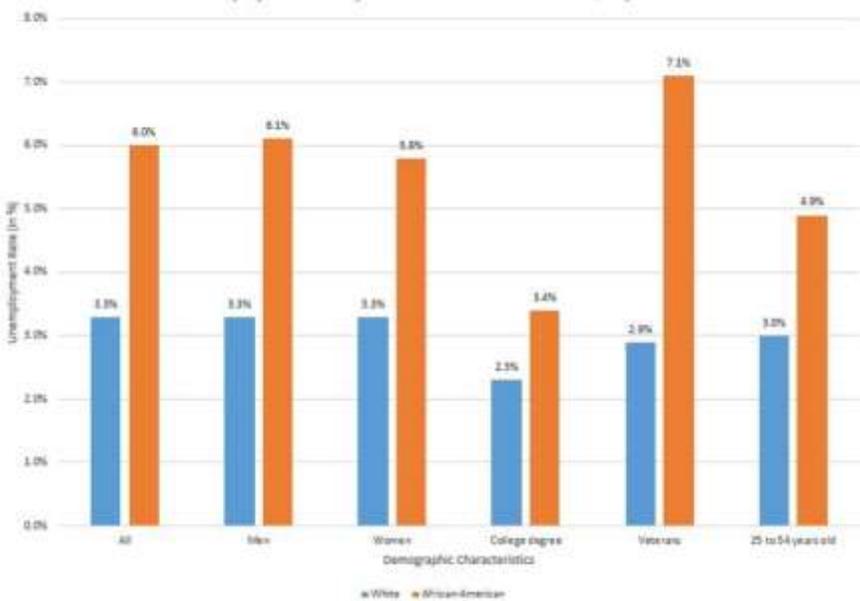
Employment opportunities for African-Americans not only are always fewer than for whites, but those employment opportunities also disappeared faster and for longer than they did for whites during the Great Recession. The employed share of the African-American population from 25 to 54 years started to rise in the middle of 2010, while those gains did not occur for African-Americans until early 2011. At that point, the gap between the employed share of prime-aged whites and that of African-Americans was more than 10 percentage points – the largest on record, dating back to 1994 (see figure above).

Fewer employment opportunities for African-Americans in their prime earnings years reflects a number of obstacles they face in the labor market. African-Americans frequently face outright job discrimination, live further away from where good jobs are, they work in less stable occupations and are much more likely to face obstacles to labor market reentry after incarcerations.

African-Americans consequently experience much higher unemployment rates than whites do. The unemployment rate for African-Americans is typically twice as high as that of whites, even when looking at groups of people further broken down by gender, education and veteran status (see figure below). African-American veterans, for instance, had an unemployment rate of 7.1% in July 2019, compared to only 2.9% for whites.

The unemployment gap by race is even worse than that. Unemployed African-Americans on average look for a job much longer than whites do. The six-month average – to adjust for seasonal variations – of the average number of weeks of unemployment was 26.2 weeks for African-Americans in July 2019, while it averaged to 20.7 weeks for whites.

Unemployment Rate By Race And Select Characteristics, July 2019



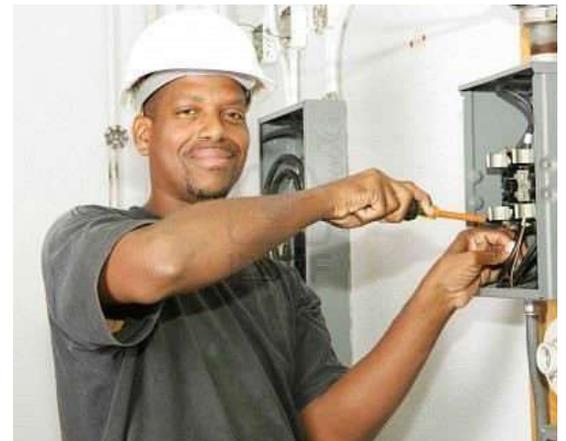
CLEAN AND GREEN PAVILION

Communities of color have long been victimized by larger energy and fuel companies who infiltrate these areas and create hazards. The government, state and local are seeking solutions to combat environmental racism which is becoming more and more prevalent by securing renewable forms of energy. Building safe and sustainable communities of color that have solar, and other efficient measures are essential. Our “Clean And Green” Day at Black Expo will bring these opportunities to have a more energy efficient community into to focus so the most sustainable element, energy, will be distributed with equality and forthrightness.



Environmental justice first received national attention in the 1970s, when the citizens of a predominately African American community in Warren County, North Carolina, used their bodies to block the state government from dumping toxic waste in a landfill that could contaminate their water. Since then, many communities—and their advocates—have pushed for the rights of

families of lower income and/or color to live in safe, healthy environments. Here in California, net metering has brought jobs and clean energy to our communities. Two-thirds of all rooftop solar installations are in middle- and low-income neighborhoods, creating more than 47,000 jobs in our state, 20 percent of them Latino. The program has been so successful that a recent report by the NAACP called for net metering to be a mandatory policy.



ENVIRONMENTAL INJUSTICE SUMMIT

Environmental injustice, including the proliferation of climate change, has a disproportionate impact on communities of color and low income communities in the United States and around the world. The NAACP Environmental and Climate Justice Program was created to support community leadership in addressing this human and civil rights issue.

In the past, and to some extent still now, when people think of environmentalism, they often think of saving the whales or hugging trees! When folks think about climate change, what often comes to mind are melting ice caps and suffering polar bears. Historically, American society has failed to make the connection in terms of the direct impact of environmental injustices, including climate change, on our own lives, families, and communities, all of whom depend on the physical environment and its bounty.

Race is the number one indicator for the placement of toxic facilities in this country. Toxic facilities, like coal fired power plants and incinerators, emit mercury, arsenic, lead, and other contaminants into the water, food, and lungs of communities. Many of these same facilities also emit carbon dioxide and methane – the #1 and #2 drivers of climate change. At the same time not all are equally impacted. For example, race – even more than class – is the number one indicator for the placement of toxic facilities in this country. And communities of color and low income communities are often the hardest hit by climate change.

Environmental injustice is about people in Detroit, Ohio, Chicago, Memphis, Kansas City, urban America and elsewhere who have died and others who are chronically ill due to exposure to toxins from coal fired power plants and other toxic facilities.

Climate change is about the increase in the severity of storms which means that storms like Sandy and Isaac, which devastated communities from Boston to Biloxi, will become more of the norm. Our sisters and brothers in the Bahamas, as well as Inuit communities in Kivalina, Alaska, and communities in Thibodaux, Louisiana and beyond, who will be losing their homes to rising sea levels in the coming few years.

Climate change and other environmental injustices are about US.

Climate change and environmental injustice are about sisters and brothers from West Virginia to Tennessee who are breathing toxic ash from blasting for mountain top removal.

Environmental injustice and climate change are about the fact that in many communities it is far easier to find a bag of Cheetos than a carton of strawberries and this only stands to get worse as drought and flooding impact the availability and affordability of nutritious food.





The Opportunities To Help Our Communities

The 36th Annual Sacramento Black Expo is not only the best family, fun fest each year for communities of color to enjoy; it is also the best way for your message of inclusion and opportunity to be conveyed. With an emphasis on jobs, careers, education, health, housing and business, this outdoor event is a one stop atmosphere for sharing opportunities. This Black Expo is serving people from Sacramento, Davis, Fairfield, Vallejo, Contra Costa County, Alameda County, Tracy, Lodi, Manteca, Lathrop, Pleasanton, Hayward, Oakland, Modesto, Merced, Ripon, Turlock, Fresno and Bakersfield.

People can find employment; learn about resources for senior citizens; meet real estate and financial professionals; discuss health related issues; meet with schools, colleges, and training programs for adults and children; interact with political leaders and elected officials; network with small businesses and share ideas and concepts with exhibitors who are providing valuable and impactful resources for community development.

You are invited because of the quality of resources that you can bring to the community in numerous ways. You will have immediate impact messaging to assure a quality response for your efforts in:

- Marketing
- Community Engagement
- Diversity/Inclusion Building
- Education
- Business Networking
- Family Values
- Homeownership
- Product Display
- Brand Building
- Point Of Sale

Call 279-399-0842 For Sponsorship / Partnership Or To Become A
VIP Exhibitor At The 36th Annual Sacramento
Black History Month Black Expo