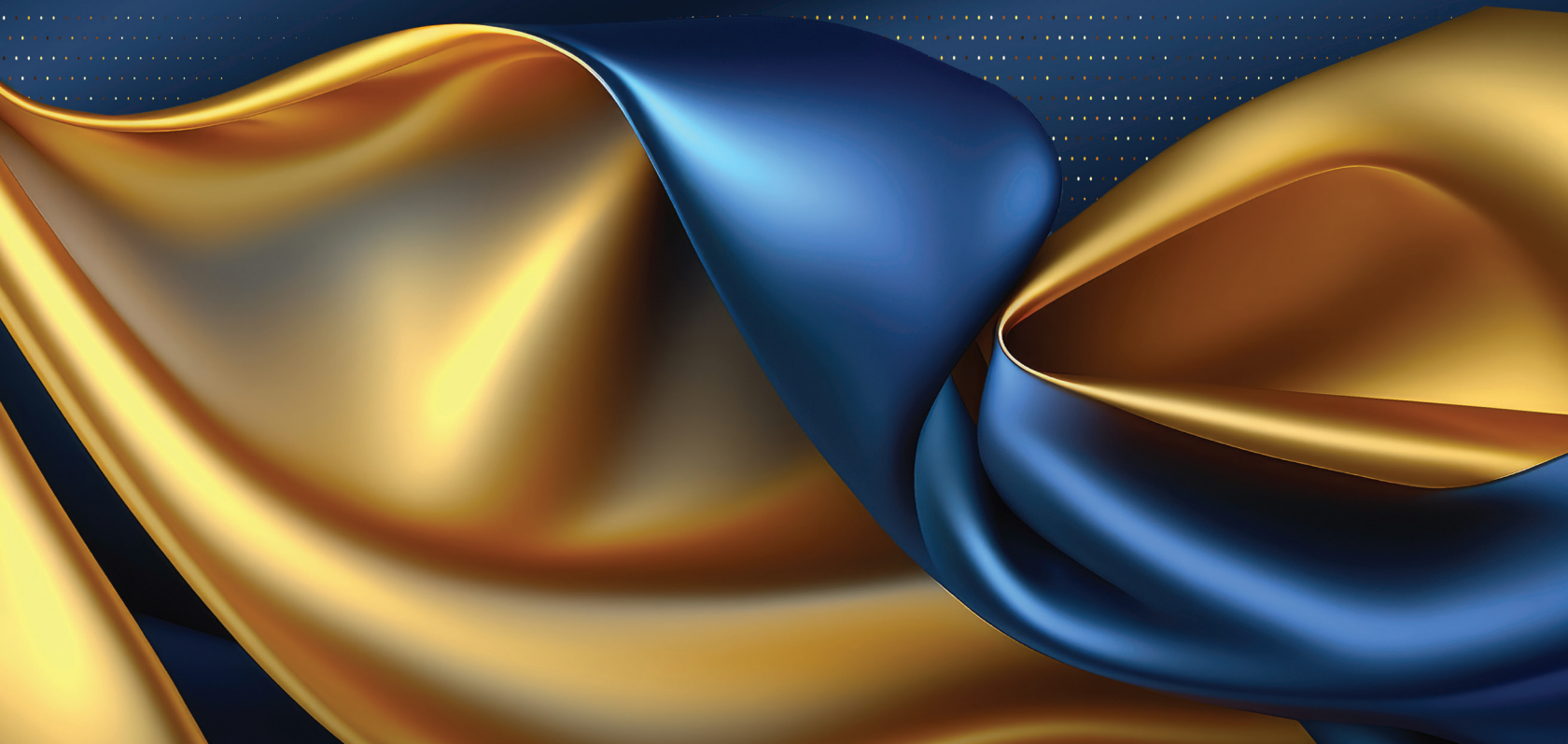
LEGACY 2024

BOOK of BUSINESS

"Celebrating the Impact of Black Entrepreneurs"



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Welcome!

Dear Visionaries,

Welcome to the Legacy Awards Gala! An evening, dedicated to celebrating the impact of Black entrepreneurs. The Legacy Awards Gala is not just an event; it is a testament to the journey of Black entrepreneurs who have carved paths of success, not just for themselves but for the communities they uplift and serve. This evening is about honoring those who have demonstrated exceptional leadership, education, growth, advocacy, community involvement, and youth empowerment. This year we are also honoring visionaries and those that use their gifts to shine a light on others. Each award presented tonight is a symbol of excellence and a beacon of inspiration for current and future generations.
Our gala is the culmination of the Legacy Awards Weekend, a platform that has, over the past seven years, become a cornerstone for networking, collaboration, and celebration among Black entrepreneurs. We pride ourselves on creating a space that has circulated over $2 million amongst Black-owned businesses, fostering an ecosystem of support, growth, and opportunity.

As we proceed through tonight's program, from the reception and restaurant showcase to the awards ceremony and the after-party, let us remember the significance of our gathering. It is a celebration of the past, present, and future—a legacy of excellence that we are all a part of. Your presence tonight not only honors our awardees but also reinforces the collective commitment to supporting and elevating Black business.

Thank you for being here, for your support, and for your continued commitment to excellence. Let us enjoy an evening of celebration, inspiration, and aspiration, looking forward to the many achievements and successes that lie ahead.

With deepest gratitude and excitement,

Keeana Barber
Keeana Barber
Curator, Legacy Awards Gala
CEO, WDB Marketing

LAKEISHA
GRAY-SEWELL
GIRLS LIKE ME PROJECT
LOUIS CARR
BET
BETTY CLAWSON
DUDLEY BEAUTY COLLEGE
2024
L.E.G.A.C.Y.
AWARDS
FREEDIE TAYLOR
URBAN INTELLECTUALS
DEE ROBINSON
ROBINSON HILL, INC
HONOREES
DAVE JEFF
PHLI
LIL REL
HOWERY

Louis Carr

LEADERSHIP

BET

Louis Carr has been with BET for 37 years, serving as the President of Media Sales for the last 21 years. During his tenure with the company, Carr has transformed the multicultural space for some of the world's biggest brands and stimulated over $10B in advertising sales. Through strategic partnerships with corporations like Procter & Gamble, Unilever, McDonald's, General Motors, Facebook, Apple, and many more, he has been a guide and a consultant on opportunities that exist within black and brown communities. Through his deep understanding of linear TV, digital and social platforms, he has made BET Networks the number one brand and choice for Black consumers. Carr's mantra, "Be led by data and insights," has driven BET to have the largest repository of information on Black consumers than any other media company worldwide. His understanding of this data has inspired him to create content and messages that help marketers sell products and services and help them become good corporate citizens.

In addition to Carr's stellar professional career, he has had a long-term commitment to young people and his community. Carr founded the Louis Carr Internship Foundation (LCIF) 20 years ago to help improve diversity in corporate America through paid internships. The foundation has provided 270 paid internships, in which 62 alumni now have full-time jobs within the industry. Staying true to his commitment of giving back, Carr launched his latest brand called WayMaker. He purposed this initiative to help provide direction, wisdom and inspiration to people wanting to grow their life and change the world. Through the quarterly WayMaker Journal and other avenues, the umbrella brand offers insight from subject matter experts across a wide range of fields. He has also created WayMaker Mens's Summit (formerly known as The Blueprint Men's Summit) and The Blueprint Connect Podcast, which bring together some of Black America's high profile thought leaders to educate Black men in the areas of Finance, Health, Careers, Relationships, and Entrepreneurship.

Carr has authored two books, Dirty Little Secrets and Little Black Book: Daily Motivations for Business and Personal Growth. He openly lays out his blueprint to greatness, covering much-needed topics like Leadership, Culture, Strategy, Vision, Success, and Diversity.

Most recently, Carr was inducted into the 2023 Advertising Hall of Fame and awarded the Chicago Advertising Federation Silver Medal Award. He held seats on the International Radio and Television Society (IRTS), the Video Advertising Bureau (VAB), the Advertising Council, and the American Advertising Federation (AAF).

He currently serves on Cedar Fair's Board of Directors, Drake University's Board of Trustees, and The United States Track and Field Foundation (USATF) Board.

Betty Clawson

EDUCATION

Dudley Beauty College

Betty R. Clawson is known around the country for her classes on transformation and business building. The Founding Dean of Dudley Cosmetology University in Kernersville, NC, and, for the last 30 years, the Founding Director of Dudley Beauty College in Chicago. The author of her personal memoir, now in its third printing, entitled "If It Wasn't In You, You Would Not See It In Me".

The definition of a mother is to establish, to direct, to protect, and to support her young. Can you imagine a mother with over 7,000 children in 30 years? Wow! That's what the current and former students at Dudley Beauty College-Chicago call Betty Robinson Clawson, their mother in business.

Dudley Beauty College is an icon in the beauty industry for outstanding education. Betty's mission for the school in this century and beyond is to develop professional Cosmetologists, Barbers, Hair Braiders, Nail Technicians, Estheticians, Instructor Trainees, Trichologists and Licensed professionals.

Betty's experience for the past 53+ years with Dudley includes direct sales, professional route sales, territorial management. She attributes these experiences as preparation for leadership as a School Director. But her relationship with God prepared her for this responsibility of changing the lives of future business leaders in the beauty industry.

Betty's motivational conversation to each student is realizing "Exceptional customer service will separate the successful from the unsuccessful in business." Her favorite phrase is "When you touch a client, you transfer what you feel to that client."

She has received numerous awards, but her greatest received gift are her two lovely daughters, that she physically birthed, and the thousands that she spiritually birthed.

Dee Robinson

GROWTH

Robinson Hill

Dee Robinson is an oft-recognized award-winning entrepreneur who works with individuals and organizations to overcome the fear that holds them back and instead amplify their communications, have the confidence to discuss difficult topics, and pursue their dreams, discovering their true purpose along the way. Her goal is to help clients live a bold life of service and significance. She leads and speaks with passion, guiding her audience to effectively strengthen and elevate their vision to new heights. What shines through in both her work and her public speaking is her uncanny ability to instill courage and build courage circles to maximize ROP3—return on people, profit, and purpose—and leave audiences intrigued and wanting to hear more.

Dee ideated, founded, and successfully scaled Robinson Hill, Inc., building a powerful reputation as an outstanding operator in driving sales, efficiency, innovation, and employee performance along the way. Leveraging comprehensive and integrated marketing strategies customized for key audiences to drive expansion, she spearheaded multiple capital development efforts and forged successful joint ventures and partnerships that further spurred growth. Robinson Hill subsequently grew to encompass over 60 airport and tourist-site restaurants and retail stores. Brands and partnerships in the company portfolio include notable names like Hudson Group, Frontera Grill, Ben & Jerry's, Farmer's Fridge, Potbelly, and Lettuce Entertain You. Her subject matter expertise in successfully scaling companies led her to counsel other businesses to do the same.

Prior to starting her own company, Dee attended the University of Pennsylvania and the Kellogg School of Management, worked in two large banks, consumer goods company Johnson & Johnson, and top advertising agency Leo Burnett before taking the brave leap into entrepreneurship. It would have been easy to stay in her stable and well-paying career, but she always longed to move the needle of her work experience to something bigger that would contribute meaningfully to our world, and she speaks compellingly about the decision to become an entrepreneur. In that process, she formulated and cultivated a scalable and teachable strategy to help others embrace change and forge their own unique path.

LaKeisha Gray-Sewell

ADVOCACY

Girls Like Me Project

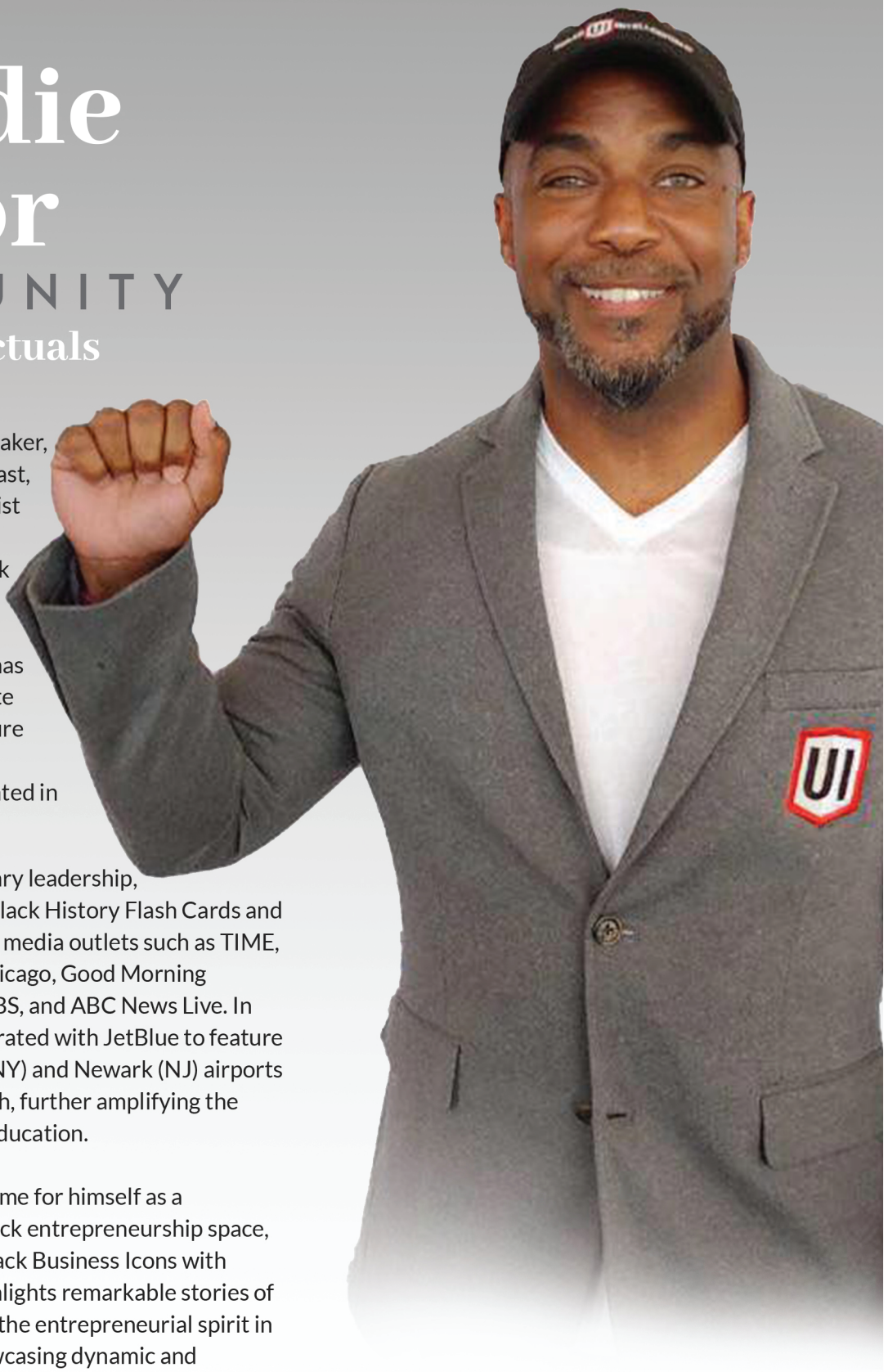
La'Keisha Gray-Sewell is an author, strategic communications consultant by trade, and girls' advocate by life assignment. La'Keisha founded Girls Like Me Project Inc. to train girls in media literacy and empower them to navigate beyond negative media stereotypes to become global legacy builders. Under her leadership, GLMPI has served more than 700 girls through its transformative programs and events. La'Keisha earned her Bachelor of Science degree in Mass Communications/Radio and Television from Southern Illinois University in Carbondale. She is currently a certified Overflow Life Coach and ain the Spring of 2024 she will complete her Masters of Social Work at the University of Illinois-Chicago Jane Addams College of Social Work.

La'Keisha advocates for girls and is unapologetic about steering the conversation to center Black girls as experts on their full lived experience and elevating the bar on raising healthy and liberated black girls. Her visionary work has connected more than 1000 local Chicago girls to the United Nations International Day of the Girl through an annual Chicago Day of the Girl event which celebrates its 12th year this October.

Freddie Taylor

COMMUNITY

Urban Intellectuals



Freddie E. Taylor is a dynamic entrepreneur, speaker, passionate history enthusiast, and dedicated philanthropist who has made a significant impact in the world of Black history education. As the founder and CEO of Urban Intellectuals (UI), Freddie has been on a mission to rewrite the narrative of Black culture and history that is often overlooked or misrepresented in mainstream education.

Thanks to Freddie's visionary leadership, UI has sold over 400,000 Black History Flash Cards and has been featured in major media outlets such as TIME, Essence, HuffPost, CBS Chicago, Good Morning Washington, Milwaukee PBS, and ABC News Live. In 2018 and 2019, UI collaborated with JetBlue to feature the flashcards in the JFK (NY) and Newark (NJ) airports during Black History Month, further amplifying the message of Black history education.

Freddie has also made a name for himself as a prominent figure in the Black entrepreneurship space, co-hosting the TV show Black Business Icons with Lamar Tyler. The show highlights remarkable stories of resilience, innovation, and the entrepreneurial spirit in the Black community, showcasing dynamic and transformational Black entrepreneurs and their contributions to society. His commitment to rewriting the narrative of Black history, showcasing dynamic Black entrepreneurs through his TV show, and inspiring future generations to learn and celebrate Black culture is truly remarkable and worthy of recognition.

Dave Jeff

VISIONARY LEADER

Born and raised in Chicago, Dave Jeff is a pioneer and influencer in the urban retail industry. Founding Chicago's first Black-owned sneaker boutique has led to multiple sneaker collaborations amongst 3 major footwear brands.

For over a decade PHLI has provided urban tastemakers with unique limited edition, private label apparel as well as rare and exclusive sneakers.

This has made Dave Jeff and the PHLI apparel line a part of Chicago's cultural fabric expanding far past fashion and retail - evolving into a staple in community building and brand strategy consulting.

Dave Jeff's knowledge and mission continues to deliver innovation and cutting-edge opportunities to the urban pulse of Chicago and nation wide. Dave's feel for culture has extended past fashion and has grown to opening other lifestyle ventures such as restaurants and night clubs to assisting urban store chains with local market knowledge and hosting community events such as health fairs and youth forums.

A major accomplishment is being a partner in the HYDE PARK SUMMERFEST being responsible for its look and sound. PHLI is a lifestyle brand that is a backwards acronym that stands for I LOVE HYDE PARK and most importantly I LOVE HELPING PEOPLE.

"LIL REL" HOWERY

COMEDIAN | ACTOR | WRITER | PRODUCER

Shining Light Award

Milton "Lil Rel" Howery is a West Side Chicago native actor, comedian, writer and producer known for breakout roles in The Carmichael Show (2015-2017), as well as in the Oscar-winning horror film Get Out (2017). Howery has become a comedic staple in Chicago and a rising star nationally. His hilarious story-telling has allowed him to become an increasingly iconic personality.

In early 2016 Netflix released Rel's first stand-up special Kevin Hart Presents: Lil Rel: RELevent, to which he has followed with two acclaimed HBO comedy specials, Lil Rel Howery: Live in Crenshaw (2019) and I said it, Y'all thinking it (2022). Howery has also maintained a strong film career, winning "Best Comedic Performance" at the 2017 MTV Movie & TV Awards for his role in Get Out, as well as landing roles in Free Guy (2021), Space Jam: A New Legacy (2021), and starred alongside John Cena in Hulu's Vacation Friends (2021), and the Oscar-winning film Judas and the Black Messiah (2021).

Howery consistently brings laughs to the big screen, undoubtedly having one of the biggest years in his career thus far in 2023, notably appearing as his reprised role of Marcus in Vacation Friends 2 (2023), the Hulu-ween sci-fi original movie The Mill (2023), Good Burger 2 (2023), and the Christmas comedy Dashing Through the Snow (2023) with Ludacris. Keeping busy off screen, this past year Howery also teamed up with actress and comedian Tiffany Haddish to headline a 5-city comedy tour Best Friends Comedy Tour (2023).

Howery continues to rise while giving back to his community. He's lent his talents to causes such as America's National Night Out Against Crime, a community police-awareness event, as well as speaking up at numerous 2020 protests, honoring George Floyd, Breonna Taylor, and Ahmaud Arbery among others. He is also a loving father of three.

YOUNG ENTREPRENEURS FINALISTS

ERIN POLK
ERIN'S CUP

My name is Erin Polk, I am currently a senior at De La Salle High School and I am the owner of Erin's Cup located in Morgan Park. I've always had a strong passion for coffee ever since I was little, and opening Erin's Cup has been like watching my passions come to life. I want to inspire other young people to chase their dreams and to grow my business as much as I can, as well as giving back to underserved communities and bringing light everywhere that I can.

JAHKIL JACKSON
PROJECT I AM

Jahkil Jackson is a 2-time best-selling author, youth-philanthropist, social-entrepreneur, student-athlete, influencer and founder of Project I Am, a nonprofit organization he created when he was 8 years old to build awareness to homelessness. Now 16, Jahkil has already earned a reputation for himself as one of the world's most influential changemakers by President Barack Obama. Gracing the pages of Forbes Magazine at just 10 years old, Jahkil has made it his mission to assist those in need who are residing on the street and in shelters while engaging other youth to become change agents.

Jahkil has led Project I Am's efforts in raising over $550,000 for the homeless to impact over 135,000 men, women and children globally. Jahkil has recruited over 1,500 youth changemakers to distribute to those in need in Chicago, LA, Washington D.C., Atlanta, London and more. Support has also been sent to orphans in Mbabane, Swaziland and Ghana as well as natural disaster victims in Guatemala, the Bahamas, Florida, Houston and Puerto Rico.

JEREMIE LANDER
BETTER FINANCE TODAY LLC

My name is Jeremie Lander. I am 20 years old and the owner of four businesses in Northwest, Indiana. Determined to break the cycle of financial insecurity in my family, I ventured out into entrepreneurship. At the age of 14, I started my first business Lander General Contracting. I learned the trades from my grandfather and I will always be grateful for his lessons. As my skillset improved, my client base expanded at a rapid rate, forcing me to dive deeper into the world of finance to learn how to grow and scale my business to handle to change of pace. I was blessed to have people who would pour knowledge into me as much as they did, and as I matured, I noticed how much of a blessing it was to have people be interested enough to pour that knowledge into me. Once I came to the realization that not everyone has the resources as I did throughout my journey, I took the initiative to provide that for others by creating Better Finance Today LLC. Better Finance Today LLC is a financial literacy program that focuses on empowering individuals of all ages with the knowledge and skills necessary to make informed financial decisions, achieve their financial goals, and improve their overall financial understanding. We provide courses, guides, a community of like minded individuals, and services to help build up anyones current financial situation. This business is the physical representation of the acknowledgment of my blessings I had throughout my journey, and I plan to reciprocate that by being that blessing for as many people as I can.

LEGACY AWARDS GALA

YOUNG ENTREPRENEURS PRIZES

$5,000 Cash
$2,500 Marketing and Printing Services
Personal Coaching Package
Video Brand Story + Headshots - all 3 finalists
Vendor at Juneteenth Celebration in Homewood
Vendor at My Generation Needs Me Conference
Custom Apparel package
5 hours of legal consultation
4 months of business coaching
$500 in financial or tax services - all 3 finalists
Free Pitch Practice
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2023 YOUNG ENTREPRENEUR UPDATE

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CONFERENCE

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CURRENT HAPPENINGS

- 3RD ANNUAL YOUTH CONFERENCE (JULY 2024)
- INITIATION OF MENTORSHIP PROGRAM
- ADOPTED 1 LOCAL SUMMER CAMP
  - AID & ASSIST FINANCIALLY
  - SUPPORT & VOLUNTEER
  - SUPPLY LUNCH WEEKLY
  - GOAL SETTING & ACTION PLANNING
- GATHERING OF YOUNG ENTREPRENEURS ACROSS THE MIDWEST

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ENTERTAINMENT

LEGACY AWARDS GALA

HOST - VAL WARNER

OFFICIAL DJ - DJ BSYDE

LEGACY AWARDS GALA

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CARLA PRATHER & BAND

BUCKET BOYS

STACEY JUKEBOXX LETRICE

AYODELE DRUM & DANCE

VYBE MUSIC LIVE

COMMITTEE THANK YOU

LEGACY AWARDS GALA

Special Thanks

Every year the L.E.G.A.C.Y Awards is made possible because of the support of so many dedicated individuals who all believe in the mission of the event. We thank you for your support, vision and sacrifice to make this event possible. Thank you!

L.E.G.A.C.Y. Committee

Destiny Watson
Cecil Wilson
Aaliyah Stewart
Portia Mittons
Tequila
Cooper-Shabazz
Dondre Smith
Serita Love
Whitney Hampton
Lindsey Spruell
Nakita Nicci
Bryant Thompson
Siddiqu Muhammad
Afrika Porter
Cassiopeia Sledge
Melanie Brown
Milli Frick
Joyce Dawkins
Octavia Daniels
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LaKeisha Sewell
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Chatham Business Association
Louis Carr
Wintrust Bank

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Keeana Barber
Leah Barber
Ashley Harris
Antwon Brinston
Timothy Hodges
Kory Richmond
Deajon Kemp
Krystina Scott
Sam Johnson
Elizabeth Hollis
Nia Hamilton

Event Support

Sharron Troupe
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1 C+R Research Study of 1,805 Discover Cardholders commissioned by DFS Services LLC and completed in February 2022
*primary cardmembers are defined as respondents who use Discover Card more than other cards
2 Discover Global Network participation and RBR Global Payment Cards Data and Forecasts to 2026, September 2021

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WE PROUDLY CONGRATULATE

Betty R. CLAWSON

SALUTING A LEGACY OF Excellence & Empowerment

Celebrating the transformative journey spanning over 55 years in education, Betty has been an unwavering beacon of knowledge, shaping the futures of countless entrepreneurs and professionals in the beauty industry.

Her dedication to excellence has not only changed lives but has laid a solid foundation for thousands of success stories. Her tireless efforts and visionary leadership have cultivated a legacy that transcends generations, embodying the essence of empowerment through education.

We celebrate the countless dreams she has helped turn into reality. Her work stands as a testament to the power of dedication, passion, and the enduring impact of nurturing potential.

CONTINUE SHAPING FUTURES, AND CREATING LEGACIES.

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  - Prior Year Transfer Recording Date *

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- **Lawsuits**
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- **Auto Liens**
- **Foreclosure**
- **Additional Services Offered**
- **Quick Claim Deeds**
- **Land Contracts**

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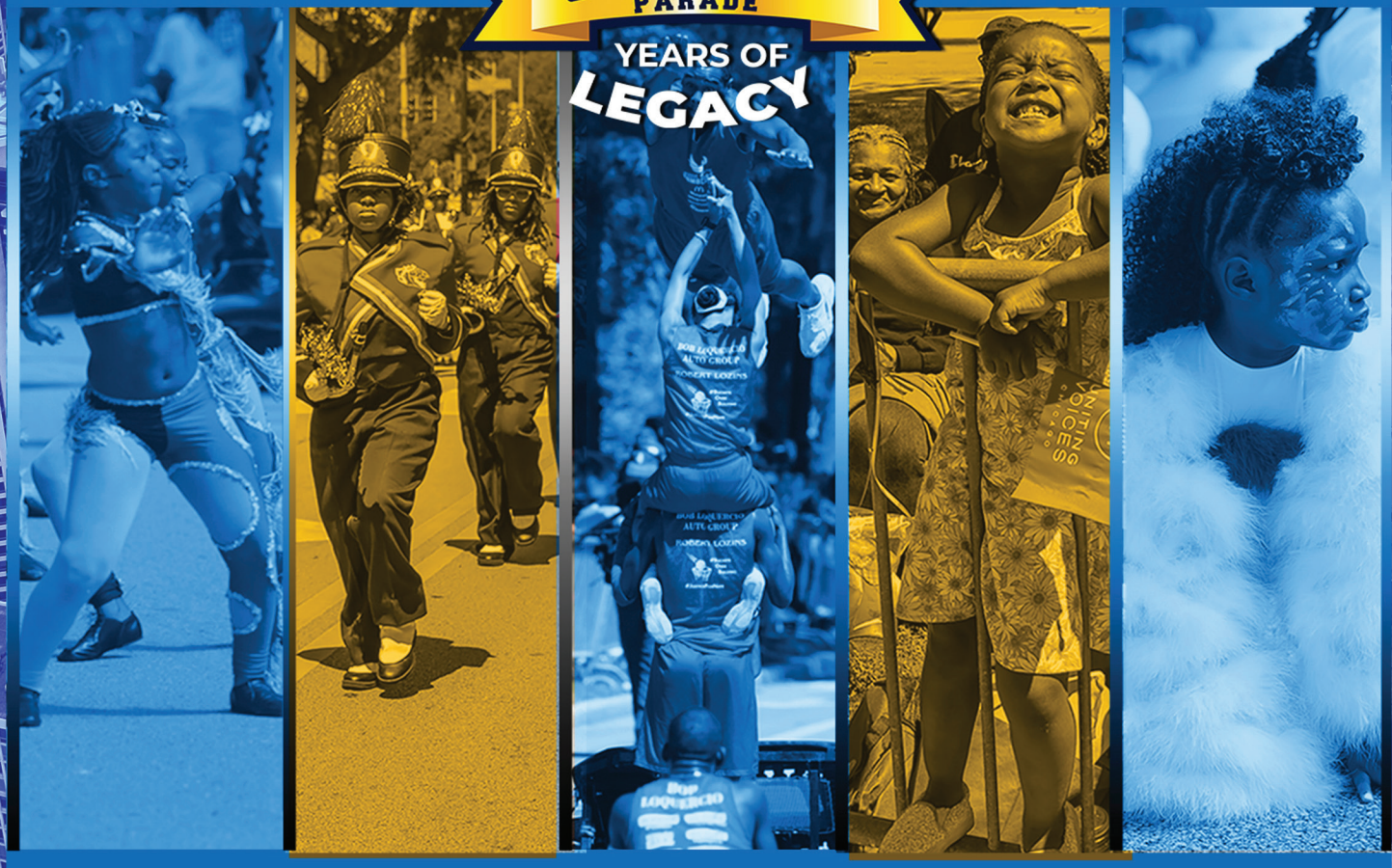

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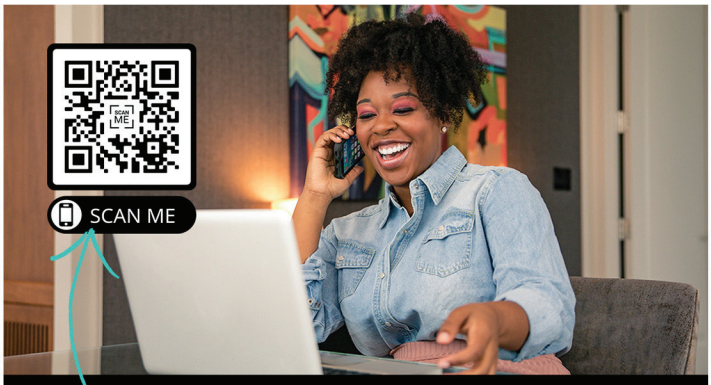

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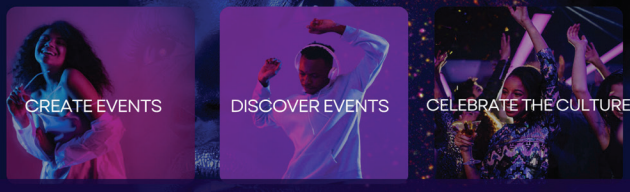

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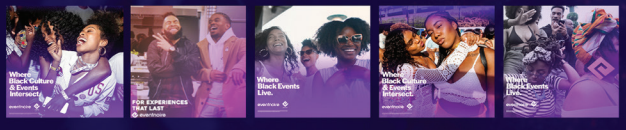

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Youth Talkz is a contemporary youth-led and produced live broadcast originated by Mr. Marshall Isaiah Callery. Mr. Callery begun Youth Talkz in 2022. Mr. Callery is the host of the program which airs monthly on Instagram Live. In addition to hosting, Mr. Callery films, self-edits, and produces the finished video as well as secures the guest for each episode. His purpose is intentional. The talk show targets youth between the ages of 13-30 years old. The broad range captures an audience that is often ignored by many youth programs that limit participation to young people below the age of 18 years old. This group, those over 18 years old, often are still looking to define themselves and also understand which life options are best for their future.
Youth Talkz fills this gap by interviewing a wide variety of guests such as entrepreneurs, creatives, actors and community leaders of all ages and nationalities, thereby given the audience access to multiple career options to consider. Furthermore, the interviews introduce the audience to the experience and skills required to be successful in life. Marshall believes and professes, "it is important to have down to earth conversations with everyone in the community in order to learn more, because everyone has a story!"

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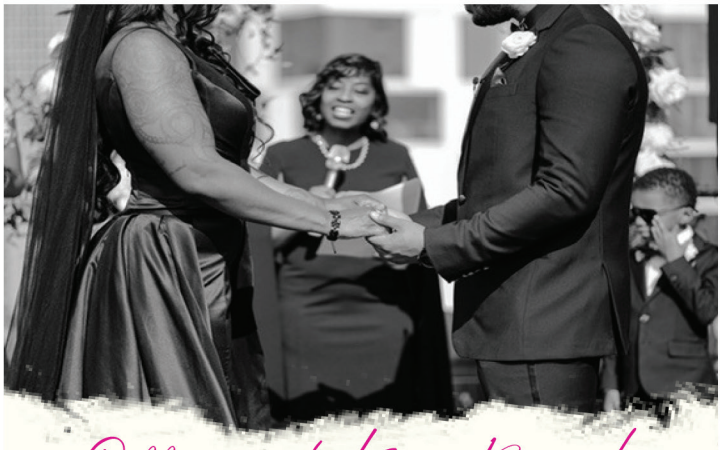

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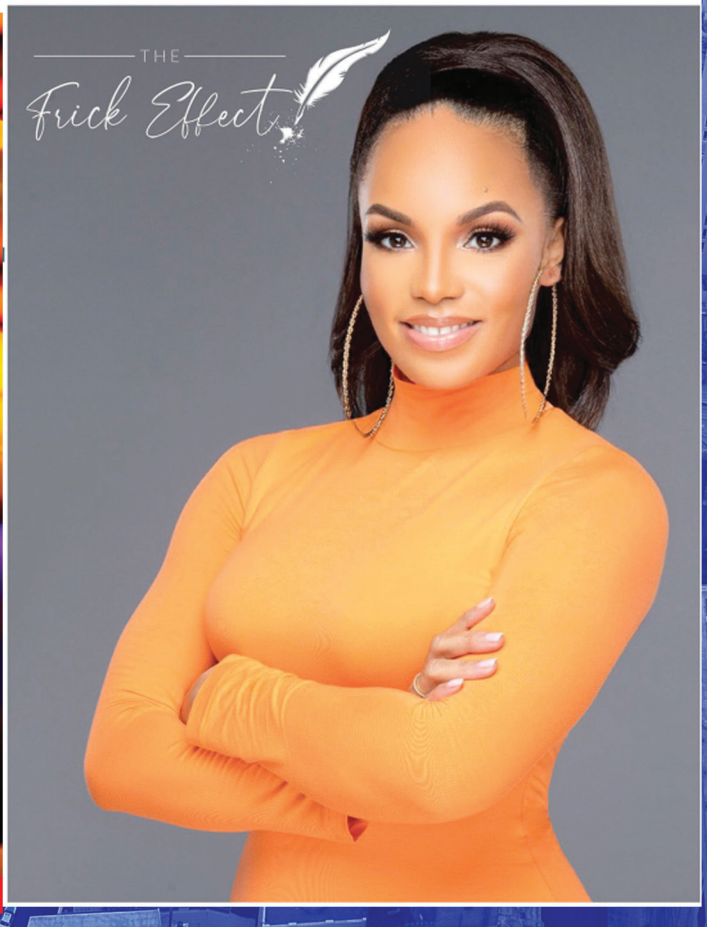

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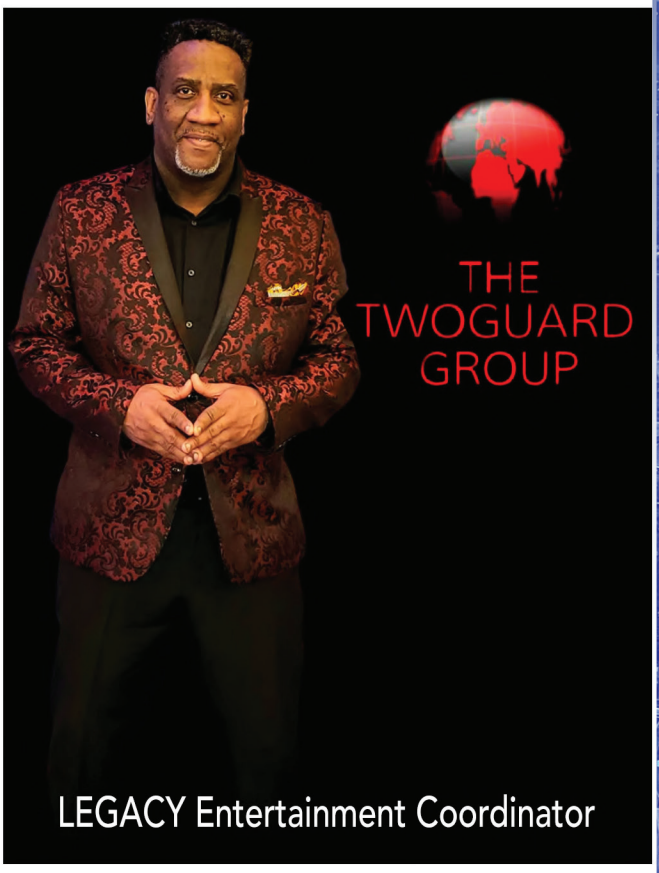

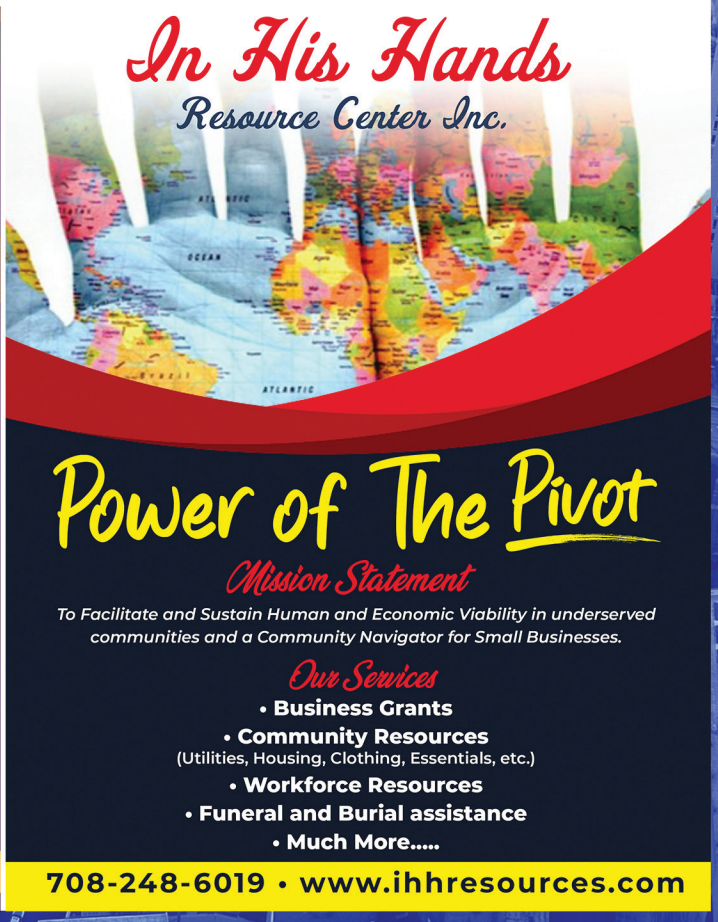

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Biography

Siddiqu Muhammad, better known as Siddiqu "The Personal Trainer" has over 15 years of fitness experience. He is a Certified Personal Trainer & Nutritionist. Siddiqu attended DePaul University in Chicago, Illinois for Undergraduate studies. He pursued his Graduate studies at the prestigious Loyola University in Chicago as well. Siddiqu recently took his talents international to the United Kingdom with his "No Excuse Bootcamp Workout Class," where locals joined the high energy team for a family fun fitness class. Over 400 people attended. In July 2018 Siddiqu, along with his fitness team, broke NBA basketball Star Kevin Durant's Guinness world record for largest basketball workout clinic by training over 2,000 people at Solider Field. add these tv and radio to appearances.

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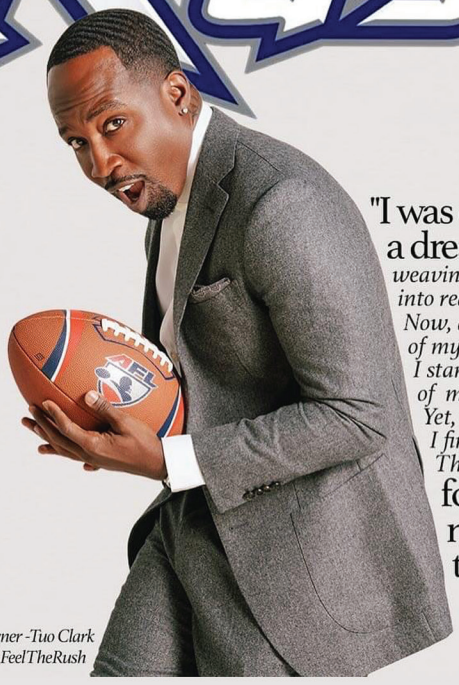

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ABOUT ROSEZENA J. PIERCE

Brilliant, strong, capable, and powerful are just a few words to describe trailblazing Trademark Attorney, Rosezena J. Pierce. When she walks into a room with her six-inch stilettos and her megawatt smile, you are intrigued, but when she opens her mouth, you are captivated. Would you build a house on land you don't own? So why are you building a brand and you don't own it?® This is the very question that notable Trademark & Business Attorney, Rosezena Pierce, typically poses to her audience often. Socially known as "The Biz Lawyer," Rosezena is the Founder and CEO of R.J. Pierce Law Group, P.C. one of the fastest growing, **woman minority-run** trademark law firms in the country that specializes in cutting-edge trademark services.

This trademark pioneer is very passionate about educating her clients and entrepreneurs on how to protect their brand and the value of their artistry and business through trademark law.

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