

Ly Eldridge began her career as an event planner while attending Georgia State University in 1988. As a part-time promotions assistant for the Sear-Lane Corporation, dba Mr. Ching Restaurants, she gained valuable marketing and promotions experience. Her background in restaurant promotions led to a marketing project with LaVan Hawkins and Associates dba Checkers Drive-in Restaurants in 1991. She was responsible for implementing and executing all "Grand Opening" promotions for 5 Checkers franchises owned by LaVan Hawkins and Associates. In 1994, Ly began a project for North Star Bookstore in Baltimore, Maryland. She was responsible for all in-store promotions and securing authors for book signing events.

In 1996, Ly returned to Atlanta and G Events was created. Its first contract was with Hughes Spalding Children's Hospital as Event Coordinator for the *Edwin Moses HUGGS for Kids 10K Run*. The event was a phenomenal success and served as a template for the hospital's marketing department to host this event annually.

G Events specialized in the planning, promotion and production of corporate events. G Events has planned fundraising events for the DeKalb Citizens Advocacy Group and One Church One Child of Georgia; executive conference events for The Next Step Conference; touring itineraries for the Augusta Chorale; and the production of Griots' Groove entertainment events for the metro Atlanta area.

Ly joined the Georgia Minority Supplier Development Council (GMSDC) in 1999 and served as the Communications and Information Services Manager focusing on Project, Event and Systems Management in the minority business development industry. She has also served as Vendor Diversity Manager for Spherion, a leader in providing value-added staffing, recruiting and workforce solutions as. Ly was responsible for creating and managing minority business vendor relationships.

In 2006, Ly Eldridge began **browntown marketing group (browntown)** offering corporate communications taking responsibility for the design, coordination and execution of branding strategies, graphic design, web and print production, and event planning services. **browntown** offers marketing and production solutions for clients such as Xerox, Home Depot, Prestige Design Group, HR Now! and Primus Software Corporation.

Ly holds a Bachelors of Arts degree in Political Science from Georgia State University.

Ly served as President of the board for One Church One Child of Georgia and is currently the chairperson of the Visual Communications Committee at Atlanta Technical College. She speaks frequently to college students on Job Readiness and College Internships.

Delwyn Ray has over 15 years graphic production, printing and project management skills. Mr. Ray has been recognized by corporate and community organizations for his visual concepts and rebranding efforts. Mr. Ray is and expert in creating design layouts, illustrations, photographic and print production processes. Mr. Ray has created campaigns for Georgia Power, Turner Broadcasting System, Inc., Meharry University, Project Connect, Georgia Minority Supplier Development Council and the Minority Business Development

Agency of the U.S. Department of Commerce. Mr. Ray previously published a business newspaper in Nashville, Tennessee and operated a digital graphics firm in Atlanta.

Mr. Ray graduated from Nashville Technical Institute with a degree in Graphic Design and Business Administration. He also holds a Bachelor of Science degree in Urban Policy Studies from Georgia State University.

BUSINESS AND COMMUNITY

Founding Officer: Project Connect, Inc., (began in 2006)

Care for Orphans Needing Nurturing, Education, Comfort and Touch, Project CONNECT evolved as a means to reduce the effect of HIV/AIDS on children orphaned in Southern Africa. The seed for this project sprouted as an idea in 2004 after many visits to Southern Africa and witnessing the impact of the HIV/AIDS epidemic on children. Project CONNECT provides support and caring directly to those affected; to help keep children in a family environment, targeting families who are not beneficiaries of government support.

Principal and founding Member: Rainbow Aquaponics, LLC (began in 2006)

The vision of Rainbow Aquaponics, LLC is to engage developing markets and pursue this technology as a tool for cooperative economic development and growth in the fight to help eradicate poverty. Study Abroad student in May 2008 to South Africa on a fact-finding mission in efforts to implement Aquaponics as a nutritional supplement for HIV/Aids orphans in S Africa. Based on a research proposal written in PAUS 4021 Research Methods I, where I exam the effects of malnutrition on cognitive abilities in AIDS/HIV orphans of Sub-Saharan Africa.

Principal: Browntown Marketing Group, Inc. (began in 2005)

Browntown Marketing Group creates methods and concepts that launch a business or product line and services as well as employ ideas that support and enhance existing marketing plans. Presentations are given annually to freshman minority business owners to provide strategies and techniques to position and market themselves to corporations and government agencies.

Member and past Vice President: Atlanta Technical College (ATC), Visual Communications Advisory Committee (2005-2007)

ATC, Visual Communications program prepares students for employment in design studios, in-plant design departments, advertising agencies, and other firms producing advertising and graphic designs. The program of study emphasizes computer generated graphic design. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in the area of visual communications. Served as speaker annually to provide students Job Readiness Skills and Understanding the Importance of Internships.

Youth Coach, Baseball and Basketball, SW Cascade (2003-2005)

PAUS Network member and participant (2006-2008)

Job Readiness Guest Speaker for Atlanta City Councilman Cesar Mitchell (2007)