The Call and the Response

3RD ANNIVERSARY GALA

Three years ago a Call was made. It was a Call that was both different, but yet extremely familiar. The Call was that Black people need to come together and support their own businesses. For sure it was a Call which was extremely familiar. But, this Call, though very familiar was, at the same time, very different.

The Call three years ago came from a group which had never been heard of before. The group had a very long name, the Atlanta Black Agenda Business Resource Center. But used three simple initials, the BRC.

What a response!!! 75 churches and 207 businesses by embracing the BRC movement put words into action. Our people now have the tools which facilitate usage and accountability of Our businesses. Now it is time to celebrate. As usual the BRC will do this in grand style at the 3rd Anniversary Gala. This illustrious event will be held Sat., April 2, 2005, at the Georgia International Convention Center at 7:00 p.m., in College Park.

The BRC is a non-profit, faith-based organization that connects consumers with Black businesses through churches. Additionally, the BRC provides awareness and accountability for the businesses, giving churches the confidence to encourage the congregation and others to utilize businesses with membership in the BRC.

The anniversary Galas celebrate the relationship between churches, consumers and Black business owners. Through this relationship recycling of the Black dollar within the Black community is encouraged and facilitated on a daily basis. And it is working.

For those who attended the previous galas, you know that it is an event which you do not want to miss. This year, believe it or not, is even more powerful. On April 2nd Monica Kaufman, Larry Timley, Herman J. Russell and scores of preachers will lead out in celebrating the new and growing relationships between Black businesses and Black churches.

Can you believe it? The BRC even designed a special trophy for the 2005 Overground RR!!

Conductor’s Award? It will be un-valed and presented to Julienea Richardson, the founder of The History Makers, a non-profit educational institution. This award is given to those who, like Harriet Tubman, take formidable journeys to deliver our people to freedom.

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