

# Emmy Vickers Enterprises, LLC



## ***MEDIA RELEASE***

**IMMEDIATE RELEASE**

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### **Refuse to Participate in this Recession – Word of Mouth Marketing Done Right!**

Lanham, MD, November 5, 2008. The African American Empowerment Weekend, Inc. (AAEW) held their 3<sup>rd</sup> Annual Gala/Awards Ceremony and three day seminar series last week, October 29<sup>th</sup> through November 1<sup>st</sup>. The purpose of this event was to educate and empower African-American men, women, and children in business and those that are striving to one day be entrepreneurs.

**A newcomer to this venue, Emmy M. Vickers, CEO and National Public Speaker of Emmy Vickers Enterprises, LLC** based out of Silver Spring, Maryland, was a guest speaker in addition to being the moderator for the Marketing Panel; the theme being, “So You Want To Market To The Masses.” With an incredible panel of five CEO’s, Ms. Vickers started off the training by an interactive activity to get everyone comfortable and getting to know each other. Ms. Vickers has a unique style in engaging her audience to come out of their fears or shyness and teach them how to strategically network, especially in today’s economy. Emmy Vickers states: “regardless of what the economy is doing, businesses that do well are those that understand and know the value of strategically networking and the importance of doing for others without expecting anything in return.”

Emmy Vickers Enterprises’ focus is to teach professionals throughout the country how to raise their net worth through networking effectively and strategically. When asked if we were in a recession, Ms. Vickers responded, “yes, apparently the entire World has been affected this time, but it does not mean we have to participate. I personally refuse to participate in this recession!”

Emmy M. Vickers has over 8 years of entrepreneurial experience (hard knocks and education) and 6 years of network training in growing her business through word of mouth marketing. For additional information about Emmy Vickers Enterprises, LLC, individuals can contact Ms. Vickers at (301) 593-2072, email her at [emmy@emmyvickersenterprises.com](mailto:emmy@emmyvickersenterprises.com), or visit [www.emmyvickersenterprises.com](http://www.emmyvickersenterprises.com).

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