

THE 2012 TOP50

BLACK & LATINO CEOS & CORPORATE EXECUTIVES

You are cordially invited to make history as the Power Broker magazine, the Small Business Development Center & others team up to publish the exclusive *Top50 magazine*, featuring the Top 50 Black & Latino CEOs & Corporate Executives in the Tampa Bay region.

This is the first time in bay area history that the African-American and Latino communities are uniting on the media stage to reach the largest minority readership ever targeted by a publication in the region (30,000).

This special publication is not only an in-depth profile of the top minority CEOs and executives, it's also a reference tool for people who want to buy from and invest in leading companies. For economic leaders, the *Top50 magazine* marks the release of the first regional status report on the minority business community to be published in a decade.

Mark your calendar, please:

If you may become a part of the *Top50 magazine*, please mark your calendars (and see page 4 for more details):

The Top50 Reception & Photo Shoot

February 16, 2012 (by Invitation-only, see page 4)

6 to 8 pm ~ Business & Evening Chic

WINE & BEER OPEN BAR | CATERED DINING | LUXURY GIFTS

Details & location being released privately

The Top50 Magazine Releases

February 27th Top50 magazine releases

February 29th Top50 DIGITAL magazine releases

TURN THE PAGE FOR MORE DETAILS.....

Who will be this year's TOP50?

FRANK
KENDRICK



SIMONE
GANS-
BARFIELD



OSCAR
HORTON



BARBARA
MANZI



SOL
DAVIS



& SO MANY
OTHERS
ARE BEING
CONTACTED TO
SEE WHO WILL BE
THIS YEAR'S
TOP50

BIGGER. STRONGER. MORE DIVERSE.

TAMPA BAY'S MINORITY BUSINESS COMMUNITY

FEATURED IN THE POWER BROKER & LATIN TIMES TOP 50 MAGAZINES
RELEASING FEBRUARY 2012



Tampa Bay's minority businesses are bigger, stronger and more diverse than most of us realize.

Experts report huge income gains by black and Latino households, but the media and U.S. Census routinely under-report the strength of minority-owned companies.

As a prime example, when the Power Broker published its historic *Top 30 edition* in 2006, the Census had just released the news that black-owned firms in Tampa Bay earned a mere \$493 million in 2005. Yet, the Power Broker's top 30 black-owned companies *alone* earned a combined \$698 million that year.

That's why the Power Broker and Tampa Bay Small Business Development Center are joining forces to showcase the strength & diversity of the region's top minority-owned firms, with in-depth coverage on who they are, how much they earn, and how they made it into the elite echelon of business.

The Top 3 in 2006

When the Power Broker broke new ground with the *Top 30 Magazine* in 2006, it was the first time a publication had ranked the bay area's biggest black-owned businesses. Three gentlemen graced the cover as "The Big 3" (above with the Power Broker's Publisher Gypsy Gallardo):

- **Sandi Woods** of S. Woods Enterprises (#1), who was also #3 on *Black Enterprise's* list of the Top 100 Auto Dealers in America, with revenue of \$443 million in 2005;

- **Oscar Horton** of Sun State International Trucks (#2), at \$80.5 million that year; and
- **George Tinsley** of PenGeo, Inc. (#3), with revenues of over \$45 million from his 45 restaurant franchises.

The Top50 in 2012

The business landscape is electric with change and the Power Broker is busy answering the question: "Who will be this year's Top50?"

Sandi Woods nearly retired in 2008 after selling his portfolio of auto dealerships and building a single *Lexus* property on Florida's East Coast. Meanwhile, CEOs like Frank Kendrick (#14 in 2006) are on the rise; he and business partner Tim Jackson appeared on the cover of *Black Enterprise magazine* as the 2010 national Small Business of the Year.

Dozens of CEOs and executives have already been identified and nominated. Watch for the unveiling of the Top50 lists of CEOs & executives on February 2nd.

The U.S. Census Reports:
**"Black-Owned
Businesses Outpace
Growth of Non-Minority-Owned
Businesses"** RELEASED FEBRUARY 2011

United States[®]
Census

The U.S. Commerce Department and U.S. Census Bureau released new data showing that the number of African American-owned firms in America grew by 60 percent between 2002 and 2007 to 1.9 million; and drove job creation with 22 percent employment growth, exceeding the rate for white-owned businesses.

The Top50 will reach **30,000** strong

Being spotlighted in the *Top50 magazine* gives you the opportunity to reach the **largest minority readership** ever targeted by a magazine in Tampa Bay history (30,000 strong).

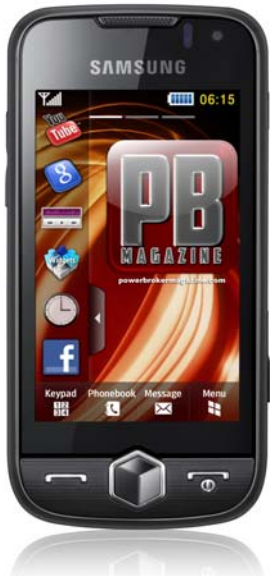
[the magazine: 15,000 copies

In addition to distributing the magazine to 200+ retail & community sites in 5 counties, the *Top50* will go “Special Delivery” to targeted groups who have the resources to help grow minority owned companies:

- Corporate CEOs & their supplier diversity and purchasing executives
- Equity investment & capital sources
- Regional economic leaders
- High & middle-income minority consumers
- Small & minority business development leaders
- Elected & appointed officials – city, county & state
- Officers of 100+ majority & historically black organizations
- Officers of minority-serving non-profit organizations
- Fellow minority business owners

[the DIGITAL magazine: 15,000 readers

The DIGITAL Top50 magazine will launch through the Power Broker’s **5 digital media channels**. The Power Broker is ranked #1 in email subscribers on the list of *The Top 10 Black Digital Media in Tampa Bay*, and we’re rated highest among publications for facebook family size.



Our growth is being driven by the market, with digital media growing *fast* among African Americans. Compared to other race groups, black Americans are more likely to get their news online than in print, more likely to use social media, and rate as America’s most active mobile users group.

Nielsen’s 2011 *State of the African American Consumer* report cited blacks as 44% more likely than whites to take a class online and 30% more likely to use Twitter. Black mothers, in particular, are 68% more likely to read news online. As for mobile phone use to access the internet, black consumers have the highest Smartphone

penetration rates, and have high rates of phone use for emailing (43%) and internet access (41%). ■

Black consumer buying power is projected to reach **\$1.1 trillion** by 2015.

What’s driving the growth?

Affluence. African American income levels continue to grow faster than for white Americans. From 2000 to 2009, the number of black households earning \$75,000+ grew 64% (12% more than for the overall population). Plus, the percentage of black households earning \$50,000 or less dropped, marking a **full upward income shift for African Americans**.

Size. Minority population growth is so rapid that the U.S. Census forecasts America to be a “majority minority” nation by the year 2040. Our Hispanic population has more than doubled since 1990, while African Americans reached 13.6% of the population (42 million) in 2010, **with growth outpacing white Americans by over 30%**.

The combination of higher incomes and faster population growth has black middle & high-income consumers topping the list of targeted marketing segments for products & services of all kinds.

4 ways to be a part of the TOP50MAGAZINE

1. Co-sponsor the Top50 & Co-host the Top 50 Reception & Photo Shoot

The opportunity to sponsor the *Top50* magazine is open exclusively to organizations with the resources to help strengthen minority-owned firms. That includes economic development agencies, Chambers and other business organizations, equity & capital sources, and corporations that excel in the arena of supplier diversity. Our co-sponsors will have *carte blanche* access to a marketing platform custom-designed for the *Top50* edition. They will also co-host the Top50 Reception, which will be the largest private gathering of top minority CEOs and executives ever to take place. To explore the possibilities, please call the Publisher.

2. Nominate a Top50 honoree

If you or someone you know could be a *Top50* CEO or executive, it would be an honor to hear from you. The Top50 minority-owned firms will be ranked by self-reported income. The Top50 executives include Vice Presidents and higher ranking officers with bay area corporations. To nominate someone, please send their name, title, business name, and contact details to our Publisher: gypsy@powerbrokermagazine.com.

3. Promote your organization

Choosing to advertise in the *Top50 magazine* is a wise investment. This is the first time a publication will be concentrated in the hands of the elite minority business community. The Power Broker is offering a menu of options to promote your organization within the pages of the Top50 (all advertisements appear in both the print and DIGITAL magazines). For options and rates, visit: www.powerbrokermagazine.com.

4. "The Fighting 100"

For the first time-ever, as a bonus section of the *Top50 magazine*, the Power Broker will publish a contact directory of the CEOs and officers of 100+ majority & historically black organizations in Tampa Bay. To ask about being featured in "The Fighting 100," please send your organization's information to our Publisher, along with your preference for either of these two options:

FEATURE POSITION (\$149):
CEO headshot, list of officers, full organizational contact information & paragraph description

COMPLIMENTARY LISTING:
CEO name, full contact information & 25-word description

We await your call for more details

Gypsy Gallardo
PUBLISHER
The Power Broker
727.866.0873



The *Top50* is a commemorative edition that you will keep for years-to-come, with a 100-pound high-gloss cover, this full-color 100+ page book. The Top50 will be published in two formats - print & DIGITAL.

CO-SPONSORED BY:

