



SPECIAL EVENT MEDIA: SHAY JOHNSON **PRESS RELEASE** BLACK BUSINESS INITIATIVE SHAYJ@BBIPROFESSIONAL.COM WWW.BLACKBOSSSUMMIT.COM
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4th Annual Black Boss Summit (Virtual) Pivot, Position, Profit in the “New Norm”

SEPTEMBER 12-13, 2020: Featuring one of the top motivational speakers in the world, Eric Thomas, the Black Business Summit is stepping out larger and better than ever. This is the 4th annual event that features collaborators and content from around the country. During this current pandemic, it has been reported that 41% of Black owned businesses have closed. This Black Boss Summit is going to teach the fundamental skills and tactics of how to adapt and shift in any changing marketplace. With speaker’s expertise ranging from which systems are best to take your business to the next level, to how to manage online brand visibility, and how to profit in the new norm . This is the Black business conference of the year!

The Founders of parent company the Black Business Initiative & CTN Media, Jice Johnson and Shay Johnson have brought the experts that will help you move forward. The goal of the Black Boss Summit is to build the current generation of Black entrepreneurs and leaders. An economic revolution is underway and BBI is on the forefront.

Keynote speakers are world renowned Eric Thomas, PhD and Kendall Ficklin. Eric Thomas is a critically acclaimed author, world renowned speaker and educator. He is the epitome of strength, hustle, drive, determination and success. Millions of followers have been able to apply the principles revealed in his award-nominated autobiography, The Secret to Success and equally successful subsequent releases: Greatness is Upon You, Average Skill and Phenomenal Will. Kendall Ficklin is a sales coach and leadership instructor in the Business of Speaking and Coaching Training Program. He focuses on leadership development, corporate training and a multitude of ways to boost sales in any organization. He is a thriving entrepreneur and a nationally recognized speaker with systems

that work. He is a sought-after sales coach for brands as well as being a published author.

Join the Black Boss Summit online on September 12-13th.

More about the Founders:

Shay J is a highly sought-after event speaker, host, and motivator out of Denver, Colorado. A graduate of the American Musical and Dramatic Academy of New York, she has conducted conversations for the culture with everyone from politicians to athletes to local leaders; deeming her the interview guru. She is the key journalist of 5 Points News, Brother Jeff Network. As a co-chair of Communications for the NAACP and Creative Director for the Black Business Initiative, she works hard to ensure her actions speak as loudly as her words. Cultivating a career that lifts underrepresented voices, she continues to be a force her community can trust and depend on.

Jice Johnson, an Oakland native, U.S. Army veteran, mom of three, and businesswoman out of Denver, Colorado. Graduating Cum Laude with her Master's Degree in Leadership from Amridge University, she has worked with small businesses and entrepreneurs to empower them to push past fear and streamline their business systems and practices. She has been recognized as one of Denver Business Journal's Top 40 under 40 and has been featured in Westword Magazine and 9NEWS. She now uses her knowledge to provide the Black community with the tools needed to end the racial wage gap and build intergenerational legacy.

2020
BLACK BOSS
S U M M I T
PIVOT, POSITION & PROFIT "IN THE NEW NORM"

THE BOSSES
ERIC THOMAS · JICE JOHNSON · SHAY J · KENDALL FICKLIN

BOSS LINE UP

 DR. ALEJA PARSONS	 SHILOH JONES	 PHOENIX JACKSON	 CHRIS SENEGAL	 TOPAZZ MCBRIDE	 KITSA MARIBE BRANCH
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SPECIAL GUESTS

 BRITNEY RAE REESE	 TYRONE BEVERLY	 SUCH	 MUSIC BY DJ KTOE
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SEPTEMBER 12-13, 2020
SAT 10A-2PM SUN 10A-12PM. VIRTUAL DOORS OPEN AT 9:30AM MST
BLACKBOSSSUMMIT.COM