

# Helping people achieve their best

## **Messenger Post**

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Rochester, N.Y. — The Rochester Black Business Association, **Rochester Business Alliance**, Wilson Commencement Park and African American Leadership Development Program are joining forces to create “The 2011 Project,” a new yearlong program aimed at helping participants become champions in business, with their finances, in relationships, and with their personal health and fitness.

“The 2011 Project” consists of a full year of activities and includes a major conference, monthly workshops, weekly teleconferences, a daily radio show and other methods to support those who desire and are committed to winning their personal championship in 2011. Kicking off the program will be a conference on Feb. 4 through 6, featuring many of Rochester’s foremost experts in their field and others who have won their championships. Among those featured are Lauren Dixon (CEO of Dixon Schwabl and a marketing expert), Craig Jerabeck (CEO of 5 Linx, listed No. 2 on 2009 Rochester “Top 100”), Clayton Osborne (career advancement expert) and Cheryl McKeiver (financial expert).

Details of the February Kick-Off Conference are: 5 to 9 p.m. Thursday, Feb. 4 at Rochester Business Alliance, 150 State St. Parking is free and available in the lot behind the building. 8 a.m. to 3 p.m. Friday, Feb. 5 at 62 North Union S. 8 a.m. to 3 p.m. Saturday, Feb. 6 at the Rochester Business Alliance, 150 State St. Cost: starting at \$10 for one day and \$25 for all three days. For list of speakers and their bios, log on to <http://www.markdulaney.com/P2011/presenters.htm>.