



This Life Has Been a *Movie*



*17th Anniversary
Celebration*

**THURSDAY OCTOBER 12, 2023
6:00PM – 9:00PM**





LIGHTS, CAMERA, *Action*

Check-in and Networking
Welcome
Prayer
Sumnu History Video
Shaundell's Speech
Awards Presentation
Tiara's Speech
Closing Remarks
PARTY

Emcee
Lady AK



*Music &
Entertainment*
by DJ Kelly J



Sumnu Marketing (started initially as Newsome Marketing Enterprises) was created to respond to the challenge that most small businesses fail within their first three to five years due to a lack of business planning and proper marketing, which resulted in low customer acquisition and retention numbers.

SUMNU *History*

Newsome Marketing Enterprises, founded in 2006 by Shaundell Newsome was formed from the realization that small business owners don't focus on marketing holistically because they emphasize communications and promotions. In 2007, the small company was selected as the primary Marketing, Branding, and Outreach firm for the newly formed Nevada State Office of Minority Health. This entry into government contracting in Public Outreach and Engagement would later become a staple of the business. Newsome Marketing's small business services included establishing tactical marketing plans, helping small business owners discover their target audience, marketing campaign evaluations, marketing communications plans, and more. All the services offered, workshops, and teachings were rooted in Marketers Anonymous, a 12-step Marketing Program that Shaundell created to help small business owners understand the complete marketing process and focus on the intangibles rather than the designs, websites, and other marketing tools. The firm experienced great success, achieving nearly half a million in revenue within the first six months. Unfortunately, like many small businesses in 2008, the two-year firm experienced America's Great Recession. It lost 60% of its revenue and was forced to reduce 80% of its workforce from 10 to 2 employees.

To recover from the recession fallout, Shaundell decided it was time to expand the executive and ownership team and a complete rebrand. In October 2011, Newsome Marketing Enterprises became Sumnu Marketing. It was all about starting something new. Tiara Flynn, Shaundell's daughter serving in the United States Air Force, decided to get back into the family business. One of her first jobs in high school was as an intern at Newsome Marketing Ent. Tiara encouraged her brother, Thomas Glover, to join her as the Chief Marketing Officer. Carla Jenkins, an original employee and Newsome's niece, and Arlene Newsome (wife) returned to the company to bring their respective talents, forming a true "family-owned business." The team focused on the vision, mission, organizational goals, and company culture to emphasize the needs of the small business community. In the reorganization, Tiara assumed the position of President and CEO. Arlene became the Director of Finances and Human Resources. Carla was the Chief Operating Officer. Shaundell moved into the role of Visionary/Founder. The executive team refocused the brand to expand its service offering. Keeping the focus on its mission, the Sumnu Executive team brainstormed to emphasize financial stability, diversification of services, and growth through online products.

As the new CEO, Tiara wanted to expand the firm's original reach and platform through the 12 Steps of Marketing. As a company, the firm rebranded the Suites of Services into five main areas: Small Business Branding, In-House Marketing, Grassroots Outreach, Small Business Development, and Small Business Training. Tiara also wanted to reach more small business owners and provide them access to a marketing mentor, Shaundell. Thus, the Sumnu Solutions Zone was born. The Sumnu Solutions Zone was built on the foundation of the 12 Steps of Marketing (initially created in 2006 as Marketers Anonymous). Tiara decided to elevate this effort by taking the 12 Steps of Marketing to the World Wide Web through a new online tool, the Sumnu Solutions Zone (SSZ). The Sumnu Solutions Zone was created to revolutionize how small business owners approach marketing their companies. The complete program was designed to put the power of marketing in the hands of start-ups, growing businesses, and mature companies looking to increase cash flow, develop loyal brand champions, and establish brand awareness. The SSZ is an online marketing membership platform where business owners follow the 12 Steps of Marketing through training videos, mentoring sessions, worksheets, and more.

Today, the company has survived and thrived through a recession, a global pandemic, various staffing changes, multiple leadership changes, financial challenges, and significant successes followed by major losses. Through it all, the foundation of the company culture has remained the same. As owners and founders, Shaundell and Tiara believe in maintaining integrity in who the company set out to be in 2006, no matter what.



Letter From Founder

It's truly amazing how Sumnu Marketing has been thriving for over 17 years! I feel blessed beyond measure to endure the struggles as a small business employer! It's an honor to continue the legacy that my father established to be constructive in our community. He was a strong Black father and a generational leader. I stand on his broad shoulders. I learned "service before self" through my mother's teaching, which continued in my military career and extended to Sumnu.

Thank you to many mentors who guided me through life and business. Here is a special shout-out to our clients who entrusted us with their companies or organizations with their vision, mission, and goals. From starting a business to surviving America's Great Recession and becoming a strong advocate to assist small businesses through a global pandemic, Sumnu is a testament to the soul of small businesses nationwide. We have won many awards as a company. But, in my opinion, our greatest accomplishment is being recognized as SBA Nevada's Family-Owned Business of the Year despite where our family came from. Our legacy will be the youth internships and mentoring small business partners to success.

Family and faith are the foundations of Sumnu Marketing. My wife, Arlene, is my life partner who entrusts me with taking her on the crazy ride of entrepreneurship. My daughter, Tiara, endured the pain of rebirthing a small business while building her own family. My niece Carla sacrificed twice to start and recover the company. My son, Thomas, used his entrepreneurial passion to keep us going through the recession. Naomi (8 years) and Frankie (10 years) have been solid as a rock as team members who easily became family members. Today, our granddaughter, Amaya, has worked at the firm for almost seven years, and Raven (5 years) with Laila, our budding entrepreneur, experiencing everything up close. This is what family and legacy look like!

Our collective faith in God pulls us through every day. I thank Him for 17 miraculous years!

Shaundell Newsome
Sumnu Founder & Visionary



Creating campaigns that **IMPACT LIVES!**

www.sumnumarketing.com | (702) 562-6397
1951 Stella Lake St Ste. 7, Las Vegas, NV, 89106

Letter From CEO

I am overwhelmed with emotion and gratitude as we celebrate this incredible milestone - Sumnu Marketing's 17th Anniversary! I am smiling with immense pride as I reflect on the amazing journey thus far!

From our humble beginnings to where we stand today, our company has grown, thrived, and evolved in ways surpassing our wildest dreams. This Anniversary isn't just about marking the passage of time; it's about celebrating the collective effort, dedication, and unwavering commitment of every intern, staff member, executive team member, owner, client, partner, supporter, influencer, friend, and family who has contributed to our success. Our Loyal Brand Champions are unmatched! To you all, I say THANK YOU!

As we celebrate this milestone, I want to take a moment to express my most profound appreciation to God for carrying us along this journey. As you all know, we are a firm of family and faith. Without that foundation, we would not have made it this far. With that, to my father, who is the visionary and founder of this all, I don't know if the words thank you will ever be enough. You are the ultimate man and mentor, and you've been my biggest cheerleader through it all. I am still in awe at everything we've overcome, accomplished, and created together! Dream team for life!

This 17th Anniversary isn't just a time for festivities; it's an opportunity for reflection and anticipation. We must cherish our accomplishments while remaining firmly focused on the path ahead. We will continue innovating, adapting, and pursuing excellence in everything.

Our Anniversary is also a chance to strengthen the bonds that unite us as a family and community. The REALationships we've built over the years have been one of the major keys to our success and growth.

I am humbled by everyone who has supported us over the years and cheered us on continuously. I look forward to celebrating with all of you and sharing this remarkable achievement's joy.

Finally, I want to thank Sean, Joel, and Rylie Flynn. Your trust, love, and many sacrifices you've made over the years have been invaluable. There is no possible way I would have made it through any of this without you three.

As we move into the future, let us do so with the same faith, integrity, innovation, commitment to our clients and community, and unity that have carried us through these 17 incredible years!

Love you all deeply,

Tiara Flynn

President/CEO



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About the Team



Shaundell Newsome,
Founder and Visionary



Tiara Flynn,
Chief Executive Officer



Arlene Newsome,
Chief Financial Officer



Frankie Moore,
Executive Administrative Assistant



Amaya Edden-Glover,
Marketing Specialist



Chevelle Newsome,
Outreach Team



Raven McSwain,
Marketing Manager



Keziah Wilson,
Outreach Coordinator



Zhane Conner,
Marketing Specialist



Class Act Award

Dalisa Steward

Urban Chamber of Commerce

You have been the glue and your unwavering commitment to the chamber and its members has been instrumental in promoting economic development for many. You are a **CLASS ACT!**



Creed Award

Denette Braud

Braud's Funnel Cake Cafe

Your compassion and demonstration of the ability to thrive through challenging times is an inspiration to us all. Eye of the tiger, heart of a lion! More businesses need to follow your examples of leadership and **CREED!**

And The Winners Are



Do The Right Thing Award

Dr. Tiffany Tyler

City of Las Vegas

Your dedication to making positive changes resonates through your actions both big and small and your impact is felt far and wide. Your actions have not only benefited the immediate economic landscape, but also reflect a commitment to the broader principles of fairness, ethics, and social responsibility. We can always count on you to **DO THE RIGHT THING.**



Brothers Award

Guy Martin

Martin-Harris Construction

Thank you for being someone who 'builds a longer table rather than a taller fence'. You've helped us to achieve goals, pushed us to grow, and aren't afraid to keep it real with us. That's what **BROTHERS** do!

And The Winners Are



Die Hard Award

Heather Avila

Live Electric Inc.

We thank you for being a Loyal Brand Champion. We're thrilled to continue this journey with you. You have shown exceptional dedication, resilience, and unwavering commitment in the face of adversity like any **DIE HARD** Loyal Brand Champion© would.



Sister Act Award

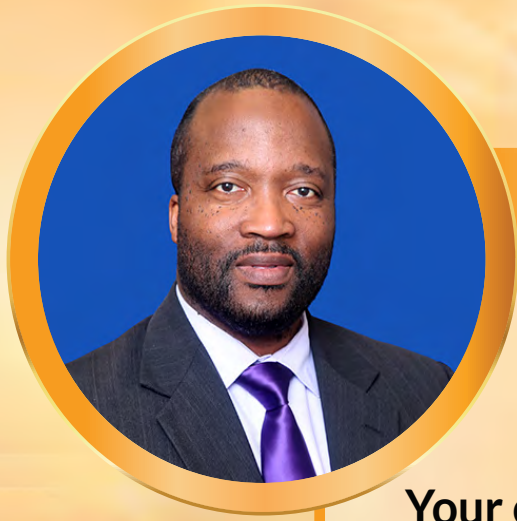
Kathleen Taylor and Leanna Jenkins

Nevada Women's Business Center & Nevada Business Opportunity Fund

You have not only supported our family, but you have shown a commitment to building a vibrant community where dreams are nurtured and possibilities are realized amongst women and minority businesses statewide and that is truly commendable. You are the ultimate **SISTER ACT**!



And The Winners Are



Hidden Figures Award

Kenneth "Ken" Evans

M.Y.S. Firm

Your contributions may not always be in the spotlight, but we know that you're always causing Good Trouble and your impact is profound. Thank you for being a **HIDDEN FIGURE** in our community who continues to champion the interests and fights policies that promote economic growth and sustainability,



Lean On Me Award

Laura Silva and Myisha Boyce

M.Y.S. Firm

We believe wholeheartedly in collaboration over competition and your commitment to our shared goals has been a cornerstone of our journey. Together we have created some incredibly successful campaigns that impact lives! You know that you can always **LEAN ON ME (SUMNU)!**



And The Winners Are



Above the Rim Award

Tonita Brown

Regional Transportation of Southern Nevada (RISE)

We thank you for being someone who always goes above and beyond to support the small and diverse business community. Your dedication to going **ABOVE THE RIM** for your agency and businesses in our community is instrumental in fostering economic inclusivity and prosperity in Southern Nevada.

And The Winners Are

CLIENTS, CAMPAIGNS, AND PROJECTS

Thank you to the Newsome Marketing and Sumnu Marketing
LOYAL BRAND CHAMPIONS who *did something new!*

100 Black Men of America
100 Black Men of Las Vegas
1st Commerce Bank
ACA Cleaning
Acelero Learning Clark County Head Start
ACE Office Supplies
Adam Hodson CPA
Advanced Auto Dynamics
AEG Live
Allegiant Electric
Back to Life Campaign
Battle Born Strategies
Bird N Bones Barbecue
Body Shield
Branch Benefits Consultants
Branch Hernandez and Associates
Braud's Funnel Cake Café
Brothers III Enterprises
– Creative Advertising Agency
Business Partners Group
C2 Investment Solutions
CAAN – Caucus of African American Nevadans
Caesars Entertainment
Cedric Crear Councilman Campaign 2019
CHAP (City of Las Vegas, City of Henderson)
Children's Cabinet
Christy's Party Store
City of Henderson
City of Las Vegas
City of Las Vegas – African American Museum
and Cultural Center Study
City of Las Vegas – B.O.S.S. Program
City of Las Vegas – Las Vegas Accelerator
City of Las Vegas – Y.E.S. Program
City of North Las Vegas
City of North Las Vegas – SNUMA
Clark County
Clark County Regional Flood District
Clark County Water Reclamation
College of Southern Nevada
Cosmetology Institute of Las Vegas
Councilman Ricki Barlow

Credit Management Association
Culinary Health Fund
Culinary Training Academy
Cypress Entertainment
De'Borah Scott
Desert Diamond Magazine
Desert Springs Hospital
DeVill Reality Group
Diamond Coast Spas
Doolittle Community Center
Downtown Access Project
East Las Vegas Project
Economic Opportunity Board of Southern Nevada
Empowered to Excel
Eschion Holdings Company (Reno, NV)
First Fridays of Southern Nevada
Flangas McMillan Law Group
FROCK – The Facial Rock
Fun Lane Indoor Play
Gear Up By Design
Gonzales, Saggio, and Harlan Law
Gritz Café
Hands of Comfort
Harold's Chicken Shack
Healthy Smiles Dental
HER Services
Hunt-Penta, Joint Venture – BIDS Program
Image Urban Boutique
Imagine Schools Inc.
Kiewit (Project Neon)
KME Architects
Las Vegas Urban League
LIVE Electric
Louis Berger Engineering
Love Engineering
Luxor Hotel and Casino
M Con Inc
Martin Luther King Jr. Committee Foundation
Martin~Harris Construction
Martin~Harris/Turner Construction, Joint Venture
Massey & Associates
Metal Men

CLIENTS, CAMPAIGNS, AND PROJECTS (continue)

Thank you to the Newsome Marketing and Sumnu Marketing
LOYAL BRAND CHAMPIONS who *did something new!*

MGM Resorts International
Mingo Health Solutions Behavioral Services
National Association of Minority Contractors Nevada
Nevada American Rescue Plan
Nevada Business Opportunity Fund
Nevada Contractors Association
Nevada Department of Transportation
2016 NDOT DBE Skill Assessment
2018 NDOT Business Skills Development Training
NDOT Disparity Study 2020
Nevada Help Desk
Nevada Museum of Art
Nevada Partners
Nevada SBDC
Nevada Small Business Development Center
Nevada State College (University)
Nevada State Treasurer's Office
Nevada Women's Business Center
NV Energy
Paragon Development Group
PENTA Building Group
Penna Powers
Pet Central
Principles International
- Workplace Instructional Company
Public Consulting Group
Quality Tours of Las Vegas
Quiet Storm Foundation
Rancho Drive Complete Street Project (WSP)
RDH Group
Regional Transportation of Southern Nevada (RTC)
Republic Services
Robertson + Partners
RTC Hope Grant
RTC OnBoard
RTC RiSE Program
Rub a Dub Carpet Cleaners
Sahara Interchange (WSP)
Scholarship Solutions
Shots for Tots
SNRPC 2020 Census Outreach
Solutions of Change

Southern Nevada Health District
- Arm in Arm Campaign
Southern Nevada Strong (City of Henderson)
Southwest Protection Agency
Stacy Evans Mortgage
Stars Smiles Children's Dentistry
State of Nevada/Health Department
- State Health Agency
State of Nevada Office of Minority Health
Steven Brooks for Assembly
Success N U Seminars
Tapestry
Temple Gym
The Haywood Group
The Marshall Team - Trish Marshall
The Medicine Cabinet USA
The Penta Building Group
The Smith Center for Performing Arts
Three Square
Thor Construction
Training Principles
Trinity Land Surveying
Turner/Martin~Harris (JV)
UNLV University of Nevada Las Vegas
United Strategic Alliance
United Way - Earn it, Keep it, Save it
United Way of Southern Nevada
Units Storage
Urban Chamber of Commerce
USA Global
USA Track and Field Nevada Association
Victory Missionary Baptist Church
Walters Designs
Washington State Department of Health
West Las Vegas Library
Whiting-Turner Construction
Wings Incorporated
World Market Center
Zero Fatalities

ACKNOWLEDGMENTS

Thank you to all of the **PARTNERS AND VENDORS** who
have helped us *do something new!*

A Graphic Design Company (AGD)

AA Printing

Access CDFI

AK's Closet

Asian Chamber of Commerce

Bannerview

Braintrust Agency

Capture the Moments Photography (MartyPix)

Children's Cabinet

City of Las Vegas Parks & Rec.

Colette Holt and Associates

Crear Creative Group

Creative Flow

Eagle Promotions

Echelon Events Center

Ericka Aviles Consulting

Faiss Foley Warren/The Warren Group

Ferrari Public Affairs

HCI Advertising

Henderson Chamber of Commerce

JACOBS Engineering

KCEP 88.1 FM

Kim Photography

Kirvin Doak Communications

KME Architects

KOR Building Group

Las Vegas Website Designs

Latin Chamber of Commerce

Magnum Integrated Marketing

Mahogany Brown Photography

Mastering Mindsets Las Vegas

Minority Health Consultants

M.Y.S. Firm

National Association of Women in Construction

NCP Productions

Nehemiah Ministries

Nevada Contractors Association

Nevada Partners Inc.

Nevada SBDC (Nx Level)

Periwinkle Group

PR Insiders

Purdue Marion & Associates

Radioactive Productions

RB Communications

Robertson + Partners

Salazar Communications

SBA Small Business Association

Sky High Marketing

Southwest Marketing

The Ford Momentum

The Gas Station Studios

The WE Mentality

Thomas Puckett Brand Communications

Thompson Career Solutions

TSC2 Group

Unrelenting Media

Urban Chamber of Commerce

Vegas Chamber of Commerce

Vegas Valley Balloons & Events

Westcoast Flagging

WSP Engineering

Your I.T. Department

Our Awards and Accomplishments

SBA Small Business Champion of the Year (2008)

Clark County Commission Small Business Award (2008)

Top 40 Under 40, In Business Las Vegas (2008)

Urban Chamber of Commerce President Award (2009)

LVCC Women/Minority Owned Business of the Year (2012)

College of Southern Nevada Community Service Award (2012)

Las Vegas Health Advocate Award (2012)

LVCC Business Excellence Award (2014)

SBA Family Owned Business of the Year (2015)

Outstanding Public Outreach, City of Henderson (2015)

PRSA Pinnacle Awards (2016)

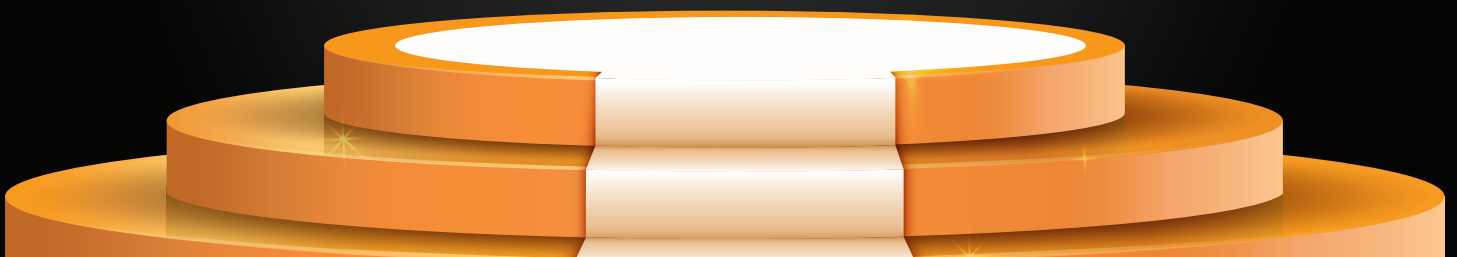
American Planning Association - National Public Excellence Award for Public Outreach (2016)

UCC Women in Business & Politics Awardee (2017)

National Minority Supplier of the Year (2017)

NMSDC All Money is Green Award (2020)

SBA Entrepreneurial Spirit of the Year (2023)





***Something new is about innovation,
creating a culture of commerce,
ingenuity and economic development
that breeds job creation, new
business opportunities and growth is
the ultimate goal!***

***Cheers to
17 Years of Sumnu!***

