

Multicultural Marketing Panel to be held at Golden Gate University on May 22

San Francisco, 12 May 2008 –

According to the U.S. Census Bureau, minorities comprise over one-third of the entire U.S. population. With a population about 57 percent minority in 2006, California is considered a “majority-minority” state. It has the largest Hispanic population of any state (13.1 million) as well as the biggest Asian population (5 million) [U.S. Census, 2007*]. African-Americans represent the third largest minority group in the state.

With this huge diversity, corporations realize that multicultural marketing is becoming increasingly important. It is essential that marketers understand how to target segments now and in the future. What are the trends and challenges for marketing to the changing makeup of the U.S. consumer base?

The Golden Gate University chapter of the American Marketing Association is hosting an event that addresses these issues: the Multicultural Marketing Panel. It will take place on May 22, 2008 from 5:30 to 7:00 p.m. on the San Francisco campus, 536 Mission Street, San Francisco, CA, room 2203.

The event will feature three distinguished speakers, acknowledged experts in this arena:

Bill Imada serves as the Los Angeles-based Chairman and CEO of IW Group, a full-service communications firm specializing in Asian American advertising, public relations and marketing. Bill is past president of the Asian American Advertising Federation, and he has led IW Group to numerous accolades, including recognition as one of the top Asian American advertising firms in the country.

Isabel Valdés is the Principal of Isabel Valdés Consulting in Palo Alto, CA, a boutique consulting firm that helps clients enhance their strategic business relationships with cultural markets. She is the author of “*Marketing to American Latinos: A Guide to the In-Culture Approach*” which has received rave reviews for its marketing advice geared towards the diverse Hispanic American community. Her most recent publication is “*Hispanic Customers for Life: A Fresh Look at Acculturation.*”

Pepper Miller is the founder of Chicago-based The Hunter-Miller Group, a market research and consulting company specializing in outreach to the African American community. She is the co-author of “*What’s Black About It? Insights to Increase Your Share of a Changing African-American Market.*” In July 2007, Pepper received the Target Market News MAXX Award for Research Executive of the Year.

The panel will be moderated by **Jake Beniflah**, CEO of Integrados, a consulting firm with expertise in Hispanic marketing, and a DBA candidate at GGU whose dissertation focuses on acculturation among US Hispanics.

According to **Blodwen Tarter**, Chair of the Marketing and Public Relations Department at Golden Gate University, the forum will focus on several issues. Why is multicultural marketing important? What are the trends in multicultural marketing? What will multicultural marketing look like in the future?

Open to the public, students, faculty, alumni and those interested in the field of marketing are encouraged to attend this free event. The speakers’ books will be available for signing.

For additional information on this event, please contact one of the Event Coordinators: Inong Fatimah at in_mir@yahoo.com or Susanne Meier at Susanne.meier@hotmail.de.

For more information about the speakers, please visit their respective websites below:

Bill Imada: www.iwgroupinc.com

Isabel Valdés: www.isabelvaldes.com

Pepper Miller: www.huntermillergroup.com

*U.S. Census (2007). *Minority Population Tops 100 Million.* <http://www.census.gov/Press-Release/www/releases/archives/population/010048.html>