



# The California Statewide **BLACK EXPO !**

All The Major Cities At One Major "Mega" Black Expo  
**SACRAMENTO RED LION HOTEL**  
**JUNE 30-JULY 1, 2012**

## HELLO EVERYONE...

Thank you for taking time to read our information package on the California Black Expo. It will be an exciting weekend of opportunities and fun for everyone. This information media kit outlines all the activities so you can get involved and be part of the the California Black Expo experience. I will see you again once you learn about this great statewide community event. Please continue reading.

See you there!  
916. 572.6144



**“And We Mean Business”**

Juneteenth Freedom & Opportunity Weekend

# BLACK EXPO!

Welcome Dear Friend:

Juneteenth is a time in American history that we acknowledge the end of legal slavery in our nation. Africans and African Americans were kept captive for over 400 years until June 1865 when President Abraham Lincoln called for an end to this international atrocity.

We are delighted to invite you to participate in California's major-mega Expo; The CALIFORNIA BLACK EXPO set for Saturday June 30-Sunday July 1, 2012 at the luxurious and spacious Sacramento Red Lion Inn Hotel.

This is an amazing event filled with opportunities for everyone to exchange ideas and concepts that create new business relationships; jobs; better health; better family finances; and homeownership. There will also be focused workshops and seminars; exhibit booths, entertainment, food and a variety of fun filled opportunities for the entire family for two-days.

This is a **“statewide call to action”** and we will provide opportunities in multiple interests. These components are invaluable access to resources to improve the lives of over 1.2 million people will learn about companies, corporations and business through our extensive statewide marketing and grass-roots campaigns leading up to the event.

The mission of California Black Expo is to educate and to inspire people. The African American culture is filled with great opportunity to expose a brand, build a product name, sell items and gain access to a multi-billion dollar consumer group. In exchange, opportunities to learn about goods, services and products that can benefit thousands of people are important ingredients to our cultural success.

This is your time to get involved and appreciate the incredible value that California Black Expo brings. We ask that you take full advantage of the community engagement; outreach; marketing and advertising aspects that California Black Expo provides. I have attached several items for you to review. Contact me personally at (916) 572-6144 so we can assure your great experience.

Thank you,

Rick Warren, CEO







The Big Event Just Got Bigger

# 'MEGA EXPO'

## CALIFORNIA STATEWIDE

# BLACK EXPO

## WEEKEND TRADESHOW & CONFERENCE

## JUNETEENTH CELEBRATION

### SATURDAY JUNE 30-

### SUNDAY JULY 1, 2012

## SACRAMENTO RED LION HOTEL

1401 Arden Way

**This Event Will Feature Businesses, Companies And Corporations From Throughout California!**



*"Man, when they had the California*

*Black Expo in San Diego it was just like a West Coast Essence Festival"*



Call Now For Special Room Rates And Spend The Weekend, Attend The Activities, Meet Celebrities, Network and Make Money!

Like To Exhibit: Call **916 572-6144** Now For An "Early-Bird" Discount Ask About The "Exhibitor Package" That Include Your Booth, Room, Concert Tickets And VIP Privileges





## **When It Comes To “Mega” Opportunity... You Gotta’ Come To The California “Mega” Black Expo**

### **What Is A “Mega” California Black Expo?**

This Is When Thousands And Thousands Of People Convene To Find Information, Discover New Opportunities; Explore Valuable Assets Of A Culture; Begin Business Relations And Enjoy Fun In A Family Atmosphere. Black Expo Events Are Held All Over The Nation In Most Big Cities, And California Black Expo Is A Statewide Compilation Of All The Opportunities A Black “Mega” Black Expo Can Provide

### **“Mega” Black Expo Brings Customers**

Take Advantage Of Fast Paced Marketing Campaigns That Highlight Any Businesses Seeking To Reach The Number Ethnic Consumer In The Nation

### **The Opportunities Of Black Expo Are Endless**

- Take Black Expo Home With Our “Black Expo @Home” DVD

### **Look At Our Special Attractions**

- The Minorities ‘N’ Real Estate Expo
- Our Health & Wealth Pavilion
- The 3<sup>rd</sup> Annual Education Expo
- ‘It’s A Small Business World’

### **Mix Business With Fun At The “Mega” Black Expo on June 30**

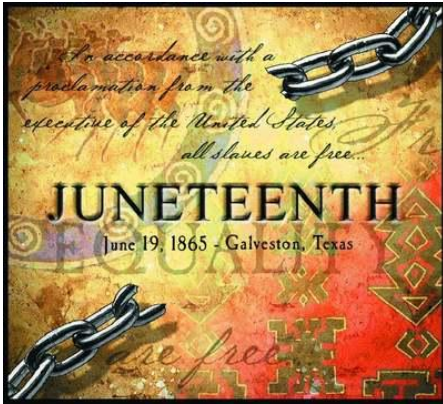
- Poolside Fashion Shows
- VIP Receptions
- Major Headliner Concerts
- The African American Village
- The Family’s Reunion (reserve your area)
- Free Expo Dollars Buy From Vendors



**It’s Hot Fun In The Summertime At The “Mega” California Black Expo**



# The Legacy Of Juneteenth: “America’s Other Independence Day



Juneteenth falls on June 19 each year. It is a holiday whose history was hidden for much of the last century. But as the nation now observes the 150th anniversary of the Civil War’s onset, it is a holiday worth recognizing. In essence, Juneteenth marks what is arguably the most significant event in American history after independence itself—the eradication of American slavery.

For centuries, slavery was the dark stain on America’s soul, the deep contradiction to the nation’s founding ideals of “Life, liberty and the pursuit of happiness” and “All men are created equal.” When Abraham Lincoln issued the Emancipation Proclamation on January 1, 1863, he took a huge step toward erasing that stain. But the full force of his proclamation would not be realized until June 19, 1865—Juneteenth, as it was called by slaves in Texas freed that day.

The westernmost of the Confederate states, Texas did not get news of Gen. Robert E. Lee’s surrender at Appomattox that April until two months after the fact. But they heard once Union Gen. Gordon Granger, a New Yorker and West Point graduate with a distinguished wartime service record, arrived in Galveston Bay with more than 2,000 Union troops. It was on June 19 that he publicly read General Order No. 3, which began: “The people of Texas are informed that, in accordance with a proclamation from the Executive of the United States, all slaves are free.”

In amazement and disbelief, the 250,000 former slaves in Texas learned that they had been freed by the Emancipation Proclamation, which could not be enforced until the war was over. (It applied only to the states “in rebellion” at the time it was issued.) Shocked, disoriented, most likely fearful of an uncertain future in which they could do as they pleased, the liberated slaves of Texas celebrated. Their moment of jubilee was spontaneous and ecstatic, and began a tradition of marking freedom on Juneteenth.

A grass-roots celebration highlighted by joyous singing, pig roasts, and rodeos, Juneteenth took root in many African-American communities during the late 19th century. But Juneteenth was never accorded official respect or recognition. In the bitterness of the Reconstruction and Jim Crow eras, few states of the former Confederacy had any interest in celebrating emancipation. And as many African-Americans migrated north, especially in the Depression era, Juneteenth became a largely forgotten vestige of the Civil War era.

Over the past few decades, however, there has been a movement to revive this celebration of more complete freedom in America. Today, 39 states and the District of Columbia recognize Juneteenth, although most don’t grant it full “holiday” status. A Congressional resolution also underscores the historical significance of “Juneteenth Independence Day.” And museums (including some of those that make up the Smithsonian Institution), now mark Juneteenth with annual [programming](#).

Before emancipation, America’s slaves and anyone else who prized equality, freedom and liberty knew that the Declaration of Independence only meant equality, freedom, and liberty for some. “What, to the American slave, is your 4th of July?” Frederick Douglass, the abolitionist and escaped slave, asked in his Independence Day oration in 1852. “I answer: a day that reveals to him, more than all other days in the year, the gross injustice and cruelty to which he is constant victim.”

This year, let’s remember Juneteenth, the holiday that doesn’t mark a document, a battle, a birthday or a national tragedy, but the fundamental promise of America being more completely realized—the day on which Thomas Jefferson’s rousing rhetoric finally rang true throughout America, for all Americans.

[Kenneth C. Davis](#) is the author of *Don’t Know Much About History (Anniversary Edition)* and *A Nation Rising*.

# “IMMEDIATE IMPACT MARKETING”

A Successful Strategy To Build Community Alliances And News 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 the impact is reciprocated immediately by those who you are reaching to include into your strategy.



- **...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.



# A Look At Some Of The Attractions Of The California Black Expo

## There Is Always Something For Everyone!

The California Black Expo has numerous attractions and special events on site all weekend that assures a well attended event; because there is always something for everyone at the Expo. From the educational opportunities; to business and wealth; homeownership; health and fitness; entertainment at all levels; awards presentations; fashion shows and of course the food...the Expo is the perfect place and time to explore new ways to interact and connect. There is no place like the California Black Expo that is developed to build a brand, share an opportunity, demonstrate a mission, and engage with people.

**“America Back To Work”** is a full fledge career and job expo on site that is helping build bridges towards new opportunities.

**“Days Of Diversity”** is how companies can attend Black Expo and share their resources while building a diverse workforce and business partner.

**Minorities ‘N’ Real Estate** is a door opening component of Black Expo that helps people become new home owners, find ways to keep a home in the new economy and also helps lenders, and real estate professionals meet customers and other real estate professionals who can begin building new relationships.

Black Expo Events, Inc., The Economic Recovery Council, President Barack Obama And Leaders Across The Nation Are Working Hard To Put...

### “AMERICA BACK TO WORK”™

Next Stop On The National Tour:  
**The California BLACK EXPO**

Saturday June 30-  
Sunday July 1, 2012  
Sacramento Red Lion Inn  
1401 Arden Way

- Meet Companies Willing To Hire You
- Learn How To Interview For Jobs, Colleges, and Universities
- Find Out What Jobs Are Available
- Learn About Jobs Created By The Green Economy
- Find “New” Careers For Those 25 and Older
- Learn How To Effectively Utilize The Internet In Your Job Search

**Information And Resources That Bring New Opportunities**  
Let’s Help Put “AMERICA BACK TO WORK”  
Saturday June 30-Sunday July 1,  
11am-5pm Red Lion Inn Hotel  
1401 Arden Way, Sacramento  
Call (916) 572-6144

For Complete Details And To Register A Company’s Participation  
AMERICA BACK TO WORK BLACK EXPO EVENTS is owned and operated by ECV Media and The Economic Recovery Council. The events are hosted by ECV Media and participating partners who are committed to building a better community.  
(President Barack Obama is not authorized to attend any of these events and has not endorsed this program. His name is used for marketing and promotional purposes only as a publicly stated official.)

The 11<sup>th</sup> Annual Minority ‘N’ Real Estate Summit  
**Housing's New Economy**  
Homeownership Summit  
California Black Expo Special Event

America's New Housing Market Offers A New Way Of Life

The changes in the housing market has created a new market for consumers and sellers of real estate in America. This has created an opportunity for the IP Annual Minority ‘N’ Real Estate Conference held annually from 11<sup>th</sup> and 12<sup>th</sup> of October 2011, 2012, at Sacramento Red Lion Hotel

**Stop Foreclosures**  
Real Estate Professionals Who Can Assist With Making The Homeownership Dream A Reality

**Credit Cops**  
Credit Cops Are Now In Charge Of Helping The Minority ‘N’ Real Estate Professionals With Financial Information And Resources

**Who Should Participate In The MNR Expo?**

- Banks
- Lenders
- Real Estate Companies

The IP Annual Minority ‘N’ Real Estate Expo “Launch In Homeownership”  
June 20-July 1  
Sacramento Red Lion Inn  
**Meet The Sellers, Meet The Buyers, Meet The Lenders**

**“Healthy & Fit”** is just one of the health related aspects people can enjoy while at the Expo. A special area is set aside for demonstrations and information.

The **“Check-Up”** is a popular attraction for people to get free health screenings and information. Professionals will discuss heart disease, HIV, blood pressure, mental illness, dental care and other important issues in health and medicine.

The **Women’s Health Forum** offers information and topics for women such as breast cancer and other medical issues relative to their care.

BLACK EXPO EVENTS, INC. presents the  
**“CHECK-UP”**  
Healthy & Fit Booth  
At The California Black Expo

Saturday June 30 - Sunday July 1, 2012  
Sacramento Red Lion Hotel 11:00-5:00 P.M.

Visit The Healthy And Fit Booth Where Everyone Can Get Your Free Check-Up While At The California Black Expo

Learn About:

- Paper Napkins
- Exercise Programs
- Oil Changes
- Dental Care
- Financial Information
- Free Testing And Screenings

Stop The Healthy And Fit Booth At The Black Expo  
The Station Will Get You A Discount On Your Black Expo Concert Tickets  
916.572.6144

The **Education Summit** is how we connect lives of parents, students and learning institutions. Our college faire and impact focus makes this a critical component of Black Expo.

**Tech-World** shares the explorations of technology with the Black Expo attendees in a major way. We will offer information for home, businesses and families.

**TECH WORLD**  
“Our Future Depends On It”

Visit The Special Exhibit Room At California Black Expo To Explore What Technology Has In Store

**Careers:** Communications

**Business:** Devices

Tech-World Is An Up Close, Interactive Look At How Technology Plays A Role In Our Future  
Visit The Sierra Room At The Sacramento Red Lion Hotel  
From 11am-5pm, June 28-July 1

**“Living In A Wireless World”**  
A BLACK EXPO ATTRACTION

“My Body Is A Temple”  
**Women’s Health Forum**

Sacramento Red Lion Inn  
Saturday June 30, Sunday July 1, 2012

A Blue Ribbon Day To Provide Information Resources, Exhibits, Free Testing, Workshops And More

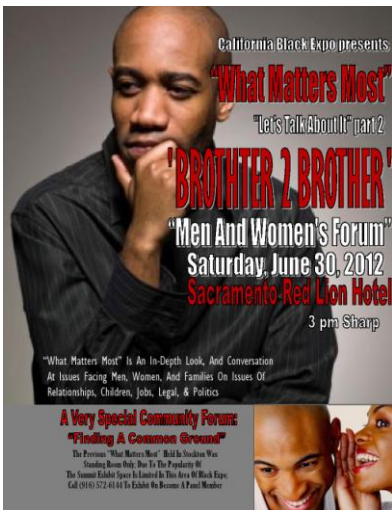
**Exercise Nutrition** **Medical Experts**

# The Fun Is Just Beginning!

## Enjoy The California Black Expo Entertainment

All weekend the California Black Expo will feature entertainment, shows, contests and special guests who make it fun to be at the Expo. These indoor and outdoor attractions give Black Expo attendees the excitement they want to make the weekend as eventful as educational.

**“What Matters Most”** is an informative seminar on relationships, family, and opportunities. This entertaining seminar will express the many points that bring people together in harmony.



**BOOM! The Blow Up** Talent Search Competition will pit the best of the best in a talent search where the winners head to Las Vegas for the final performance of a lifetime.

**“Poolside With Bee Bee”** is where all the VIP action is during Black Expo weekend. The national celebrity is taping her reality show at the Expo so look out for the lights, cameras and action.



**Funk On The Green Soul Fest** celebration of June as National Black Music Month will feature super stars of soul. Purple Reign the number one tribute band in the nation will perform their acclaimed tribute to Prince as well as other national, regional and local artists who will make the Soul Fest the place to hear great music.



**“Gospel On The Green”** starring the incredible Kim Stratton from Chicago will be a highlight of the weekend as we celebrate with choirs, singers, vocalists and some of the best gospel performers all day.



Our **“Sensational Sisters”** will receive the **LOVE Awards** (Ladies Of Victory Everlasting) as a special tribute to greatness in our community. This is truly a special presentation that you don't want to miss.

**“50 An Fine” Women and Men Models** will show that age ain't nothing but a number as they model with style, grace and elegance. Clothing will be provided by sponsors, as well as national, and local designers.





# Now...You Can Advertise, Promote, And Sell

Share your goods, services, products and news with thousands of readers who will receive the California Black Expo Directory. Our statewide distribution makes this directory the perfect tool for corporations, small business owners, companies, organizations and individuals to share their message



# CBE

This Is How  
You Get  
Information Out In  
To The Public

California Black Expo Directory

## “What You Need To Know”

Make your business become well-known and get your message into the hands of over 40,000 people by incorporating the California Black Expo Business Directory into your marketing and advertising plan for 2012. This California Black Business Expo Directory will be filled with news, information and resources that will inform, enlighten, and entertain readers from Sacramento, Oakland, San Francisco, San Jose, Stockton, Modesto, Fresno, Bakersfield, Los Angeles, Long Beach, San Diego, where we are distributing this major publication.

## This Is What The Black Expo Business Directory Delivers...

**Immediate Impact Marketing:** Get your information out there. The public is waiting to learn about your goods, products and services. Whether an agency, a corporation, small business or start-up; your message is critical and how you deliver this message will impact your goals.

## Sales, Sales, Sales, (Did We Mention Sales?)

Wow. What a bargain opportunity to expose your goods, services or products to over 140, 000 readers, with a potential reach of 1.3 million through marketing of the Black Expo Business Directory. Sales goals in a consumer group that accounts for \$18 billion in spending each year can be attained with a professional approach to involve our marketbase

## Must Be Expensive, Right?

Wrong. The California Black Expo Business Directory has rates as accommodating as \$250. Imagine reaching this type of major audience for such an easy rate. Just call us so we can work together. **Call 916 572-6144 now.**

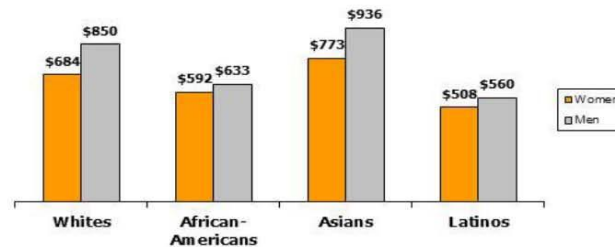
# Things You Need To Know...



## African Americans Buying Power

- African-Americans' buying power has increased from \$316.3 billion in 1990 to \$957.3 billion in 2010 and is projected to climb to \$1.2 trillion in 2015.<sup>17</sup>
- The percentage change in African-Americans' buying power between 1990 and 2015 is 294.4%, higher than the 212.5% growth rate for whites.<sup>18</sup>
- African-Americans' share of the consumer market was 8.6% in 2010, and will rise to 8.8% in 2015.<sup>19</sup>

## The Weekly Income:



## SOURCES

<sup>1</sup> Bureau of Labor Statistics, unpublished tabulations from the 2010 Current Population Survey, "Employment Status of the Civilian No institutional Population by Detailed Age, Sex, and Race," *Annual Averages 2010* (2011).

## Employment, Careers, Education, Health, Wealth, Politics And Family

These are the issues addressed at the California Black Expo each time. We build new bridges towards new opportunities and at the same time we educate we entertain and offer family fun. Make sure you get involved by calling **916.572.6144**.

**Saturday-Sunday**  
**June 30-July 1**  
**Sacramento Red Lion Hotel**  
**Sacramento, California**



**Now, Follow Me To The Expo...**



***"Let's Go Shopping"***

# **Black Expo**

## **Marketplace**

**Spend The Weekend  
Shopping At The**

**Cali Black Expo**

**Saturday-Sunday**

**June 30-July 1**

**Sacramento Red Lion Inn Hotel**

**11 am-5pm**

**916 572-6144**



**Gifts**

**Glasses**

**Jewelry**



**Clothing**

**Shoes**

**Purses**

**Hats**

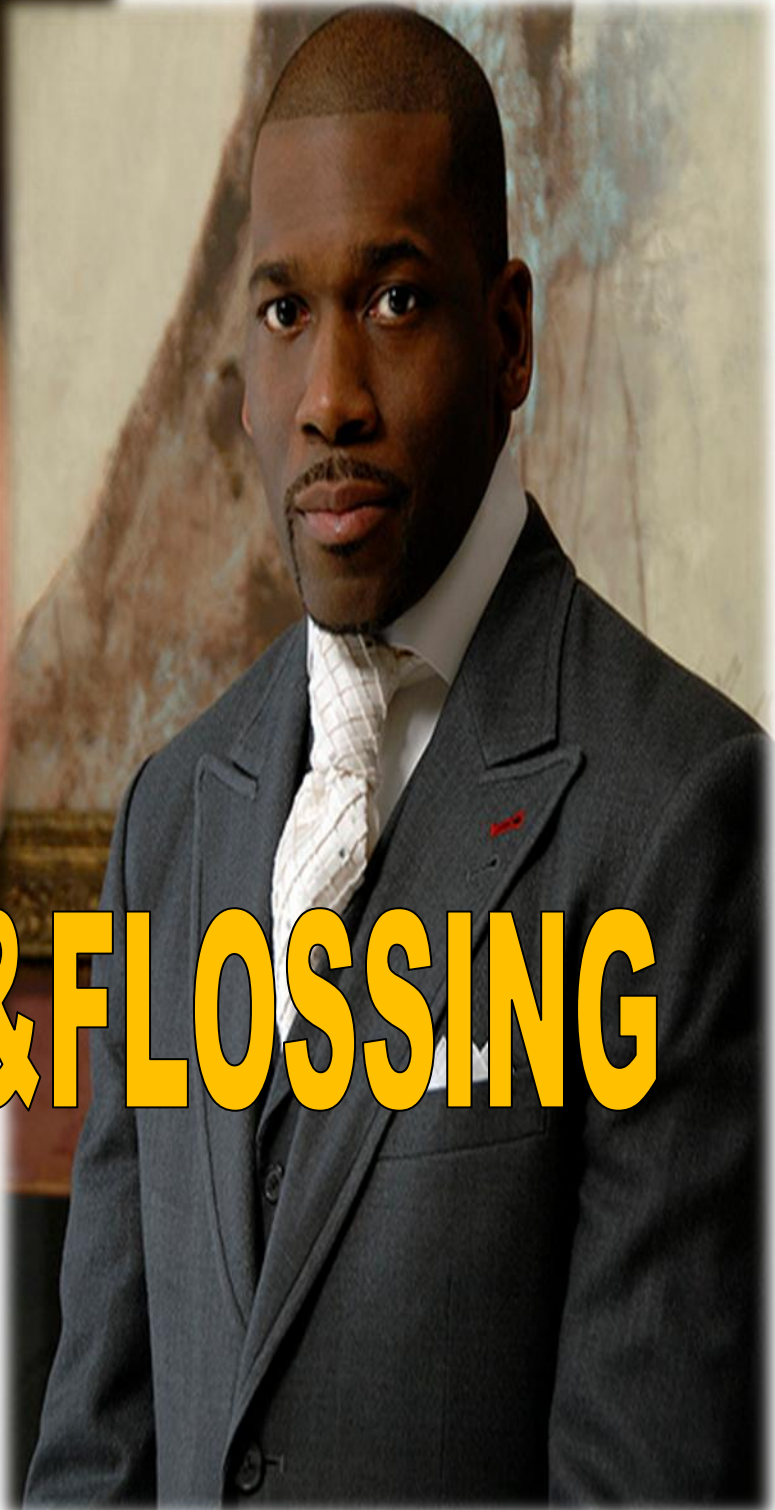
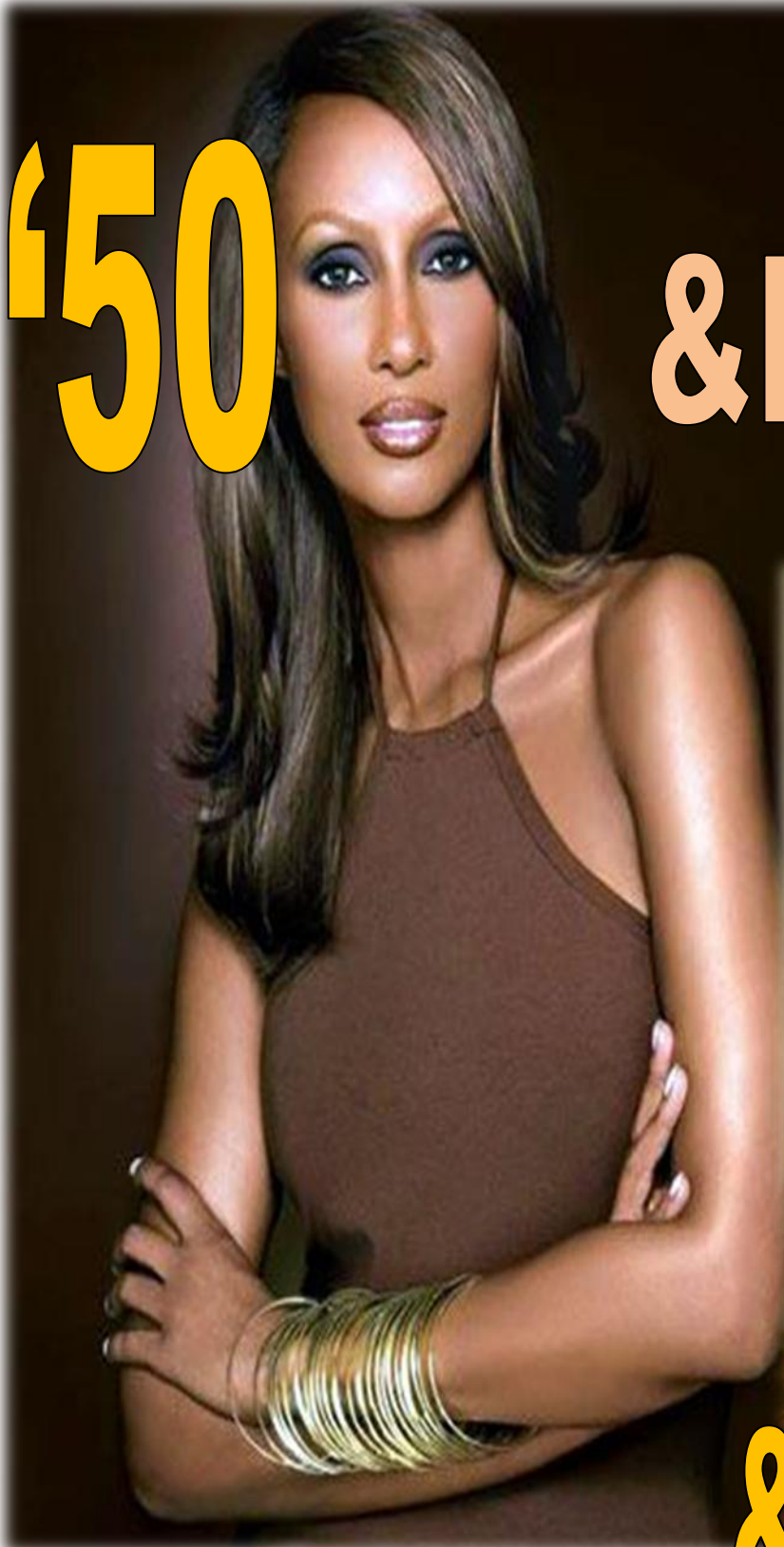




**\$50**

**Models Fashion Show**

**& FINE...**



**...& FLOSSING**





The California Black Expo Honors  
"LOVE" AWARDS  
Ladies Of Victory Everlasting

"Sensational Sisters"

*Honorees Announced June 1 At A Special Ceremony At The Sacramento Red Lion Inn*

The California Black Expo Honors

June 30, 2012

Sacramento Red Lion Hotel

*For The First Time You Can Nominate A LOVE Honoree By  
Sending A 100 Word Or Less Reason Why They Should Be Honored. Email To:  
blackexpoeventsinc@gmail.com. Please Include Your Nominees Contact Information.  
Exhibitors Are Welcome... Call 916 572-6144*

Black Expo Events, Inc.; The Economic Recovery Council; President Barack Obama And  
Leaders Across The Nation Are Working Hard To Put...

# “AMERICA BACK TO WORK”™

Next Stop On The National Tour:

## The California **BLACK EXPO**

**Saturday June 30-  
Sunday July 1, 2012**  
**Sacramento Red Lion Inn**  
**1401 Arden Way**

- Learn How To Interview
- Meet Companies Willing To Prepare You For Hire
  - Register For Schools, Colleges, and Universities
  - Find Out What Jobs Are Available
- Learn About Jobs Created By The Green Economy
  - Find “New” Careers For Those 55 and Older
- Learn How To Effectively Utilize The Internet In Your Job Search

**Information And Resources  
That Bring New Opportunities  
Let's Help Put “AMERICA BACK TO WORK”**

**Saturday June 30-Sunday July 1,  
11am-5pm Red Lion Inn Hotel**

1401 Arden Way, Sacramento

**Call (916) 572-6144**

For Complete Details And To Register A Company's Participation

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(President Barack Obama is not scheduled to attend any of these events and has not endorsed this program. His picture is used for marketing and promotional campaigns only as a publicly elected official)





BLACK EXPO EVENTS INC. presents the

# “CHECK UP”

**Healthy & Fit Room**

At The California

# Black Expo

**Saturday June 30, -Sunday July 1, 2012  
Sacramento Red Lion Hotel 11:00-5:00 p.m.**

**Visit The Healthy And Fit Room Where Everyone Can  
Get Your Free Check-Up While At The California Black Expo**

Learn How To Prevent Heart Disease From Affiliate Organizations. African Americans Are The Most Likely Ethnic Group To Experience Heart Disease And The Expo Is Providing Resources That Can Save Lives



## Learn About:

- Proper Nutrition
- Exercise & Fitness
- CPR Lessons
- Mental Stress
- Cooking Demonstrations
- Free Testing And Screening

**Visit The Healthy & Fit Room And Have A Heart...**

**The Sticker Will Get You A Discount On Your Black Expo Concert Tickets**

**916. 572.6144**







*THE Prince Tribute Show*

**For The First Time  
Ever The Hottest  
Prince Tribute Band In  
The Nation From  
Las Vegas Is Coming  
To The Sacramento**

# 'Soulfest' "Funk On The Green"

**Concert Gate  
Opens At 6pm  
Admission:  
\$15.00 Per Person  
/\$25.00 VIP  
Reserved Seating  
On The Grass  
(With Chairs  
Provided In A  
Special VIP Area &  
Meet All The  
Members Of  
Purple Reign  
In Our VIP Room)**

**Tickets Are Running  
Out...Call  
916 572-6144**

**Saturday June 30, 2012  
Sacramento Red Lion Inn Hotel**

# The Sacramento SoulFest Presents





**'BUSINESS 2 BUSINESS'**  
**'JOBS 2 CAREERS'**



**Sacramento**

# **DAY OF DIVERSITY**

**Sacramento Red Lion Inn Hotel**

**Friday, June 29, 2012**

**Connect With Major Supplier Developers From Corporations, Government Agencies And Industry. Suppliers That Are Looking To Become More Inclusive Among Minorities In Business. Attend The Diversity Job And Career Faire That Will Bring "America Back To Work." Companies And People Will Connect In Business And Jobs At This "Day Of Diversity."**

*Get Connected Meet The Suppliers*

**Who Are Looking To Meet You**

**Register Your Company As An Exhibitor By Phoning (916) 572-6144**



JUNE 30-JULY 1, 2012  
SACRAMENTO RED  
LION HOTEL

**CALIFORNIA**

# BLACK EXPO

*"You're Going To Make It Afterall"*

# Education Expo



## *The Annual African American*

During the 23<sup>RD</sup> Annual California presented by Black Expo Events Inc., Black Expo will join with universities, colleges, vocational programs and educational leaders to present the African American Education Expo on Saturday June 30 and Sunday July 1, 2012 at the Sacramento Red Lion Inn from 11am-5pm each day. This component of Black Expo is entitled "Communities And Colleges Working Together" because the college system is the most important education tool in the African American community.

### **At The Expo**

We will bring some of the most influential names in education to Sacramento to discuss education so that African Americans understand the impact and influence of a good college education. Our guest speakers will talk about the differences and the steps necessary to achieve positive goals in the college system.

### **In Attendance**

Hundreds of people attend the Education Expo while at Black Expo. These people take part in workshops, seminars and presentations during Black Expo. They also take part in the College Tour Faire workshop and become more familiar with your institution.

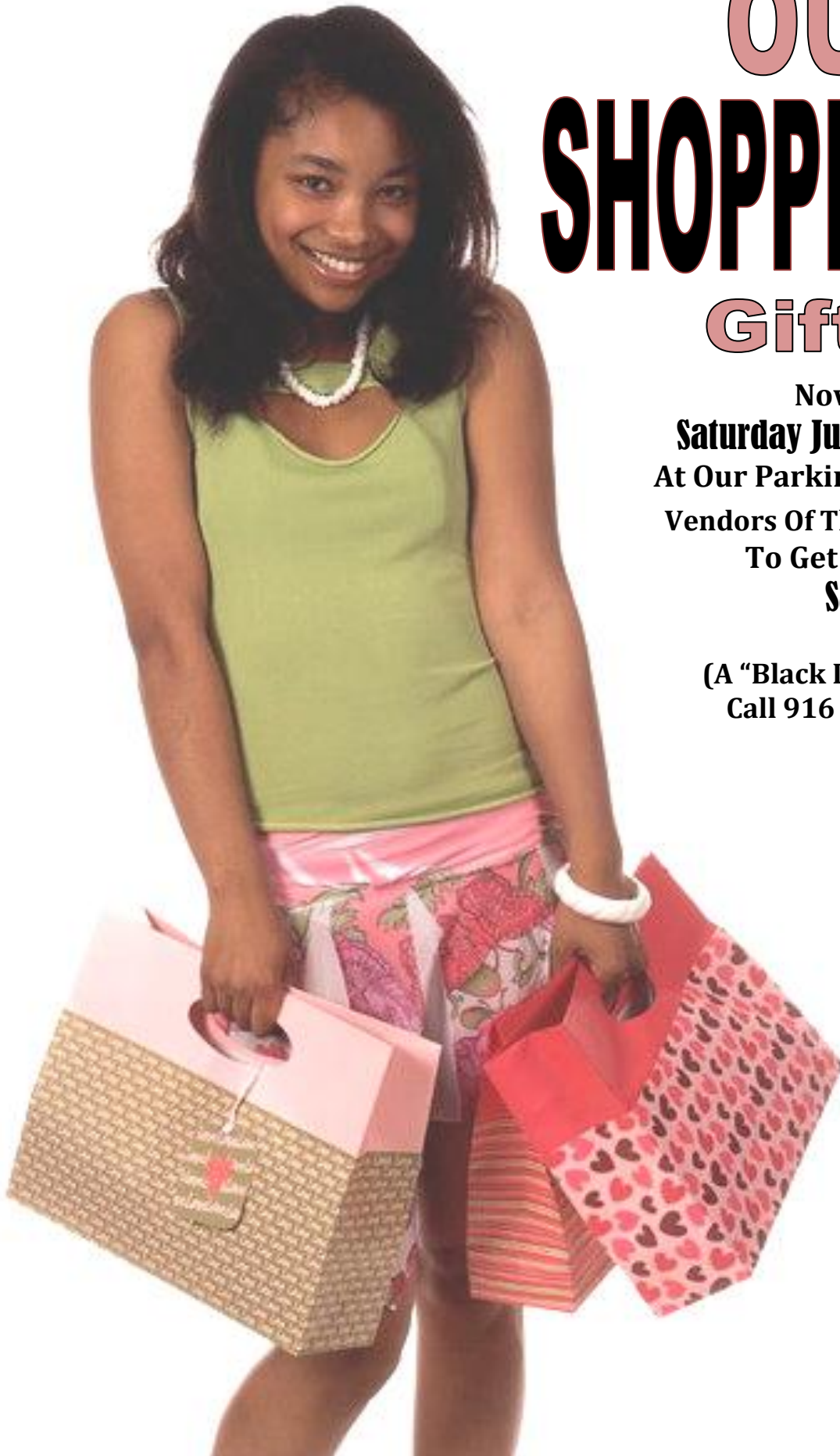


**Look! We've Added Somethin New!**

# OUTDOOR SHOPPING MALL

## Gift Bazaar

Now You Can Spend All Day  
**Saturday June 30 And Sunday July 1**  
At Our Parking Lot Marketplace With  
Vendors Of The **California Black Expo**  
To Get Discounts And Bargains  
**Sacramento Red Lion Inn**  
11am-5pm Both Days  
(A "Black Dollar Days" Expo Special)  
Call 916 572-6144 To Be A Vendor





California Black Expo presents

# **"What Matters Most"**

"Let's Talk About It" part 2

## **'BROTHTER 2 SISTER'**

**"Men And Women's Forum"**

**Saturday, June 30, 2012**

**Sacramento Red Lion Hotel**

**3 pm Sharp**

**"What Matters Most" Is An In-Depth  
Look, And Conversation At Issues Facing  
Men, Women, And Families On Issues Of  
Relationships, Children, Jobs, Legal, & Politics**

**A Very Special Community Forum:  
"Finding A Common Ground"**

The Previous "What Matters Most" Held In Stockton Was  
Standing Room Only; Due To The Popularity Of  
The Summit Exhibit Space Is Limited In This Area Of Black Expo;  
Call (916) 572-6144 To Exhibit Or Become A Panel Member





**California Black Expo; Minorities N Real Estate**

# **REAL ESTATE PAVILION**

**Saturday June 30-  
Sunday July 1**

**Sacramento Red Lion Inn**

**11am-5pm Both Days**

**The Real Estate Room**

- **Loan Modifications**
- **Financial Assistance**
- **Tours Of Properties For Sale**
- **Credit Assessments**
- **First Time Buyer Program**



**Free To Everyone!**

Meet With Real Estate Professionals Who Can Help Answer Many Questions Regarding Keeping Your Home, Buying A Home And Financing A Home

**Call 916 572-6144**

**“My Body Is A Temple”**

# Women's Health Forum

**Sacramento Red Lion Inn**

**Saturday June 30-Sunday July 1, 2012**

**A Blue Ribbon Day To Provide Information  
Resources, Exhibits, Free Testing, Workshops  
And More**



**Exercise**

**Nutrition**

**Medical Experts**



"GOD'S HAS A BLESSING FOR YOU WITH YOUR NAME ON IT"

# Kim Stratton

The Remarkable Gospel Songstress Performs

Sunday July 1, 2012

Sacramento Red Lion Inn Hotel



Performing The Nation's Hottest Gospel Song  
**"Favor Ain't Fair"**

And Other Sensational Hits

Named "Gospel Rising Star" By The BMA  
Nominated For The Grammy Awards and Dove Awards

Kim Stratton's Music Tells A Story Of A  
Journey Made By An Incredible Woman Of God

See Kim On Stage At The California Black Expo's  
Gospel On The Green Outdoor Concert

Gates Open 11 am Showtime @ 5pm

General Admission Tickets To Gospel On The Green: \$10

VIP Tickets Are \$15 (includes reserved seating area)



[www.myspace/kimstratton/music](http://www.myspace/kimstratton/music)

916.572.6144 for tickets

**California Black Expo**

# **MILITARY PAVILION**

**Saturday June 30-  
Sunday July 1**

**Sacramento Red Lion Inn**

**11am-5pm Both Days**

**The Men And Women Of The  
Military Have Earned Our Respect**

- **Jobs**
- **Homeownership**
- **Veteran Affairs**
- **Small Business Loans**
- **Recruitment**

The US Military Offers Many Opportunities...  
Come Speak With Recruiters About A Future  
In The United States Military,  
US Coast Guard, California National Guard,  
Homeland Security, TSA And Others

Call 916 572-6144



# California **BLACK EXPO** **WRITE ON!** **BOOK FAIRE**

Featuring African American  
Authors, Publishers And Writers

**Saturday June 30-  
Sunday July 1**  
**Sacramento Red Lion  
Inn Hotel**

**11:00 am-5:00 pm**

Enjoy A Tour Of Exhibit Booths Hosted By  
Some Of The Nation's Most Prolific Writers,  
Authors And Publishers

All Authors, Writers And Publishers  
Are Invited To Reserve An  
Exhibit Booth Space To Sell,  
Market And Network;  
Get Involved So Your Book  
Won't Just Sit On The Shelf...  
Call 916 477-0157





The Big Event Just Got Bigger

# 'MEGA EXPO'

CALIFORNIA STATEWIDE

# BLACK EXPO

WEEKEND TRADESHOW & CONFERENCE

'FESTIVAL OF SOUL'

SATURDAY JUNE 30-

SUNDAY JULY 1, 2012

SACRAMENTO RED LION HOTEL

1401 Arden Way

Join Celebrity Host

Bee Bee White As She Films

## "Poolside With Bee Bee"

At The California Black Expo

Hang Out At The Pool With Bee Bee White, A World Renown Celebrity Emcee Who Has Interviewed Major Stars On The Red Carpet At The Oscars; The Grammy's; The Soul Train Awards; The BET Awards; The Black Music Awards And More! Bee Bee White Will Begin Filming "Poolside With Bee Bee" For A Reality Show While Hosting VIP Events During California Black Expo Weekend, June 30-July 1.



**BOOM!**

# **BLOW-UP!**

**Big! At The Cali Black Expo**

**Talent Search Show**

Hit The Stage And You Might  
Win A Weekend In Las Vegas  
Where You Will Perform At  
A Major Casino

Just Come To The  
Cali Black Expo On  
**Saturday**

**June 30**

**Sacramento**  
**Red Lion Hotel**

Register@ 9am

To Enter And

Get Ready To...

# **Blow-Up Big!**

Singers, Dancers,

Gospel, Hip Hop (clean);

Call 916 572-6144

To Get More Information



**"I'm Going, Going To The Cali Cali..."**

# **BLACK EXPO EXPO**

[dreamstime.com](http://dreamstime.com)



*The Best Stylist In California Will Have Their Designs  
On Display In The VIP Poolside Hair Show*

# “Splash”

Saturday June 30

**Sacramento Red Lion Inn Hotel**

CALIFORNIA BLACK EXPO

916 572-6144 To Participate





Cold Blooded Entertainment Presents The

# BATTLE OF THE BANDS

"...Now Make It Funky!"

Showcase To Win  
Weekend Show In Vegas!

Finalist Will Perform At The  
**California Black Expo**  
Sacramento, June 30; Red Lion Hotel  
The Audience Will Select The Winner!  
Call 916 572-6144 To Enter

**The California Statewide**

# **BLACK EXPO !**

**All The Major Cities At One Major Black Expo**

**Now That You Know  
We'll See You There  
Join The Fun In The Sun!**

**Thanks For Reading Up On  
The California Black Expo...  
We Look Forward To You Being  
Involved, And Getting Involved**

**Saturday June 30-Sunday July 1  
Sacramento Red Lion Inn Hotel  
1401 Arden Way  
11am-5pm both days**

**Bye..Call Me At (916) 572-6144**

