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Unfazed by Glass Ceilings, Honored Minority Women Bring Millions in Revenue, Hope to New Orleans

100 Black Men of Metro New Orleans with the Women Presidents' Organization Honor Women of Color Leading Successful Businesses and Nonprofits at 2017 Achievement Awards

NEW ORLEANS, LA -- The 100 Black Men of Metro New Orleans, Inc. and the Women Presidents' Organization (WPO) honor nine (9) women at the 2017 Women of Color Achievement Awards. The organizations identify local women business owners who exemplify professional success and commitment to community service. The event takes place on Wednesday, November 29, 2017 from 6:30-8:30 P.M. at the Renaissance Arts Hotel, 700 Tchoupitoulas St., New Orleans, LA, 70130.

According to 2012 census data minorities owned 36% of local businesses, but profits from those firms amounted to only 2% of total receipts (The Data Center, 2015). One of the goals of the honored women is to improve this statistic. These leaders own multimillion dollar businesses that contribute to economic development in New Orleans. They also actively network, recruit and invest in the community which puts money back into the local economy. Prior to Wednesday's event, Founder of the Women Presidents' Organization Marsha Firestone, PhD., would like to "[...] salute all of this year's powerful award winners as role models for women and girls everywhere."

Among the award recipients is Luz Lobos, founder and president of Synergy Design Group. "Synergy," the mutually beneficial joining of elements, is both the inspiration for Luz's company name and approach to community-building. For Luz, collaborating with people who have different perspectives stimulates creativity, achieves a common goal and builds synergy. The 2017 Achievement Awards honor women who come together despite different backgrounds to grow businesses, drive the local economy and inspire others.



Lobos' 2017 Women of Color Achievement Award

Wednesday's ceremony honors the following women:

- **Lorraine Dinvaut** - Marriott Moxy New Orleans Hotel
- **Michelle Gobert** - Image 360 New Orleans
- **Tara Hernandez** - JCH Properties +
- **Dr. Jarrett Johnson** - Primary Eye Care
- **Teresa Lawrence** - Delta Personnel, Inc.*
- **Luz Lobos** - Synergy Design Group*
- **Marian Pierre** - Crescent Guardian, Inc.
- **Joaneane A. Smith** - Global Commerce and Services, LLC
- **Iam Tucker** - Integrated Logistical Support, Inc.

*Current WPO Members

About Synergy Design Group

Synergy Design Group is an [exhibit design company](#) that specializes in creating trade show displays, branded interiors, retail spaces and event marketing. By focusing on creating exhibits that exude professionalism and credibility, Synergy turns clients' visions into working event spaces that increase visibility, generate qualified leads and promote products and services for small- to large-sized companies. The team at Synergy combines design, marketing and logistics to exceed clients' expectations while working within their financial and spatial parameters. For more information, call [504-522-6453](tel:504-522-6453) or visit www.synergy-dg.com. Follow us on [Twitter @SynergyDG](#). Like us on [Facebook @SynergyDesignGroup](#).

About 100 Black Men of Metro New Orleans, Inc.

The 100 Black Men of Metro New Orleans, Inc. is a 501(c)(3) youth development organization founded in 1993 with a mission to provide support and improve the quality of life for African Americans, and youth in particular, in the New Orleans Community. For more information please visit: www.100blackmennola.org. Follow us on [Twitter @100BlackMenNOLA](#). Like us on [Facebook @100BlackMenNOLA](#).

About the Women Presidents' Organization

The WPO is the premier peer advisory organization connecting women who own multi-million dollar companies. In monthly meetings across six continents, chapters of 20 women presidents from diverse industries invest time and energy in themselves and their businesses to drive their corporations to the next level. For more information, call [212-688-4114](tel:212-688-4114) or visit www.womenpresidentsorg.com. Follow us on [Twitter @WomenPresidents](#). Like us on [Facebook @TheWPO](#)

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