NOTEWORTHY MEDIA COVERAGE & COMMENTARY

NATIONAL PRESS, TELEVISION INTERVIEWS

USA Today, feature story, “How blacks took banking into their own hands”, February 2017
Associated Press story, picked up by ABC News and several other national online, TV and print media, August 2016
NBC News/ NBC Black feature stories, July and August 2016
SRF, the largest media network in Switzerland, TV segment and radio interview, July 2016
BET/ Centric Honoree, “16 Most Fascinating Women of 2016” (TV segment, article in Upscale magazine), March 2016
Front page, New York Times, Business Section, November 14, 2015
TED Talks, TEDx Baltimore, Jan 2014; TED Talks, TEDx Grand Rapids, May 2014
Front page, Chicago Tribune, March 9, 2009 and January 10, 2010
Front page, Los Angeles Times, March 16, 2009
Front page, Washington Post, January 10, 2010
BET, BET News Interview with Samson Styles, May 2009
CNN, Interview with Don Lemon, March 2009
CNN, Interview with Joe Johns, November 2010
CNN, The Situation Room with Wolf Blitzer, April 2009
CNN, What Matters with Suzanne Malveaux, March 2012
CNN, televised TIME Magazine interview with repeated airs, May – August 2009
C-SPAN, After Words Book Review/Interview with Washington Post’s Krissah Thompson, March 2012
C-SPAN, Live Coverage of Keynote Address at Women of Color Empowerment Conference, September 2014
FOX News, Fox Business with Neal Cavuto, March 2009
MSNBC, Interview with Tameron Hall, March 2009
PBS, Newshour with Jim Lehrer interview with Paul Solman, June 2012
TV One, Black Enterprise Black Business Report with Caroline Clark, May 2011
TV One, NewsOne Now, Interview with Roland Martin, December 2013 and December 2015
List above does not include numerous national and local radio shows, blogs, magazine and newspaper stories like Tom Joyner Morning Show, several NPR interviews, Huffington Post and Black Enterprise stories, and local coverage of Maggie’s speeches and lecture circuit. For more, see below.
BIO/ACCOMPLISHMENTS/ AWARDS

Margarita “Maggie” Anderson and her family made history and dominated headlines as national media covered their year-long stand and study to use their buying power to counter the social and economic crises, such as crime, unemployment, gang violence, and educational listlessness that disproportionately damage their community. Drawing from W.E.B. Dubois’ “Talented Tenth” challenge, and the capacity of Dr. King’s 385-day Montgomery Bus Boycott to unite people of all backgrounds to use their economic might to create social equality... Maggie Anderson decided to sacrifice one year to support the businesses, Black and not, that could create more pride, employment, role models and wealth in struggling African American communities.

The family’s sacrifice, and the awareness and research it generated were called The Empowerment Experiment (EE). EE resulted in a landmark study conducted by Northwestern University’s Kellogg Graduate School of Management which proved, with the data from the Anderson’s journey, how increased business diversity and proactive patronage of locally owned businesses can 1) counter social crises that disproportionately impact the Black community and 2) markedly improve the American economy as a whole. In the end, Maggie’s family’s stand, backed by the Kellogg study, proved that one million jobs could be created in poverty-stricken communities when consumers, entrepreneurs, and mainstream corporate partners take small steps to proactively support one another.

Maggie is also the author of the critically acclaimed book about EE, Our Black Year, presented by William Morris Entertainment and Public Affairs Books. Publishers Weekly called it “a dynamite subject” and “an effective probe into how African Americans spend so much money that overwhelmingly leaves their communities.” Library Journal also endorsed the validity and importance of the experiment, book and message. “[T]his book will appeal to those looking for inspiration to effect positive change in their communities.” Business and community leaders like Cathy Hughes, Marc Morial, and Alfred Edmond, have also praised Maggie’s stand and their endorsements appear on the cover of her book.

Since the experiment and the book, Margarita has become the face of a conscious consumerism movement uniting consumers, corporations, government entities and the quality businesses that can rescue struggling communities and provide role models to at-risk youth. Margarita appears on CNN, MSNBC, Fox News, C-SPAN, PBS Newshour, and CBS Morning News, among many other national television and radio shows. A sought-after speaker, she tours the country to present the opportunities the Kellogg study revealed, inspire more consumers to show pride for and invest in their community, and prove the untapped potential of increased business diversity in terms of jobs, economic empowerment, a stronger, more inclusive American economy, and increased racial equality. Dozens of Fortune 500 firms, major universities, and the largest civic and professional organizations have hosted Maggie and endorsed Maggie’s work and message.

Chosen by BET and Centric TV as one of “The Most Fascinating Women of 2016”, and the YWCA as “The Women of the Year” for her work countering racism in the economy... Maggie continues to receive numerous honors, proclamations and awards from the most elite and iconic civic and professional organizations, universities, corporations, municipalities and rights groups such as the National Bar Association, the National Association of Real Estate Brokers, Harvard University, New York Life, and many more.

Margarita, a first-generation Cuban-American, has a BA in Political Science from Emory University; and earned her MBA and JD from the University of Chicago, where President Barack Obama was her law professor and mentor. Before the experiment, she was an aide to Congressman John Lewis, a Political speechwriter, a corporate and legal strategy executive at McDonald’s Corporation, and a Strategy consultant.

Maggie lives in Oak Park, Illinois with her husband John (AB, Economics, Harvard University, 1993; MBA, Finance, Kellogg Graduate School of Management, 1999) and their two daughters, Cori and Cara, now twelve and thirteen.
RESUME

EDUCATION
Bachelor of Arts (BA), Political Science, Emory University, 1993
Master of Business Administration (MBA), Majors in Strategy and Economics, University of Chicago, 2001

WORK EXPERIENCE
2012 – Present, Author, “Our Black Year”
2008 – Present, CEO & Founder, The Empowerment Experiment (EE) and The EE Foundation
2006 – 2009, Vice President, Marketing & Strategy, Diversity Spectrum 2006 – 2008, and Senior Consultant – Stax Consulting, Inc. (both were part–time, working while at home with two infant daughters)
2004 – 2006 – Stay at home Mother
2001–2004, Corporate Strategy Manager, CEO’s Speechwriter – McDonald’s Corporation

DESCRIPTION OF EXPERTISE AND PROPOSED DISCUSSION/TOPIC
Via the press coverage, the compelling story of the family's stand and sacrifice, and the credibility of the historic experiment, Maggie and her family articulated and proved the importance of self–help economics in the Black community and increased awareness about how the lack of local businesses and professionals leads to the social crises that disproportionately impact Black families and neighborhoods. Their stand and experiment have also created a call to action for American consumers of all backgrounds who care about underserved minority communities to work together so that these families, entrepreneurs and neighborhoods can depend less on government intervention to resolve the problems - and to instead drive more direct investment in minority communities via investing in representative and substantive supplier, franchisee, vendor and dealer diversity.

Since the experiment, the message has become a movement, inspiring everyday folks to make small changes and sacrifices in order to support the quality entrepreneurs and companies – Black and not – that invest in underserved communities and provide desperately needed local role models to at-risk youth. Maggie Anderson speaks and gets honored all over the country. Maggie, via the highly anticipated MaggiesList.com, will partner with key historic, professional, and academic institutions as well as foundations and corporations to find ways to identify and uplift the quality local businesses suffering from lack of support and facilitate and celebrate more business diversity in Corporate America.

In 2011, Northwestern University's Kellogg Graduate School of Management completed the landmark study based on their experiment; and Maggie finished her book, Our Black Year. The book, represented by William Morris Endeavor, the largest talent agency in the world, released in February 2012 and receives rave reviews from icons like Cathy Hughes, George Fraser, Marc Morial and Alfred Edmond, along with Publishers Weekly and Library Journal.

When Maggie speaks and lectures about Our Black Year, she offers a story and hard-earned wisdom that no one else can. She draws from the Civil Rights Movement, presents the lessons learned from her ancestors and her family’s stands, and delivers an inspirational and intelligent message about homespun economic empowerment, the business case and job creation opportunity in supplier diversity and supporting locally-owned businesses, and the specific cultural, societal and economic importance of ‘conscious consumerism’ for the future of America. Her areas of expertise: entrepreneurship, consumerism, economic empowerment, community stewardship, strategic activism, supplier diversity, self–help economics, corporate – community reciprocity and partnership.
REPRESENTATIVE SPEAKING ENGAGEMENTS & HOSTS

African American Chamber for Westchester Annual Juneteenth Awards Banquet 2011, 2012 - Keynote Speaker
African American Chamber of Commerce of New Jersey Annual Holiday Banquet 2011, 2012 – Keynote Speaker
African American Chamber of Commerce of PA, NJ, DE Kick Off Event 2010 – Keynote Speaker
American College 7th Annual Conference for African American Financial Professionals, 2012 – Featured Speaker
American College 8th Annual Conference for African American Financial Professionals, 2013 – Opening Keynote
A. Philip Randolph Institute 50th Annual Conference, 2019 – Keynote Speaker
Austin Black Business Expo, 2012 – Keynote Speaker
Birmingham Black Expo and Convention, 2011 – Keynote Speaker
Business Alliance for Local Living Economies (BALLE), 2011 – Plenary Keynote Speaker
California Black Chamber of Commerce Ron Brown Economic Development Conference, 2012 – Keynote Speaker
Chicago Minority Enterprise Development Week, 2011 – Panelist, Honoree
Chicago Urban League Black History Month Business Diversity Celebration, 2012 – Keynote Speaker
City of Antioch Annual Dr. Martin Luther King Celebration, 2014 – Keynote Speaker
Coalition of Black Trade Unionists International Convention, 2019 – Keynote Speaker
Columbus African American Chamber of Commerce Launch Event 2012 – Keynote Speaker
Congressional Black Caucus Annual Legislative Conference, 2011 – Cong. Conyers Panel, Emerging Leaders Panel
Congressional Black Caucus Minority Business Awards Banquet, 2010 – Honoree
Contra Costa Black Chamber Annual Juneteenth Business Awards 2013 – Keynote Speaker
Durham Minority Enterprise Week Honors Luncheon, 2019 – Keynote Speaker
Frasernet PowerNetworking Conference, 2010 - 2013 – Featured or Keynote Speaker
Greater New England Minority Supplier Development Council Opportunity Fair, 2012 – Keynote, Sponsors Luncheon
Illinois Black Chamber of Commerce, Annual State Convention, 2009 and 2019 – Keynote Speaker
International Soul Music Summit, 2010 – Keynote Speaker
Kellogg Annual Black Management Association Conference, 2012 – Panelist
Maryland/DC Minority Supplier Development Council Annual Meeting, 2011 – Keynote Speaker
Miami Dade Chamber of Commerce, Business Empowerment Luncheon, 2016 – Keynote Speaker
Michigan Minority Supplier Development Council, 2013 – Keynote Speaker
Milwaukee Urban League, Equal Opportunity Day Luncheon, 2012 – Keynote Speaker
National African American Insurance Association (NAAIA), 2013 – Keynote Address
National Alliance of Market Developers (NAMD) National Conference, 2010 – Keynote Address
National Association of Black Accountants (NABA), 2011 – Opening Session with Marc Morial
National Association of Counties (NACO) Legislative Conference, 2014 – Luncheon Speaker
National Association of Real Estate Brokers (NAREB) Annual Convention, 2016 – Opening Keynote Speaker
National Black Women's Expo and Convention, 2010 – Presentation and Keynote Speaker
National Organization of Black Chemists and Chemical Engineers (NOBCCHE), 2012 – Keynote Speaker
National Urban League Conference, 2011 – Small Business Day Luncheon Keynote Speaker
National Urban League Conference, 2012 – Small Business Day/ Supplier Diversity Panelist
New Jersey NAACP State Conference, 2012 – Plenary Speaker
North Carolina Institute for Minority Economic Development Conference, 2012 – Featured Speaker
North Central Minority Supplier Development Council, Business Opportunity Exchange, 2018 – Keynote Speaker
Northern District Baptist Association Annual MLK Conference, 2012 – Keynote Speaker
Northern VA Black Chamber of Commerce Launch Event, 2016 – Keynote Speaker
Partners for Racism Free Community Annual Forum, 2014 – Keynote Speaker
PA/NJ/DE Minority Supplier Development Council Annual Meeting, 2012 – Keynote Speaker
Riverside County CA Black Chamber Annual Awards Banquet, 2011 – Keynote Speaker
So. California Minority Supplier Development Council Annual Supplier of the Year, 2013 – Keynote Speaker
Sustainable Business Network National Social Venture Institute, 2012 – Luncheon Keynote Speaker
TED Talks, TEDx Baltimore, 2014; TEDx Grand Rapids, 2014
Tuskegee University’s Booker T Washington Economic Development Conference, 2010 – Keynote Speaker
University of California, Berkeley Black Coalition Conference, 2012 – Keynote Speaker
University of Chicago Black MBA Conference 2009 – Panelist, Honoree
US Black Chamber Annual School of Chamber Management, 2011 – Keynote Speaker, Seminar Presentation
US Black Chamber, Solutions Series Speaker, 2014 – Keynote Speaker
US Coast Guard, Annual MLK Commemorative Event, 2016 – Keynote Speaker
Western Regional Minority Supplier Development Council (WRMSDC) Annual Meeting, 2018 – Keynote Speaker

UNIVERSITY LECTURES/ SPEECHES/ HONORS
Belmont University, January 2011 – MLK Speaker
Central State University, April 2012 – Annual Night of Philanthropy Gala, Keynote Speaker
Claflin University, January 2016, – Convocation Speaker
Clark Atlanta University Business School, February 2012 – Annual LEAD Conference, Keynote Speaker
Clemson University, August 2014 – Diversity Month Keynote Speaker
Clemson University, January 2015 – MLK Speaker
Columbia Business School, February 2012 – Black History Month Speaker
Columbia University, February 2013 – Black History Month Speaker
Concordia University, January 2013 – MLK Speaker
Eastern Illinois University, February 2012 – Black History Month Speaker
Emory University, April 2010 – Guest Lecturer
FAMU, October 2013 – Special Keynote Address to University’s Corporate Partners (Industry Cluster)
Florida Memorial College Homecoming, October 2013 – Guest Speaker
Georgia State University, College of Business, February 2012; College of Education, October 2010 – Guest Lecturer
George Washington University – Guest Lecturer
Harvard University, Kennedy School, February 2017 – Black History Month Lecturer
Harvard University, Law School, April 2018 – 50 Year Black Law Student Association (BLSA) Celebration
Howard University, January, 2016 – Guest Speaker
Iowa State University, Fall 2012 – Guest Lecturer
Kansas State University, February 2016 – Keynote Speaker, Black History Month
Livingstone College, Nov 2013 – Keynote Speaker, Annual Assembly
Morgan State University, February 2014 – Keynote Speaker, Black History Month Community Celebration
New York University, Stern Business School, April 2012 – Guest Lecturer
Northwestern University, Kellogg Graduate School of Management, November 2009 and 2010 – Guest Speaker
Northwestern University, January 2019 – MLK Week Keynote Speaker
Occidental College, March 2018 – Women’s History Month Speaker
Princeton University, February 2013 – Black History Month Speaker
Roosevelt University, Heller Business School, February 2013 – Black History Month Speaker
Rutgers Business School, January 2018 – MLK Day Speaker
San Diego State University, April 2018 – Economic Empowerment Action Summit Keynote Speaker
Suffolk University, October 2012 – Guest Lecturer
Southern Illinois University, February 2013 – Black History Month Speaker
Texas A&M University
Tuskegee University, September 2010, 2012 – Guest Speaker
University of California, Berkeley, March 2012 – Guest Speaker
University of Chicago Booth Graduate School of Business, November 2009 and February 2011 – Guest Speaker
University of Cincinnati, November 2009 – Guest Speaker
University of Maryland, February 2017 – Black History Month Speaker
University of Minnesota, April 2016 – Keynote Speaker
University of Nebraska, November 2014 – Keynote Speaker
University of Texas at Austin, February 2011 – Guest Lecturer

HOST CORPORATIONS
Allstate
American Grocers (Owners of Bi-Lo, Winn Dixie)
Amway
Arizona Public Service (State’s energy company)
Chapman & Cutler (global law firm)
Chicago Federal Reserve Bank
Cintas
DropBox
Exelon
Faegre, Baker, Daniels (global law firm)
Fifth Third Bank
Ford/ Ford Hall Forum
Hallmark
Industrial Bank
Intel
International Paper
Jacksonville Energy
Liberty Bank
Marsh & McClennan
New York Life
Nielsen
Office Max
OneUnited Bank
PRWT
Sears
South Coast Paper
Travelers Insurance
HOST ORGANIZATIONS (other than Universities and Conferences listed above)
Chicago Minority Supplier Development Council
Greater New England Minority Supplier Development Council
Maryland/DC Minority Supplier Development Council
Michigan Minority Supplier Development Council,
Maryland/DC Minority Supplier Development Council
Michigan Minority Supplier Development Council
Mountain Region Minority Supplier Development Council
North Central Minority Supplier Development Council
PA/NJ/DE Minority Supplier Development Council
Southern California Minority Supplier Development Council
Western Regional Minority Supplier Development Council
Alabama Area Council of Churches
Amistad Bar Association Cook County Bar Association
African American Chamber of Dallas and Fort Worth
African American Chamber of Commerce for Cincinnati and Greater Kentucky
African American Chamber of New Jersey
African American Chamber of Commerce for PA, NJ, DE
African American Chamber of Westchester and Rockland Counties
Atlanta Urban League
Atlanta Metro Black Chamber of Commerce
Alabama Area Council of Community and Independent Churches
Black Chamber of Commerce for Northern VA
Charlotte Mecklenburg Black Chamber
Chicago Urban League
City of Birmingham
City of Antioch
City of Durham Office of Equity & Inclusion
City Club of Cleveland
Columbus African American Chamber of Commerce
Colorado Black Women for Political Action
Congressional Black Caucus Foundation
Cook County Bar Association
Friendship West Baptist Church (Rev. Dr. Freddy Haynes’ Church)
Grand Rapids Black Chamber of Commerce
Grand Rapids Urban League
Greater Houston Black Chamber of Commerce
Greater Mt. Nebo AME (Pastor Jonathan Weaver)
Greater New Mt. Moriah (Benjamin Hooks’ Church)
Greenville Chamber of Commerce
Illinois Black Chamber of Commerce
INROADS
Jackson Memorial Church (Harriet Tubman’s Church in Long Island, NY)
Kansas Black Chamber of Commerce
Kellogg Black Alumni Association
LINC UP
Metropolitan Chicago YWCA
Miami-Dade Chamber of Commerce
Milwaukee Urban League
Mount Ennon Baptist Church (Pastor Dr. Delman Coates)
National Association of Black Alcoholic Beverage Companies
National Association of Black Women Lawyers
National Association of Negro Business and Professional Women’s Clubs
National Association of Real Estate Brokers
National Bar Association
National Black McDonald’s Owners Association
National Coalition of 100 Black Women of America
National Newspaper Publishers Association
National Organization of Black Chemists and Chemical Engineers
New Jersey NAACP
North Carolina Institute of Minority Enterprise Development
Penn State University Black Alumni Association
Perfecting Faith Church (Pastor Donnie McClurkin)
Philadelphia Urban League
Quad County African American Chamber of Commerce
Richmond Black Chamber of Commerce
Riverside County African American Chamber of Commerce
Sacramento Urban League
Saint Mark AME Church (Chicago, IL)
Saint Paul Baptist Church (Charlotte, NC)
Saint Paul Community Methodist Church (Selma, AL)
Shreveport Bossier African American Chamber of Commerce
Upstate Urban League (Greenville, SC)
United States Black Chamber of Commerce
University of Chicago Booth Black MBA Association
The Word Church (Pastor R.A. Vernon, Cleveland, OH)
Toledo African American Chamber of Commerce
Trinity United Church of Christ (Pastor Dr. Otis Moss, Chicago, IL)
US Coast Guard
Western Regional Minority Supplier Development Council
YMCA