



# Cerebral®

## Speaker Profile Series

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**Minister Ishmael Muhammad**  
**National Assistant to the Honorable**  
**Minister Louis Farrakhan**  
**Nation of Islam**

Minister Ishmael R. Muhammad was born on June 21, 1964 in Albuquerque, New Mexico to the Leader of the Nation of Islam, The Most Honorable Elijah Muhammad and to writer, lecturer, designer and composer, Tynnetta Muhammad. Minister Ishmael enjoys the distinct honor and privilege of serving as The Assistant Minister to The Honorable Minister Louis Farrakhan and the Nation of Islam's Headquarters in Chicago.

As one of Minister Farrakhan's trusted and able helpers, he is influential in the Nation of Islam's leadership structure and ministry. Minister Ishmael's extensive background in Quranic and Biblical Scriptures has afforded his audiences the opportunity to examine man's connection, duty and future as it relates to God. His love for the human family has given him the ability to transcend the

ethnic, racial and spiritual barriers that have historically divided the people of the world. Minister Ishmael's spirited, thought-provoking lectures have inspired thousands.

Minister Ishmael is a skilled organizer and served as one of the principal coordinators of the Historic Million Man March that drew over a million Black men to Washington, D.C... He has been instrumental in the planning and organizing of events and conferences throughout the United States and has been featured in local, national and international print and broadcast media.

Minister Ishmael has taken great pride in his ability to successfully counsel conflict resolution, domestic issues, child abuse, interpersonal relations and other areas. An extremely gifted and capable speaker, Minister Ishmael has lectured in churches, prisons, and on a number of college campuses. His diverse background, coupled with his compelling and passionate deliveries are sure to positively touch anyone who hears him speak.

Minster Ishmael is a world traveler whose travels have taken him to Egypt, Saudi Arabia, Jerusalem, Pakistan, West Africa, Europe, New Zealand and South America. Minister Ishmael resided and studied in Cuernavaca, Mexico for 17 years. He is bilingual, speaking both fluent Spanish and English.

Loving husband and father of seven; Devoted family man; Dedicated Minister and Student of life; Servant of the people... Minister Ishmael R. Muhammad stands as a fine example and role model for black men and women everywhere and as an outstanding spokesman for the upliftment of Black people throughout the world in the new millennium. ♠



**Cassandra McDonald**  
**Award-winning Vocal Soloist**  
**Educator**

"It's a M.I.N.D. Thing" is a statement commonly used by Cassandra McDonald in order to express the need for every youth to be educated, knowledgeable about business, and to possess leadership and life skills that will assist them in being successful. This statement is also the name of her radio show.

Cassandra McDonald is an international recording, award winning vocal soloist, concert artist, captivating teacher, motivational speaker, composer, business owner, pianist, and playwright. Cassandra has been an educator for over twenty-five years. Her teaching career started in the public schools and she has been on the

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**Tyrone White**  
"Coach Ty"  
Author of *Parenting a Winner*

Tyrone gives over 200 keynote, retreat, and training presentations every year. He has spoken to groups of 30 to over 3000. Coach Ty has been consistently recognized as a well-respected, highly sought after expert on elevating young people and adults to live a winning lifestyle. He motivates the listener and provides tools to move from "stuck in a rut" to success. He works with professional athletes, Olympic world record holders, organizations, businesses, colleges, parents groups, and youths. He has coached football for Cleveland Saint Ignatius High School for 15 years and has worked in various capacities as an educator. People that attend his sessions say he delivers with a punch and he delivers every time in his public appearances.

Tyrone's passion for helping people win in life stems from the agony he experienced when his single-parent mother suffered from a workplace injury that left her paralyzed and depressed. Feeling aimless and alone in this experience, he quit the football team where he was a division I scholarship athlete at West Virginia University. During his short separation from the team, he gained a moment of clarity through his faith in God. Refusing to settle for less, he embraced his family's struggle, helped his mother and sister, and then went on to be-

come the first in his family to graduate from college. He was recognized by WVU President Gordon Gee, WVU student leaders, city government leaders, Morgantown West Virginia civic leaders, and the West Virginia Secretary of State in his college town by having a day named in his honor for making the difference in the community through service and not giving up.

His experience in helping communities and teaching adults and young people, makes him uniquely qualified to help people move from adversity to achievement. ♠



**Parris Carter**  
Dean of Students  
Wilberforce University

Parris Carter is the Dean of Students at Wilberforce University. His role as the Dean of Students at the oldest black private university entails a broad range of student leadership and development work. Dean Carter serves as the Chief Judicial Affairs Officer, and manages the campus crisis prevention and response protocol. In addition, he oversees the areas of Counseling Services, Residence Life, Greek Affairs, Student Activities and Leadership, Intramural/Recreation Programs, Student Transportation Services. He serves as the liaison between Student Affairs and Academic Affairs, Physical Plant, Campus Police, and Food Services. He also advises the Student Government Association, Pan Hellenic Council, Student African American Brotherhood (SAAB) and the Senior Class.

Along with the DOS appointment, he is also the Project Director for the National Minority Male Health Project at Wilberforce Uni-

*(Continued on page 3)*

**Cassandra McDonald** *(Continued from page 1)*

voice faculty at Muskingum University, for twenty years. Cassandra is also an adjunct faculty member of Ohio University.

Cassandra was awarded the "Outstanding Soloist of 1992" by Charles Watkins International Pentecostal Assemblies of the World. She is also the recipient of the 1997 "Business Woman of the Year" Award for C.A.S.S. Productions. In 2002, Cassandra was the first vocalist to receive the Vocal Net Ovation Award for Outstanding Soloist. In 2005-2006 Cassandra was selected for inclusion of MANCHESTER WHO'S WHO. In 2009/2010 she was also given the National Association of Professional Women's Award. In 2010 Ohio Secretary of State awarded C.A.S.S. Camp the Service of Excellence Award. Mrs. McDonald has a BA in Music Education, and MA in Arts of Education, and she is a Doctoral Candidate for Family Studies with a Specialty in Intervention Strategies.

Cassandra is the founder 501(C)(3) non-for profit C.A.S.S.-M.I.N.D. (Creating Artists, Stimulating Success/Making Impact, Negotiating Decisions) C.A.S.S.-M.I.N.D. is an organization dedicated to teaching its creative arts students about music, drama, writing, and visual arts, but offers all ages an opportunity to learn about business, leadership, and life skills. Its young students and artists are drawn from the Eastern Ohio area, local social services organizations, and the C.A.S.S. Performing Arts Camp. C.A.S.S. Performing Arts Camp is in its ninth year.

Mrs. McDonald has an Education Advocacy Consultant business helping emotionally and behaviorally disturbed juveniles focus forward. Additionally, Cassandra has been included in an educational book to teach children in twenty-two Spanish-speaking nations English and about using their musical talents.

Cassandra has created the CASS-MIND Academy. C.A.S.S./M.I.N.D. Academy conducts a year-round program initiative to "Keep Kids In School"(KKIS). C.A.S.S.-M.I.N.D. Academy addresses the need to support youth development in education, arts, culture and business. C.A.S.S./

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**Parris Carter** (Continued from page 2)

versity. He directs the efforts of this project at the institution that is designed to deliver a comprehensive campus and community-based model program that addresses issues of health for male minorities.

Parris started PLC Group Consulting to assist high schools, universities, and other agencies with leadership and staff development. His expertise includes training student organizations, to increase effectiveness, and work with teams to maximize their productivity and working relationships.

He has worked in Higher Education Administration for over twelve years, and thrives to have an impact, wherever he is. He is a proud member of Kappa Alpha Psi Incorporated, and serves as a Board Member for the Black Man's Think Tank. He loves to mentor and work in the community. His belief is that if we all show an unselfish concern for each others welfare, this world would be a better place. He loves his family, values his friends, and enjoys spending time with his wife Nina, daughter Nya, and son Parris Jr. ♠

**Cassandra McDonald** (Continued from page 2)

M.I.N.D. The Academy focuses on building character in our youth and combating juvenile delinquency by providing an environment of positive peer interaction and adult coaching.

Recently, Cassandra has begun conducting Vision Retreats, which are inspirational retreats for adults with team vision exercises, breakout sessions, a house concert and rejuvenation in a relaxing, nurturing environment. Cassandra has lectured in colleges, schools and churches. Mrs. McDonald has also been a guest of Pavarotti's School of Music. Her Cass Camp team was invited to Guatemala to teach music, art and business encouraging education, employment and empowerment.

Mrs. McDonald is a loving wife and the mother of five children, sharing twelve degrees amongst them. Additionally, she is a surrogate mother to many young adults who adopt her as their second mother. She has dedicated her life to working with youth

and assisting them in becoming successful adults. Cassandra sees the needs of the youth in the community and she continually strives to fulfill those needs. ♠



**Daymond John**  
"The Shark"  
Founding Member, FUBU

A young entrepreneur, industry pioneer, highly regarded marketing expert and a man who has surpassed new heights of commercial and financial success are just a few ways people have described Daymond John. Over the last 20 years, Daymond John (The Shark) has evolved from one of the most successful fashion icons of his generation to a highly sought after branding expert, author, consultant and as a speaker in business and motivational genres. Daymond's creative vision and strong knowledge of the marketplace created one of the most iconic fashion brands in recent years. FUBU ("For Us By Us"), represents a lifestyle that was neglected by other clothing companies. Realizing this need in the marketplace, Daymond helped to create the untapped urban apparel space and laid the groundwork for other companies to compete in this newly established market.

Daymond grew up in the community of Hollis, Queens, which was an incubator for stars of a new genre of music called Hip-Hop. With acts like RUN DMC, Salt-N-Peppa and LL Cool J rapidly making names for themselves, Daymond was surrounded by people who gave him the inspiration to create a clothing line, which would ulti-

mately change the fashion world.



**Andrea Foy**  
Certified John Maxwell Speaker  
Author

Andrea Foy is a Certified John Maxwell Leadership Speaker, Coach, and Teacher. As a member of the John Maxwell Team, she has personally been trained by her Mentor, John C. Maxwell and an elite team of world renowned coaches, including Motivational Speaker Les Brown. Andrea is a Certified Facilitator with Moovin4ward Presentations in Success Management, as well as a Certified Coach with Professional Woman Network in Women's Issues.

Andrea Foy has a BA in Liberal Arts/ Communications and a MS in Management & Leadership. She is a member of the National Speaker Association and an Advanced Leader and Speaker with Toastmasters, as well as an award-winning, internationally-published author.

Ms. Foy's knowledge of business and professionalism comes from over 25 years of customer service experience working for the public and private sector for companies such as; McDonald's, Sears, Delta and US Air Airlines, American Express Financial Advisors, Sharkey Modeling and Talent Agency and the Federal Government. ♠

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**Daymond John** (Continued from page 3)

His first foray into the apparel market came when he wanted a tie-top hat he had seen in a popular music video, but could not find one for a good price. With the sewing skills he had learned from his mother, Daymond started making the hats for himself and his friends. Realizing he was on to something, Daymond made a sizeable order of the tie-top hats, sold them on the streets of Queens and made \$800 in just a few hours. There was a buzz about Daymond's products that simply could not be ignored.

Based on that early success, Daymond recruited some of his neighborhood friends: Keith Perrin, J. Martin, and Carl Brown, and FUBU was born. They created a distinctive FUBU logo and began sewing it on T-shirts, sweatshirts and hats. The brand hit a tipping point when Daymond convinced Hollis native and Hip-Hop superstar, LL Cool J, to wear FUBU for a promotional campaign. This was the catalyst behind the Hip-Hop community supporting the new brand and instantly giving it credibility. In need of start-up capital to keep up with demand, Daymond and his mother mortgaged the home they collectively owned for \$100,000. Soon, the home was turned into a makeshift factory and office space.

FUBU gained even more nationwide exposure when Daymond and his partners traveled to the industry trade show Magic in Las Vegas. Despite not being able to afford a booth at the event, the FUBU team showed buyers the distinctively cut, vibrantly colored sportswear in their hotel room. The company came back to Queens with over \$300,000 worth of orders. FUBU soon had a contract with the New York City-based department store chain Macy's, and it began expanding its line to include jeans and outerwear. A distribution deal with Korean electronics manufacturer Samsung allowed their designs to be manufactured and delivered on a massive scale. With the brand transcending into the mainstream markets, FUBU recorded annual sales of \$350 million, placing it in the same stratosphere as designer labels such as Donna Karan New York and Tommy Hilfiger.

The momentum of the line didn't stop there.

FUBU quickly became an international success and, in 2001, it grew to almost 75 free-standing stores in countries such as Mexico, Korea, Saudi Arabia, South Africa, China, and Japan. Daymond always admired the effect that brands had on people and culture, and at that point he decided to co-brand some of his FUBU products with brands that he grew up on such as the Cosby kids, the Harlem Globetrotters and Muhammad Ali. In an attempt to expand his fashion empire, Mr. John and his partners also acquired several other apparel companies that appealed to all different kinds of consumer bases, such as - Willie Esco, Kappa USA, Drunkin Monkey, Heatherette, Coogi and Crown Holder - just to name a few. Acquiring and operating so many diverse products slowly made Mr. John an expert in marketing and branding. The media and large corporations alike quickly took notice and sought out Daymond for interviews, consulting and speaking engagements.

Since his humble upbringing in Hollis Queens, Mr. John has never forgotten the importance of giving back. Mr. John and the FUBU foundation have given away millions to various organizations. As Mr. John grew to be a sought after speaker, his dedication to his company would not permit him the time to share his knowledge with as many people as he would of liked to, so in 2005 Daymond entered the literary world with his first book *Display of Power: How FUBU Changed A World Of Fashion, Branding And Lifestyle*, which tells the story of his awe inspiring journey and provides a roadmap for those who aspire to succeed in business and in life. Daymond followed up with his second book, *The Brand Within: How We Brand Ourselves, From Birth To The Boardroom*, which examines the loyal relationships companies seek to establish with the public by attaching celebrities to their brands and the instantaneous impulses consumers exhibit when purchasing a product. Drawing on his cutting edge experiences in the fashion business, as well as, his hard-won insights developed as a sought-after marketing consultant to trendsetters and tastemakers, the author argues that branding relationships have now seeped into every aspect of our lives.

In 2009, Daymond joined the cast of the ABC entrepreneurial business show, *Shark Tank*, created by acclaimed TV producer Mark Burnett. As one of the "Sharks", Daymond and four other prominent executives listen to business pitches from everyday-people hoping to launch their company or product to new heights. Investing his own money in every project, Daymond becomes partners with the entrepreneurs and helps turn their dreams into a reality. Millions of viewers tune into the show as Daymond demonstrates his marketing prowess and entrepreneurial insights, which have earned him his nickname as "The Shark."

Due to the increasing amount of requests from major companies, Shark Branding was formed to provide companies with the marketing insights that have made The Shark, Daymond John's companies successful over the years. The firm consults companies on innovative strategies to connect with their consumers more effectively by associating with the world's most influential celebrities, musicians and personalities. Whether it's activating a celebrity endorsement, integrating product in a music video, TV show or consulting on how to effectively speak to their consumers, companies rely on Shark Branding to utilize Daymond's contacts, strategies and relationships to produce real results and increased sales.

In recognition of his contributions to fashion and the face of American business, Daymond has been celebrated with some of the most prestigious awards including: keys to over a dozen cities, Brandweek Marketer of the Year, the Advertising Age Marketing 1000 Award for Outstanding Ad Campaign, the first ever Essence Award given to a company, Crain's Business of New York Forty Under Forty Award, Ernst & Young's New York Entrepreneur of the Year Award, the Brandeis University International Business School's Asper Award for Excellence in Global Entrepreneurship, the NAACP Entrepreneurs of the Year Award and the Congressional Achievement Award for Entrepreneurship just to name a few. ♠

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