



QBR / C-SPAN PANEL DISCUSSIONS

Schomburg Center for Research in Black Culture
Langston Hughes Auditorium
515 Malcolm X Boulevard @ West 135th Street

THE STATE OF AFRICAN AMERICAN LITERACY

**Dr. Michael L. Lomax, President
United Negro College Fund (UNCF)**

Schomburg/Hughes Auditorium
11:00a - 11:30a

Dr. Michael L. Lomax, the president of the United Negro College Fund (UNCF), delivers the state of African American literacy – a view that manifests from his experience as an advocate of quality education for all Americans. The address not only reports on the condition of the nation, but will also allow the president to outline his agenda and national priorities.

Throughout his career, Dr. Michael L. Lomax has worked to provide educational opportunities for underrepresented Americans. As president and CEO of UNCF, he oversees UNCF's 400 scholarship programs, including the UNCF Gates Millennium Scholars Program, a 20-year, \$1.6 billion program whose 14,000 low-income minority recipients have a 90 percent college graduation rate. He also launched the UNCF Institute for Capacity Building, which helps UNCF's 39 member historically black colleges and universities (HBCUs) become stronger, more effective and more self-sustaining in such critical areas as fund-raising and building strong academic programs that prepare their students for careers in the global economy.



MANNING MARABLE'S MALCOLM X: LIVING BLACK HISTORY IN THE 21ST CENTURY

Schomburg/Hughes Auditorium
11:40a - 12:55p

This panel discusses the landmark publication of the late Columbia University Black Studies scholar Manning Marable's biography, *Malcolm X: A Life of Reinvention*. The first full-length historical biography of Malcolm X deconstructs the myth behind the legend of Detroit Red; speculates that the young Malcolm may have had a homosexual affair; reveals for the first time tensions in Malcolm's marriage to Betty Shabazz; and argues that the botched assassination investigation allowed four of Malcolm's killers to go free. Beyond titillating or controversial discoveries, this new Malcolm X biography weaves together a stunning array of archival material that

places the man within the context of postwar America's unfolding racial, political, and religious landscape arguing that Malcolm's remarkable ability to reinvent himself made him a dominant figure of the twentieth century during his life and after. Topics that will be discussed include: The Autobiography of Malcolm X vs. the Historical Malcolm; Malcolm X's transformation from Detroit Red into a Muslim Minister; the organizing prowess that helped transform the Nation of Islam; Malcolm's deeply ingrained sexism; Malcolm's religious transformation and trips to Africa and the Middle East; Malcolm as a civil rights renegade and Black Power icon; Malcolm as a human rights advocate.

MODERATOR: Yohuru Williams, *Black Politics/White Power: Civil Rights, Black Power, and the Black Panthers in New Haven*

PANELISTS: Herb Boyd, *Civil Rights: Yesterday and Today*; Peniel Joseph, *Dark Days, Bright Nights: From Black Power to Barack Obama*; Zaheer Ali, lead researcher for Marable's *Malcolm X: A Life of Reinvention*, Sonia Sanchez, social activist.

Book signing immediately following discussion.



BLACK WEALTH PAST AND PRESENT: THE POLITICS OF BLACK WEALTH

VENUE: Schomburg/Langston Hughes Auditorium

TIME: 1:05p - 2:20p

Carol Jenkins, (*Black Titan, A.G. Gaston and the Making of a Black American Millionaire*) a writer and producer, is an Emmy award winning former WNBC-TV television anchor and correspondent, and the founding president of the Women's Media Center. She is an executive producer of the PBS documentary, *What I Want My Words To Do To You*, which won The Freedom of Expression Award at the Sundance Film Festival in 2003. Carol Jenkins enjoyed a 30 year, award-winning tenure with several New York City news departments, including 23 years at WNBC-TV, where she co-anchored the pivotal 6 p.m. newscast. She was most identified with her reporting of national political stories, including from the floor of Democratic and Republican national conventions that yielded Presidents Carter, Reagan, Bush, and Clinton.

Dr. Julianne Malveaux (*Surviving and Thriving: 365 Facts in Black Economic History*) is the 15th President of Bennett College for Women. Recognized for her progressive and insightful observations, she is also an economist, author and commentator, and has been described by Dr. Cornel West as "the most iconoclastic public intellectual in the country." Dr. Malveaux's contributions to the public dialogue on issues such

as race, culture, gender, and their economic impacts, are shaping public opinion in 21st century America.

ON THE REAL SIDE: AN UNCENSORED HISTORY OF AFRICAN AMERICAN HUMOR

Schomburg/Hughes Auditorium

2:30p - 3:45p

MODERATOR: Dr. Carlton E. Brown, President, Clark Atlanta University

PANELISTS: Mel Watkins, *On The Real Side: The History of African American Comedy*; Sabrina Lamb, *A Kettle of Vultures...Left Beak Marks On My Forehead*; Larry Wilmore, *I'd Rather We Got Casinos...and Other Black Thoughts*; Jam Donaldson, *Conversate Is Not A Word*

African American satirical literature has long held historical, cultural and political relevance in America. This panel will trace African American humor from its African roots through slavery to the present. Discussion will include its public expression on stage, screen, radio and television and its unfolding in the black community. Current satirical voices in this burgeoning field round out this insightful and humorous panel.



AMERICAN BIOGRAPHY: TRIUMPH AGAINST THE GRAIN

VENUE: Schomburg/Langston Hughes Auditorium

(Televised Live on C-Span's Book-TV)

TIME: 3:55p – 5:10p

MODERATOR: Cheryl Wills, New York 1 News television anchor and author of the historical family biography *Die Free: A Heroic Family History*

PANELISTS: Carla L. Peterson, *Black Gotham: A Family History of African Americas in Nineteenth-Century New York City*; Gregory Jones, *JOB: A Man For His Time*; Craig Williams, *The Olympian: An American Triumph*; Mark Johnson, *The Andy Johnson Harlem Globetrotter/NBA Story*; Dan Charnas, *The Big Payback: The History of the Business of Hip-Hop*

This panel will showcase examples of achievement and triumph in a wide variety of fields from 1840 to the present: New York City's black entrepreneurs and professional men James McCune Smith, Philip A. White, and Peter Williams Ray, 1840-1890; black track star and Olympian, John Taylor, 1882-1908; and Andy Johnson, who along with Bill Russell, was one of the first black players to join the NBA. The discussion will be girded by the challenges of the biblical character, Job.

THE OBAMA ADMINISTRATION'S EARLY YEARS: A CRITIQUE

VENUE: Schomburg/Langston Hughes Auditorium

TIME: 5:20 – 6:35p

MODERATOR: Donald Cunnigen (Co-Editor, *Race in the Age of Obama*)

PANELISTS: Wornie Reed, *Social Justice in the Age of Obama*; Yvonne Newsome, *Has Change Really Come to America A Black Feminist Critique of Barack Obama's Social Justice Agenda*; Hayward Derrick Horton, 'Racial Differences in the Perception of Racial Equality in the Obama Era'; Cheryl Townsend Gilkes, 'Outsiders Within the Higher Circles: Two First Ladies as Cultural Icons in a Racialized Politics of Difference'; Deborah K. King, 'Mom-in-Chief: Community Othermothering and Michelle Obama, the First Lady of the People's House'; Dr. Johnny B. Hill, *The First Black President: Barack Obama, Race, Politics, and the American Dream*

The election of Barack Obama was hailed as an entry into a post-racial society. However, events during his election and the early years of his presidency have highlighted the saliency of race and race relations as an important part of the political and social landscape in the United States. This panel session will examine some critical domestic issues related to the Obama Administration and race relations such as social justice issues and the changing role and impact of an African-American First Family and First Lady.



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HBF 2011 – READINGS IN THE SCHOMBURG COURTYARD AUTHORS IN VOICE & SONG

EVENT HOSTS: BOB McNEIL and NZINGA KHEM

12:00 – 12:25 **Trusol** - In a time where R&B has lost its soulful edge comes TruSoL. Harnessing both soulful and gospel backgrounds, their captivating melodies, sweet harmonies, unforgettable lyrics and amazing sound, is refreshing and brings back to the forefront R&B music the way it should be.

12:30 – 12:55 **Tanya Wright**, *Butterfly Rising* (Fiction) Commanding attention with her looks, intellect and chameleon-like ability to "absorb" roles, Tanya Wright quickly gained momentum on the small screen by moving from guest-spots to recurring stints to becoming a familiar face to television audiences. She then segued to playing flirtatious rookie cop Maya Anderson on *NYPD BLUE* to presidential assistant Patty Brooks on *24*. She also appeared as FBI agent Marcy Westerfield opposite Emmy-award winner Joe Pantoliano as a cast member of CBS's *The Handler*, where she assumed a new "street" character weekly. She currently can be seen on HBO's 'True Blue'.

1:00 – 1:20 **Cherie Johnson**, *Around the World Twice* (Fiction) Cherie Johnson is an actress/writer/producer. After her role in the television sitcom 'Punky Brewster' Cherie co-starred in a popular 90's sitcom 'Family Matters' as the best friend of Laura Winslow. She also had recurring roles in 'The Parkers' and 'Days of Our Lives'. More recently, Cherie wrote, produced and starred in the movie 'I Do ... I Did!' on DVD & BET. Now Cherie has embarked on a new career as an author with the help of J.M. Benjamin, joining the A New Quality Publishing family.

1:25 – 1:45 **Nina Darnton**, *An African Affair* (Fiction) Nina Darnton lived in Africa for five years, two of them in Lagos where AN AFRICAN AFFAIR is set, and many of her heroine's experiences in the novel are based on real-life events. She knew and became friends with the Afro Beat musician Fela Anikulapo Kuti, the subject of the recent Broadway hit musical, and based one of her characters on him. Darnton has worked for *The New York Times*, *Newsweek*, and the *New York Post*. She's appeared on McNeil Lehrer, the McLoughlin Report and NPR. Her freelance work has run in *Elle*, *More*, *Mirabella*, and *Travel and Leisure*, to name a few.

1:50 – 2:10 **Omar Tyree**, *The Equation*. Millions of readers have discovered The Secret of how to Think and Grow Rich, studied The Tipping Point, The Millionaire Next Door, and Rich Dad, Poor Dad, Who Moved My Cheese?, all while overdosing on many variations of Chicken Soup for the Soul. Now the question becomes, "What do we do with all of our acquired knowledge?" The answer: The Equation. $L / A * S = B$. *The Equation: Applying the 4 Indisputable Components of Business Success* reveals a foolproof blueprint for business and life. There is no simpler method available to build your net worth. The time is now to apply this universal formula to your life.

2:15 – 2:35 **Cheryl Wills**, reads from *Die Free: A Heroic Family History*. Ms. Wills is one of the most recognized faces on NY1 News. With 20+ years' experience as a television journalist, she is the author of the acclaimed *Die Free: A Heroic Family Tale*. Cheryl is also a blogger for The Huffington Post and she also contributes to Essence.com. Cheryl has been a mainstay at NY1, the flagship station for the Time Warner Cable's News Network since it launched in 1992.

2:40 – 3:00 **David Mills**, poet and playwright, won a New York Foundation for the Arts fellowship in poetry. In 2003, he received a Chicago State University Langston Hughes Poetry Prize, and in 1993 he was the recipient of a BRIO award. The Julliard School of Drama commissioned and produced a play he wrote on Dr. Martin Luther King, and he was commissioned by Urban Stages Theater to write a play about Frederick Douglass. His poems have appeared in *Nuyorican Aloud* and *Obsidian II*. His latest book, *Dream Detective*, is on the small press bestseller list.

3:05 – 3:25 **Keli Goff**, *The GQ Candidate* (Fiction) **Keli Goff** is an author, blogger and political analyst whose commentary on politics and pop culture appears regularly in national television, print and online publications. She is a frequent guest on news programs on the networks CNN, FOX, MSNBC and NPR, and is a regular contributor to TheLoop21.com and the Huffington Post.

3:30 – 3:50 **Lorene Cary**, *If Sons, Then Heirs* (Fiction) Lorene Cary is the author of *Black Ice*, *The Price of a Child*, *Pride*, and a book for young readers, *Free! Great Escapes on the Underground Railroad*. She is the founder and director of Art Sanctuary, a nonprofit lecture and performance series in Philadelphia. Cary is also a senior lecturer in creative writing at the University of Pennsylvania. She's a past recipient of the Philadelphia Award, the city's highest civic honor.

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3:55 – 4:15 **Rosalyn Story**, *Wading Home* (Fiction), is a professional classical violinist, journalist and author of both fiction and non-fiction. A member of the violin section of the Fort Worth Symphony Orchestra in Fort Worth, Texas, she divides her time between performing and writing magazine and journal articles on the visual and performing arts, and has penned three books. Her second novel, *Wading Home*, set in post-Katrina New Orleans, was released in September 2010, and was an Essence magazine book club pick and 'recommended read.' Her first book, *And So I Sing: African American Divas of Opera and Concert*, inspired the PBS documentary *Aida's Brothers and Sisters: A History of Blacks in Opera*.

4:20 – 4:40 **Leonard Pitts**, *Before I Forget* (Fiction). A former writer for Casey Kasem's radio program "American Top 40," Leonard Pitts, Jr. was hired by the *Herald* as a pop music critic in 1991. By 1994 he was writing about race and current affairs in his own column. His column was syndicated nationally, and his 1999 book *Becoming Dad: Black Men and the Journey to Fatherhood* was a bestseller. Leonard Pitts won the 2004 Pulitzer Prize for commentary for his twice-weekly syndicated column, which appears in more than 200 newspapers, and has won numerous other journalism awards. *Before I Forget* was called "bold in spirit and scope" and "a rare, memorable debut" by *Publishers Weekly*.

4:45 – 5:10 **Tantra-zawadi** (Poetry/Performance) Tantra has performed to standing-room audiences at venues as far away as South Africa, London, Germany and Toronto as well as venues closer to home in New York City. She has performed original works in the off-Broadway productions of *Girl – A Choreospective*, *A Night of Three God/desses: Soldier Blues and Powerful Women*, *An Evolution in Reinvention*, *the Numeral Three*, *Leaving My Apartment and Other Urban Adventures* and projects with the *vonduvoisdancecollective*. Tantra's recent appearances include the 19th Annual Austin International Poetry Festival, the New York Public Library of Performance Arts at Lincoln Center, Badilisha Poetry X-Change Festival in Cape Town, South Africa and the Montserrat Poetry Festival.

5:15 – 5:55 **Dana Rondel** (Performance) Dana Rondel is the founder and president of Metaphors 4 Life. She is an author, speaker, artist, and choreographer. Her book, *A Flower: It Has Its Own Song*, was nominated for two categories by the annual African America Literary Awards. Dana is also the author of the novels *Death Has Wings* and *The Sunflower and Rose*.

6:00 **HOSTS CLOSE PROGRAM**

EVENTS @ TMA (Thurgood Marshall Academy)

Thurgood Marshall Academy
200 W 135th Street
New York, NY 10030

CONVERSATIONS: THE FUTURE OF BLACK FICTION

BERNICE MCFADDEN, *Glorious*, and **PERSIA WALKER**, *Black Orchid Blues*, **OMAR TYREE**, *Corrupted*; **KELI GOFF**, *The GQ Candidate*

MODERATOR: GRACE EDWARDS

TMA AUDITORIUM

12:00p - 1:15p

Grace Edwards, author of the *Mali Anderson Mystery Series* and Director of the Harlem Writers Guild, will moderate this exciting discussion between these dynamic writers whose novels span the historical to the contemporary.

Glorious is set against the backdrops of the Jim Crow South, the Harlem Renaissance, and the civil rights era. Blending the truth of American history with the fruits of **Bernice L. McFadden's** rich imagination, this is the story of Easter Venetta Bartlett, a fictional Harlem Renaissance writer whose tumultuous path to success, ruin, and revival offers a candid portrait of the American experience in all its beauty and cruelty.

Persia Walker is the author of the 1920s Jazz Age novels *Harlem Redux*, which the Boston Globe called "a full, vibrant portrait of that storied era when Harlem's pulse was the rhythm of black America"; and *Darkness and the Devil Behind Me*. A native New Yorker fluent in German, she is a former news writer for the Associated Press.

New York Times bestselling author **Omar Tyree** is the winner of the 2001 NAACP Image Award for Outstanding Literary Work -- Fiction, and of the 2006 Phillis Wheatley Literary Award for Body of Work in Urban Fiction. He has recently published *Corrupted*, an online serialized novel. Together these authors create a dynamic conversation about the future of black fiction.

Keli Goff is an author, blogger and political analyst whose commentary on politics and pop culture appears regularly in national television, print and online publications. She is a frequent guest on news programs on the networks CNN, FOX, MSNBC and NPR, and is a regular contributor to TheLoop21.com and the Huffington Post.

Book signing immediately following discussion in TMA Auditorium Lobby.

CONVERSATIONS: WRITING LITERARY FICTION IN AN ON-DEMAND WORLD

TMA AUDITORIUM

1:30p - 2:45p

MODERATOR: Marva Allen, *Publisher, Open Lens*

PANELISTS: Lorene Cary, *If Sons, Then Heirs*; **Rosalyn Story**, *Wading Home*; **Leonard Pitts**, *Before I Forget*

Culture has become 'popular'; it's all about me and it's all about now. The art of writing has taken backseat to the art of storytelling and the work of writers whom we had come to love have fallen off many a bookstore shelf. And still, they write. Join our panel of literary fiction writers as they discuss why they write and how they survive an on-demand world. Join them, also, for readings of their work at the *Readings at the Schomburg* program following the discussion. This discussion is led by **Marva Allen**, owner of Hue-man Books and co-publisher of Open Lens, a newly founded publishing collaboration with Akashic Books.



LOUIS REYES RIVERA, *THIS ONE FOR YOU: A TRIBUTE*

TMA AUDITORIUM

3:00p - 4:15p

Louis Reyes Rivera is an award-winning poet; an academic and professor with a specialty in African American, Puerto Rican, and Caribbean literature and history; a political activist; and a radio show host. He is the author of three poetry collections: *Scattered Scripture* (1996), *This One for You* (1983), and *Who Pays the Cost* (1977). Rivera is the recipient of numerous awards, including a lifetime achievement award from the University of Massachusetts at Amherst, a Special Congressional Recognition award, and City College of New York's 125th Anniversary Medal.

A respected underground poet, Rivera assisted in the publication of more than two hundred books, including John Oliver Killens's *Great Black Russian*, Adal Maldonado's *Portraits of the Puerto Rican Experience*, and *Bum Rush The Page: A Def Poetry Jam*.

Scattered Scripture won the 1996 poetry prize from the Latin American Writers Institute. A volume of highly crafted poems of militant and radical perspective, it is a literary masterpiece that translates history into poetry, covering the chapters missing from official renditions of history.

Many consider Rivera to be a necessary bridge between the African and Latino communities. He grew up in the African American community of Bedford-Stuyvesant in New York City, culturally coming from twin backgrounds: Puerto Rican in the home and extended family, with cultural roots in the black community. Attending African American and Spanish-speaking churches infused his voice with a powerful sense of music. Growing up with first-generation replants from the South, in the housing projects built specifically for G.I.s returning from World War II, Rivera was exposed to culture that coincided with rural Puerto Rican values and outlook.



KOLA BOOF and THE SEXY PART OF THE BIBLE

TMA AUDITORIUM

4:30p – 5:30p

KOLA BOOF: We're not sure if you're already familiar with Kola, but she is a very provocative, controversial writer who is larger than life. She has written a magnificent, wild, and imaginative novel called THE SEXY PART OF THE BIBLE, about the peculiar burdens facing dark-skinned African women. Kola has developed a cult following through savvy self-promotion, and has been the subject of major media profiles in outlets like the *New York Times* and high-profile interviews on CNN, MSNBC, and elsewhere -- all without proper promotion or distribution of her previous work.

Set in modern West Africa, Europe, and the U.S., and featuring the kind of heroine readers rarely get to encounter in popular culture--beautiful charcoal-skinned Eternity, a spirited and diabolical young African hellcat whose life is stigmatized by a heart-stopping secret--The Sexy Part of the Bible is an erotically astute novel filled with mystery and adventure. Enveloped in the arms of a domineering Fela Kuti-type rap star and revolutionary named Sea Horse Twee, Eternity finds herself miraculously surviving several African rebellions--and in the interim, she powerfully unmasks the science of cloning, which becomes a powerful metaphor in the story. Don't miss Kola Boof.

Book signing immediately following discussion in TMA Auditorium Lobby.



CONVERSATIONS @ Countee Cullen Library (CCL)

Countee Cullen Library
104 West 136th Street
New York, NY 10030-2695

GOING DIGITAL: THE AFRICAN AMERICAN READER IN AN E-BOOK WORLD

VENUE: CCL Auditorium

TIME: 11:00p – 12:15p

MODERATOR: **Vanesse Lloyd-Sgambati**, The Literary Media and Publishing Consulting

PANELISTS: **Eric Hamilton**, Founder & CEO of AdSmoke; **Troy Johnson**, President of AALBC.com; **Guy LeCharles Gonzalez**, Director of Content & Digital Product Development for Media Source / Library Journals; **Booker T. Mattison**, author of *Snitch* and *Unsigned Hype*; Filmmaker; **C. Jeff Wright**, Chief Executive Officer of URBAN MINISTRIES; **Kelli Martin**, Senior Editor, Kimani Press/Harlequin

African Americans are mega twitters. In fact women represent 13% of the users. Social media is a major means of communication in this marketplace. A panel of experts will discuss ways to market to this evolving marketplace in an e-book world.



"CAN I GET A DATE?": WHERE ARE ALL THE ELIGIBLE SINGLE, BLACK MEN AND WOMEN?

VENUE: CCL Auditorium

TIME: 12:30p – 1:45p

MODERATOR: **Jenelle Simone** - Host, 'The Listening Party'; Co-Host, 'Together-Apart'

PANELISTS: **Chris Kazi Rolle**, founder and Co-CEO of One+One Records; Motivational Speaker; **Denise Bolds**, *Raising Princes to be Kings: A Single Black Mother's Guide to Raising Her Black Son*; **Joy Daily**, The Joy Daily Show, Writer for ThisIs50.com; **Ricardo Suber** aka "Flyness", Dating Coach and Author "Tweet Her and Meet Her" and "The Ladies' Guide to Finding Mr. Right or Mr. Right Now Online"; **Shanel Cooper-Sykes**, *Stiletto in the Kitchen*.

This subject has been discussed from candid barbershop and salon conversations to ABC's Nightline. We have argued about it and it seems that the sexes can never agree on the problem, let alone the solution. The question we will be tackling is, "Where are all the ELIGIBLE and Single Black Men and Women?"





CONTEMPORARY BLACK BRITISH WRITING: STANDING ON ITS OWN AND FOR ITSELF?

VENUE: CCL Auditorium

TIME: 2:00p – 3:15p

MODERATOR: Kadija Sesay

PANELISTS: Dorothea Smartt, *Ship Shape*, Koye Oyedeji, Kwame Kwei Armah

Is Black British writing an area of literature that is gaining ground and credibility in its own right? It has moved from being seen as either 'urban' by male writers or about 'family relationships' by women writers, with more diverse content. Writers are winning major awards and becoming more willing to adopting the 'Black British' genre, instead of 'Post Colonial'. The panel will talk about this new movement, literary and geographically, and where it fits amongst other literatures. Attendees will gain an informed knowledge about Black British writers and their work, both the internationally established and those less known who are contributing in distinct and original voices and how their work differs from African American writers.



HOW TODAY'S LIBRARIES HELP TODAY'S LEARNERS SUCCEED

VENUE: CCL Auditorium

TIME: 3:30p – 4:45p

MODERATOR: Madeline Ford, Interim Chief Librarian (Hostos Community College)

PANELISTS: Andrew P. Jackson (Queens Public Library); Simone L. Yearwood (Queens College Library); Lambert Shell (Queens Public Library); Shauntee Burns (New York Public Library)

In this day and age when everything is a "click" away, libraries show how they continue to be relevant to our communities. Hear from our panelists on how their libraries are supporting user's needs and keeping up with the 21st Century Learner.



HBF LIVING WEALTH SEMINARS Countee Cullen Library (CCL)

THE BUSINESS OF THE UNIQUE ARTIST

PRESENTER: TANYA WRIGHT (Deputy Kenya Jones on **HBO'S TRUE BLOOD**)

VENUE: CCL Conference Rm. B

TIME: 1:30p – 3:00

Tanya Wright offers her BUA class (Business of the Unique Artist). BUA is a comprehensive class designed to help the artist (that includes writers, actors, singers and/or jewelry designers!) to identify and access ALL of their creative talents to earn a living doing what they love to do. Each student will leave with a personalized program on how to align themselves with various organizations, corporations and institutions that NEED their "unique" creative talent(s)!

Tanya has taught BUA at various colleges and universities across the country, including the New School here in New York, NY. Pen and paper required. ALL students must fill out a questionnaire PRIOR to class (due Thursday, July 19, 5PM). TANYA will also be at the Harlem Book Fair selling copies of her book, BUTTERFLY RISING. BUTTERFLY RISING, a feature film she wrote and directed, is currently making its way on the independent film festival circuit.



THE EQUATION: APPLYING THE 4 INDISPUTABLE COMPONENTS OF BUSINESS SUCCESS

PRESENTER: OMAR TYREE

VENUE: CCL Conference Rm. B **TIME: 3:15p – 4:30p**

Millions of readers have discovered The Secret of how to Think and Grow Rich, studied The Tipping Point, The Millionaire Next Door, and Rich Dad, Poor Dad, Who Moved My Cheese?, all while overdosing on many variations of Chicken Soup for the Soul. Now the question becomes, "What do we do with all of our acquired knowledge?" The answer: The Equation. $L / A * S = B$. *The Equation: Applying the 4 Indisputable Components of Business Success* reveals a foolproof blueprint for business and life. There is no simpler method available to build your net worth. The time is now to apply this universal formula to your life.

HOW TO BE A SIX FIGURE AUTHOR (WITHOUT BEING SIGNED TO A MAJOR PUBLISHING HOUSE)

PRESENTER: J. M. BENJAMIN

VENUE: CCL Conference Rm. A **TIME: 12:00p – 1:30p**

Join successful author J. M. Benjamin in an eye-opening discussion on the differences between traditional and self-publishing; and the difference between self-publishing and working with an independent publisher. Topics covered will include ways to publish (major publishing house; independent publishing house; vanity; subsidy; print-on-demand; self-publishing) . Topics covered will include how to maximize minimum money; marketing; advertisement; promotion; travel; the importance of distribution; guerilla tactics to increase book sales; traditional versus untraditional marketing.



GENERATION E: POWER YOUR WAY TO WEALTH

PRESENTERS: Robert McFadden, President, Viridian Energy; **Max Rodriguez**, Founder, Harlem Book Fair

VENUE: CCL Conference Rm. A **TIME: 1:30p – 2:45p**

Did you miss making profit during the dot com boom? Did you miss the profit that came from telephone deregulation? Did you miss the profit from the housing boom? **Bill Gates**, founder of Microsoft, has declared energy as the next business from which a new generation of millionaires, Generation E, will appear. Join with Viridian Energy President, **Robert McFadden** and Harlem Book Fair Founder, **Max Rodriguez**, as they present the next (and, maybe, the biggest) opportunity to create lasting personal wealth.

