

# Building Bridges for Small Business

## News Media Recap



### In The World of Big Dogs, Small Business Is Underdeveloped

**Cier B. Public Relations** owner is on a mission to help connect and build the bridge each small business owner has to travel. She is pioneering the start of a new movement, Building Bridges for Small Business (BB|SB), a program designed to strengthen Atlanta's economic growth and job creation.

In this world of "big dogs", small businesses are often underappreciated, underdeveloped, and overwhelmed. Cier Black, the owner of Cier B. Public Relations focal point is currently on small business, taking on a new initiative to educate and expose business owners into the world of public relations.

To kick off the Building Bridges initiative, a meet and greet mixer was recently held Wednesday, May 29, 2013 at the upscale chic Airport Hotel Indigo. The setting and vibe of the selected venue complimented what Cier B. PR is fashioned as... 'Atlanta's Chic PR Boutique'.

With a plethora of community support from small business owners, the event was a huge success! Just to mention a few, the guest list included locals such as Joe Hudson of the Hudson Strategic Group, a former ABL President, Donna Johnson of the firm of R. Gary Spencer, one of Atlanta's premier small business Corporate Litigators, Dr. Deborah Porter, Innovative Speaker who strengthens small business through critical thinking, and David Lurry, GM of the newly opened Club E in College Park.

This event stood out because of its PR theme. Building Bridges for Small Business is introducing and educating the small business market to the world of public relations. "I wanted to 'show' what pr is all about.", is what Cier Black shared during the presentation. That explains the live radio remote by Survival Radio Network, the photographer, and The Atlanta Voice, Atlanta's leading magazine in reporting news for the African American community! Filming was on behalf of College Park TV.

The highlights of the night were the support of political leaders such as Mayor Jack Longino of The City of College Park and Councilmen, Joe Carn and Tracey Wyatt. Also present was the City Manager of the City of College Park, Terrance Moore and documenting the entire evening was Gerald Walker, City of College Park Public Information Officer. Everyone was in agreement that BB|SB efforts were definitely needed and each thanked Cier B. for striving to serve the market in this capacity.

The true treat of the night came from none other than Terri Dennison, Georgia's District Regional Director of the U.S. Small Business Administration. She also thanked Cier B. for the extension of supporting and educating business owners on the platform of public relations. More importantly, Terri shared valuable resources available to all business owners and encouraged each to seek their own personal 'business coach' through the Small Business Administration programs.

"This was more than I expected", is what Cier B. told her guests and thanked each... until next time. Training sessions and workshops are expected to roll out in July for small business owners providing pr, branding, and social media strategies required in all business plans desiring success. Visit [www.cierpr.com](http://www.cierpr.com) for upcoming events.

The next event is already in the making. To assist with BB|SB efforts, Cier B. PR partners consists of Maurice Cook, named Creative Director, and Tamay Shannon, Social Media Strategist. Additional team members are Kelly Marble, Jr. Publicist, and Nia Keith pr boutique blogger and writer.

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