



*Helping clients reach the affluent ethnic consumer*

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## **FOR IMMEDIATE RELEASE**

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## **DIVERSITY AFFLUENCE, THE AUTHORITATIVE VOICE OF, AND ADVOCATE FOR, MARKETING TO THE AFFLUENT ETHNIC CONSUMER ANNOUNCES FIRST ELECTED BOARD OF ADVISORS**

**New Jersey, November 9, 2006** – Andrea Hoffman, Founder and CEO of Diversity Affluence in New Jersey, is pleased to announce the members of its first elected Board of Advisors.

The new Board of Advisors includes: **David Chavez, Executive Producer of the ABC televised American Latino Media Arts Awards;** **Kojo Benti, Esq., Executive Vice President, Kedar Entertainment and former Executive at Motown Records;** and **Rich Masterson, a technology and real estate entrepreneur and author of the forthcoming book, “*Selling the Google Way.*”**

**Diversity Affluence** provides expert marketing and business development insight and advice to brands that are interested in engaging this consumer as a way to expand their reach and ultimately increase sales.

“I am grateful to have these visionaries on my Board,” says Hoffman. “By collaborating with these accomplished entrepreneurs our goals will be furthered. Their individual talents and commitment to this business imperative will alter the way that we do business in this country.”

### **David Chavez, Chairman & Chief Executive Officer, LatinPointe, Inc.**

David’s extensive experience in public relations, marketing, strategic event production, combined with his personal commitment to Hispanic advocacy has made him a national

Hispanic leader in a 17- year career. David created LatinPointe, Inc., a company dedicated to advancing the Hispanic community, bringing positive Latino images to life, and sharing with the broader community all the attributes and strengths of America's largest minority group.

Prior to LatinPointe, he served as a member of the senior staff of the National Council of La Raza (NCLR), the nation's largest Hispanic civil rights group. For more than thirteen years as the director of marketing, and later as the director of strategic alliances, his pioneering work on the National Conference, the ABC Network Television Special ALMA Awards and other chief Hispanic events have created benchmarks for Latino outreach initiatives around the country. David is also the Executive Producer of the ALMA Awards.

David graduated from Washburn University with a degree in communications and now resides in Olathe, Kansas.

### **Kojo Bentil, Executive Vice President, The Kedar Entertainment Group**

Kojo Bentil, Kedar Entertainment's Executive Vice President is one of today's most dynamic music industry executives, responsible for the Company's daily operations and the right hand man to founder/CEO, Kedar Massenburg.

Previously, Bentil was Universal/Motown's Senior Vice President of Strategic Marketing & Business Development, where he served as a liaison between recording artists and corporate advertisers and engineered many successful cross-promotions, including Erykah Badu/Levi Jeans; India.Arie & Stevie Wonder/Target Stores; Brian McKnight/Sears; Temptations/Haagen-Dasz; and India.Arie/The Gap. These partnerships were valued at more than \$100 million.

Prior to joining Universal/Motown, Bentil established Kedar Entertainment with Kedar Massenburg in 1995 and served as Vice President and General Manager. Bentil coined the term "Neo-Soul" and launched it as a movement and worked closely with Massenburg to grow the label into the home of some of music's most innovative artists and a company with sales exceeding \$50 million. He also was instrumental in developing and marketing Erykah Badu, D'Angelo and Chico DeBarge. Under Massenburg's stewardship, these Neo-Soul pioneers opened the door of commercial success for such notable figures as Lauryn Hill, Maxwell, Macy Gray, and Jill Scott.

An attorney, Bentil has a BA from the University of Virginia and received his law degree from the University of North Carolina School of Law.

### **Rich Masterson, Chairman and CEO of Masterson Development**

Richard (Rich) Masterson, Chairman and CEO of Masterson Development, is an entrepreneur active in technology, real estate, hospitality, philanthropy and private equity. Since 1999, he has successfully developed over \$150 million of real estate in Florida, Pennsylvania, Canada, Costa Rica and New Jersey.

Masterson is Chairman of Groupe Avantage, a Canadian-based lifestyle real estate development firm, the principal owner of Chateau Beauvallon, a 70-room condo hotel in Quebec Canada and

partner in 333 Sherbrooke, a premier luxury condominium project in Montreal. In 2006, he launched the largest multiple listing service in Costa Rica and announced the creation of Group Costa Rica and Group Costa Rica Law, a real estate and real estate law firm catering to North American investors.

He has served on the board of many charities including The National Philanthropic Trust, The Philadelphia Orchestra, The Wellness Community of Philadelphia and currently serves on the Board of Advisors of Radnor Trust Company. Masterson is also authoring a book that will hit the streets in 2007 entitled, *Marketing the Google Way*.

Rich Masterson is a graduate of James Madison University and the Executive Program of Harvard Business School; he lives with his wife and two children in Lower Gwynedd, Pennsylvania.

**About DIVERSITY AFFLUENCE**

As the first company of its kind, Diversity Affluence provides the depth and breadth of marketing and business development consulting necessary for brands to effectively target and engage new and affluent ethnic “classes.” The staff is made up of seasoned trendsetters, futurists, luxury marketers and diversity consultants focused on developing effective strategies and tactics to increase business productivity.

Through its wealth of knowledge, insight, consulting services and custom research Diversity Affluence helps brands and the media develop a deeper understanding of a broader spectrum of affluent ethnic consumers including: Asian Americans, Hispanic Americans, African Americans, Russian Americans and more.

Learn about Diversity Affluence at [www.diversityaffluence.com](http://www.diversityaffluence.com)

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