



&

Southern Belle Promotions, LLC

PRESENT

The
Happy Healthy HERStory

Tour, 2012

FEATURING

PATRICIA RUSSELL-McCLOUD, J.D.
JODI MERRIDAY, PH.D.

&

a notable woman with expertise in the field of Health
(e.g. Daphne Oz, A.J. Johnson, etc.)
(to be determined per sponsor/partner)

... I can because she did ...
“new beauty is health, leadership, service and friendship”

**For further information or booking contact
Laura Silverstein at (678) 428-9260**

What is the Happy Healthy *HER*Story Tour?

The **HAPPY HEALTHY HERSTORY** Tour encapsulates the body of knowledge of **Patricia Russell-McCloud, J.D., Jodi Merriday, Ph.D.** and a notable woman with expertise in the field of Health (*to be solidified per sponsor/partner*) (e.g. *Daphne Oz, A.J. Johnson, etc.*) to present messaging that inspires, educates and directs women toward the attainment of happiness, health and balance.

The focal event of the **HAPPY HEALTHY HERSTORY** Tour is the **HALF-DAY CONFERENCE** which will deliver content focused on the culmination of “new beauty” (health, leadership, service and authentic friendship) to women climbing the ladders of education and professional life while managing spirit, family and self care (4-hrs).

The second event option of the **HAPPY HEALTHY HERSTORY** Tour is the **MINI CONFERENCE** which folds core messaging into an abbreviated presentation and a social mixer/book signing (2-hours).

Vision/Mission/Goal

The *vision* of The **HAPPY HEALTHY HERSTORY** Tour is to increase the fortitude, indomitability and resilience of women. The *mission* of the Tour is to support the grounding of women in happy healthy thoughts, practices and lifestyles. The *goal* of the Tour is to empower, educate, enable and inspire women toward healthy self concepts and lifestyles that support open communication and support of one another. The *proclamation* of the Tour is “*new beauty is leadership, service and friendship*”.

What are we looking for?

We are seeking **corporate/small business/college/university/or non-profit community-based sponsors/partners** in tier one or two **cities, top 20 women’s colleges** and/**communities** where a **population of women are present and prioritized** for receipt of compelling and inspiring messaging.

What’s in it for you?

An *opportunity* to increase brand exposure and the marketing of concepts, products and/or services to women who will receive your marketing collateral and our affirmative messaging about the value and importance of women to your company/organization.

Access to women in our spheres of influence via ***special invitation***.

Innovative content, a program and dynamic speakers/performers for your corporation/company/organization/affinity groups/guests or designees.

Who Are We?

Patricia Russell-McCloud, J.D. has over 25 years of experience as a professional motivational orator. She is the best selling author of, “A is for Attitude: An Alphabet for Living” (HarperCollins) and was recognized by Black Enterprise Magazine as one of the top 5 motivational speakers in the country. She is a graduate of Kentucky State University, a CLEO legal scholar from Harvard University School of Law and a graduate of Howard University School of Law. She practiced telecommunications law at the Federal Communications Commission, Washington, DC until 1983 when she became an entrepreneur, forming her own speaker’s business, Russell-McCloud & Associates.

Patricia Russell-McCloud’s list of clients, awards and recognitions include AARP, American Society of Administrative Professionals, Atlanta Public Schools, CIA, Colgate-Palmolive, CVS Pharmacy, Eli Lilly’s, Kellogg, Johnson & Johnson, REJUVENATE Marketplace!, Sam’s Club, Steve and Marjorie Harvey Foundation, Walmart, a host of colleges and universities, professional organizations, associations and groups. Over her career, she has been awarded 300 keys to American cities for her body of work.

She is dedicated to volunteerism in an effort to empower and improve the lives of others. She has mentored over 145 individuals who have taken their place as highly successful contributors in their chosen field of endeavor. Presently, she resides in Atlanta, GA and Cape Town South Africa where her husband Bishop E. Earl McCloud, Jr. is the Resident Bishop for the African Methodist Episcopal Church.

Jodi Merriday, Ph.D. is a scholar of African-American culture and aesthetics and an avante garde jazz vocalist. Her first CD, “*Sundance*” independently released in 1999 was asserted by jazz and poetry enthusiasts to be, “one of the most innovative projects of the new millennium.” More recently, her contributions to twice Grammy nominated Russell Gunn’s Ethnomusicology 3 were described by Kelly Vance as a “stark, bitter condemnation of lynching with superb contemporary spoken word.”

In 2006 she was awarded a Doctorate in African-American Studies by Temple University. Her dissertation, “Hip Hop HerStory: Women in Hip Hop Cultural Production and Music from Margins to Equity” is the first scholarly undertaking of its magnitude on women in Hip Hop. The core of her artistry and scholarship are the journey, narrative and centrality of women as agents of social change through music. For six years, she contributed as a Lecturing Professor at Spelman College and has also served on the faculty of Georgia State University, Clark Atlanta University, The Art Institute of Philadelphia and Community College of Philadelphia.

Jodi Merriday is a Partner in The Natives, LLC, a team of three Native Atlanta promoters who market events to African-American professionals. She has 25 years of experience promoting events from the spectrum of college parties to university poetry/jazz tours and upscale art shows. Her events have been sponsored by Remy Martin, 52nd Street Wine Company, Diageo, the Arts for Smarts Foundation and PeachCoast Properties.

*“Something we think is impossible now, is not impossible in another decade”
Constance Baker Motley*

Substantiating Demographic Capture

Quantification of Spheres of Influence - Patricia Russell-McCloud, J.D.
([www. PRUSSELLMCCLOUD.COM](http://www.prussellmcccloud.com))

AME Church

Patricia Russell-McCloud is the spouse of Bishop E. Earl McCloud, Jr. of the African Methodist Episcopal Church's 15th District which is comprised of Angola, Namibia, Cape Town, Port Elizabeth, Kalahari and Queenstown, South Africa. The total global population/membership of the AME Church globally is 2.5 million. There are 21 WMS Supervisors (spouses of Bishops), globally. Upon the initiation of a project of benefit to the congregation, 75 % of the 21 Supervisors can be directly influenced by activities in which Russell-McCloud is engaged. Each Supervisor directs program initiatives for women and children through the states and countries over which they have responsibility.

The Links, Inc. and The Links Foundation

Patricia Russell-McCloud served from 1994-1998 as the 11th International President of The Links, Inc. and The Links Foundation, Inc. which is a global organization of 12,000 highly influential African-American women whose mantra for over 65 years is friendship and service to their communities. The Links, Inc. has 274 Chapters.

Alpha Kappa Alpha Sorority, Inc.

Patricia Russell-McCloud is a former National Officer (National Parliamentarian) and an active member of the Alpha Kappa Alpha Sorority, Inc. The membership is 250,000 with 52,000 active members. Russell-McCloud has significant influence within this organization and has maintained presence as a plenary speaker, forum leader and national committee chair for over 40 years through membership and service.

Proven capture of target demographic by Patricia Russell-McCloud

AARP

In partnership with the AARP's, "Divided We Fail" Campaign, Patricia Russell McCloud:

- 1) Secured 2,500 signatures from the faith community in support of the petitions sent to legislators by AARP regarding quality health reform. At that time, no other organization had exceeded 1,800 signatures.
- 2) Delivered persons from target areas including: Atlanta, Philadelphia, Texas and Washington, DC to be surveyed regarding their experience and/or knowledge of AARP. A Health and Wellness Suite was hosted by AARP at the 2008 General Conference of the AME Church, St. Louis, MO. Registrants for the conference stood in line throughout the two-day availability of the suite to respond to surveys and to secure health treatments, ranging from mini-massage to reflexology.
- 3) Led an initiative to expose participants from the AME Church's Young People's Department 2008 General Conference to expert presenters on selected global topics. The total amount raised for this initiative was 1.5 million dollars, in contributions for scholarships and in-kind donations. Of 3,500 youth and young adults, ages 8-28, 100 participants were selected and participated in the Inaugural Leadership Academy.

"Follow your instincts. That is where your true wisdom manifests itself."
Oprah Winfrey

Substantiating Demographic Capture

Quantification of the Spheres of Influence – Jodi Merriday, Ph.D.
(www.jodimerriday.com)

College University Community

Jodi Merriday has been welcomed by Spelman and Agnes Scott to perform her Women of Jazz lecture/performance Series. She taught at Spelman College for six years, coordinated the Year of the African Diaspora and served as a consultant for the launch of the Women of Color Conference. She also received a Future Faculty Fellowship from Temple University and served as the Assistant Director during the transition of The Atlanta Project from the Carter Center to Georgia State University.

Music and Entertainment

In September of 2003, Jodi Merriday launched the event, “SpeakEasy” through the company in which she is a partner “The Natives, LLC”. SpeakEasy had 500-700 weekly attendees with an email list of approximately 10,000 African-American professionals. SpeakEasy hosted HBCU Alumni Homecoming Events for Morehouse College, FAMU, Spelman College, Tuskegee, Hampton University, the Black Ivy League and the Presidents of the 100 Black Men of America.

Politics and Government

In 2006, Jodi Merriday served at the Political Director of Lieutenant Governor Mark Taylor’s campaign for Governor where she coordinated outreach to women, young professionals, educators and the MFT (music, film, television) industry. In 2009, she served as The Director of Special Projects and as a Senior Advisor in the Kasim Reed for Mayor campaign and became the Project Manager for his vision to transform Atlanta’s recreation centers into Centers of Hope.

Proven capture of target demographic by Jodi Merriday

SpeakEasy

Jodi Merriday’s signature event, “SpeakEasy” was voted “Best Thursday Night Happy Hour” by Creative Loafing. This event had weekly attendance of 500-700 professionals, ages 28-40 with salaries of \$45- 80,000. SpeakEasy’s bar revenues averaged \$200K yearly alcohol sales.

Women of Jazz

The Women of Jazz Series at Churchill Grounds has sold out three performance years and has attracted sponsors that have included Devon Hudson State Farm, Andrew Young, Hank and Billie Aaron and Remy Martin. Jodi Merriday was featured on the Grammy nominated album, Ethnomusicology 2 by Russell Gunn.

Atlanta Ambassadors

Jodi was selected per her leadership among young professionals to serve as an Ambassador for the Kasim Reed for Mayor campaign. In 2010, she led the Mayor’s vision to transform Atlanta’s 33 recreation centers by serving as the Project Manager of Centers of Hope through the first year of his administration via work with The Atlanta Committee for Progress, The Community Foundation and the Department of Parks, Recreation and Cultural Affairs.

“The ultimate goal should be doing your best and enjoying it.”
Peggy Fleming

SPONSOR/PARTNER PACKAGES - 2012 EVENTS

HALF DAY CONFERENCE :: MINI CONFERENCE

BRONZE PACKAGE (A) – \$ 10,000.00

Exclusive representation of product in service category
Name/logo placement on invitation and all outgoing marketing collateral
Banner/and or product placement/sample give-away at event
Recognition of partner/sponsor during Welcoming Ceremony

SILVER PACKAGE (B) – \$ 25,000.00

Exclusive representation of product in service category
Exclusivity for **(1) MINI CONFERENCE (150-200 Women)**
Exclusive name/logo placement on invitation and all outgoing marketing collateral
Banner/and or product placement/sample give-away at event
Recognition of partner/sponsor by Welcome speaker at event
Opportunity for key executive from sponsor/partner to present to attendees
Distribution of promotional items in gift bags

GOLD PACKAGE (C) \$ 50,000.00

Exclusivity for **(1) HALF-DAY CONFERENCE (200-300 Women)**
Exclusive name/logo placement on invitation and all outgoing marketing collateral
Banner/and or product placement/sample give-away at event
Recognition of partner/sponsor throughout event by all speakers
Integration of product or service demo during program
Assignment of staff person to the dispersal and pitching of product
Opportunity for key executive from sponsor/partner to present to attendees
Distribution of promotional items in gift bags

PLATINUM PACKAGE (D) \$100,000.00

Exclusivity for **(2) MINI CONFERENCES/ (1) HALF-DAY CONFERENCE (600-700 Women)**
Exclusive name/logo placement on invitation and all outgoing marketing collateral
Banner/and or product placement/sample give-away at event
Recognition of partner/sponsor throughout event by all speakers
Integration of product or service demo during program
Distribution of promotional items in gift bags
Opportunity for key executive from sponsor/partner to present to attendees
Assignment of staff person to the dispersal and pitching of product

SAMPLE BUDGETS

(Budgets and number of Attendees will vary based upon sponsor/partner priorities)

Event A – MINI CONFERENCE

150-200 Attendees

Venue	1,000 (can be in-kind per catering)
Catering	3,500 (can vary based upon menus selected)
Design/Graphics	500
Printing/Mailing	500
Staging/Sound	1,000
Speaker 1	10,000
Speaker 2	5,000
Speaker 2	5,000
Staffing/Administration	4,000 (will vary based upon number attending)
Closing Collateral/Gift bags	500
Total	\$23,000-33,000.00

Event B – Half-Day Conference

200-300 Attendees

Venue	2,500 (can be in-kind per catering)
Catering	6,500 (can vary based upon menus selected)
Design/Graphics	500
Printing/Mailing	1,000
Radio	2,000 (if hosted by company not required)
Staging/Sound	1,000
Speaker 1	15,000
Speaker 2	7,500
Speaker 3	5,000
Staffing/Administration	8,000 (will vary based upon number attending)
Closing Collateral/Gift bags	1,000
Total	\$42,000-50,000.00

(Budget total will vary based upon host, city, venue and in-kind resources)