



# The E-Spectrums News Source

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Dear Janet,



Hello my loyal reader!

We are kicking off the summer season with an exciting June issue of the *E-Spectrums News Source* featuring T-Shirt King, Inc. and the NAACP.

In business for 25 years, T-Shirt King, Inc. is recognized for its continued commitment of never compromising its product quality and service to the community.

Celebrating its 101st Annual Convention in Kansas City, the NAACP has been advocating for civil rights in communities, conducting voter mobilization and monitoring equal opportunity in the public and private sectors for nearly one hundred years.

Read on to find out more!

[Business Spotlight: T-Shirt King, Inc.](#)



T-Shirt King, Inc. (TSK) is the brainchild of Carl & Dr. Margaret Evans.

Realizing an unmet need, Carl & Margaret established the company in 1985 to provide screen-printed apparel to schools and Greek-lettered fraternities and sororities.



The business has since grown, and now provides embroidery and promotional products to schools, businesses, government agencies, churches, sports teams and community organizations. This growth is a direct result of transitioning our business to the second generation and converting the family hobby into a serious business entity.

Since 2004, TSK's revenue has grown over 400%. The TSK motto is "Promoting You is What We Do!" For TSK, this is more than a slogan; they truly believe that working with their clients to build a brand is top priority. Whether it's t-shirts for a small lawn firm or a complete branding strategy for an insurance company who travels to countless cities for tradeshow, TSK believes in creating product solutions with measurable results for all of their clients.

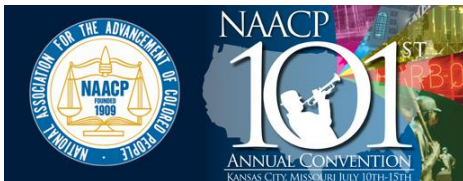
As a **certified Minority Business Enterprise (MBE)**, TSK provides product solutions for a multitude of private and public organizations across the country.

One of the most rewarding aspects of being a family-owned and operated business is having the flexibility to give to the community. TSK spends countless hours tutoring and mentoring school-aged children across the Kansas City Area.

They also have developed an entrepreneurial game that has been played in elementary, junior high and high schools in the Kansas City Missouri and the Hickman Mills School Districts. The focus of the game is to teach students the direct correlation between their core subjects and being an entrepreneur. The game is structured so the children have to design a t-shirt, price the t-shirt, calculate break-even points and profit as well as create a 30 second commercial.

In addition to the volunteer work with the schools, TSK sponsors a little league baseball team.

### Organization Spotlight: NAACP 101st Annual Convention



The National Association for the Advancement of Colored People (NAACP), the nation's oldest and largest civil rights organization, will hold its 101st Annual Convention in Kansas City July 10-15.

The theme of the conference is "One Nation. One

Dream." Kansas City last hosted the NAACP convention in 1984. The national convention, which is expected to bring in more than 10,000 people, will pour nearly \$8 million into the local economy.

The conference will take place downtown at the Kansas City Convention Center. Other activities will be held at the Museums at 18th & Vine, the Midland Theatre, and the Bruce R. Watkins Cultural Heritage Center.

On-site convention and event registration begins Friday, July 9th; 9am; at the Convention Center.

Convention Highlights include:

- The Academic, Cultural, Technological and Scientific Olympics (ACT-SO) will attract hundreds of the nation's most gifted students to compete in arts, technology and academics
- 41st Annual Commerce & Industry Show featuring a Retail Expo and Author Pavilion, July 10 (2-6 p.m.) and July 11-13 (10 a.m.-6 p.m.)
- Membership Action Resource Center & Health Fair, July 10 (2-6 p.m.) and July 11-14 (10 a.m.-6 p.m.)
- Diversity Job Fair, July 13 (noon- 8 p.m.) and July 14 (10 a.m.-4 p.m.)
- Chairman of the National Board of Directors Roslyn M. Brock's first address to NAACP as Chairman
- Youth and College Forums
- 100th Anniversary Celebration of the Crisis Magazine
- Academy Award & Golden Globe Nominee Cicely Tyson to receive the NAACP's Spingarn Award
- NAACP National Convention Gospel Extravaganza

For Membership, Sponsorship, Volunteerism, & Souvenir Journal Information, contact the National Association for the Advancement of Colored People at 816-421-1191 or email at [naacpkcmo@sbcglobal.net](mailto:naacpkcmo@sbcglobal.net).

Visit [www.naacp.org](http://www.naacp.org) for additional information.

#### JWW & Associates, LLC Receives a 2009 Constant Contact All-Star Award



JWW & Associates, LLC received a 2009 All-Star Award from Constant Contact®, Inc., a leading provider of email marketing, event marketing, and online survey tools for small organizations.

JWW & Associates, LLC was selected for meeting Constant Contact's best-practice standards for the use of Email Marketing throughout 2009.

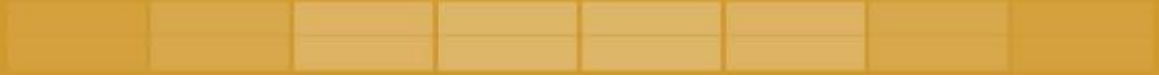
"It was an honor to be recognized for all the work and time we put into providing a quality electronic newsletter to our clients and readers," said JWW & Associates, LLC CEO and President Janet Watson.

The company received a 2009 Constant Contact All-Star Award for demonstrating best practices in the effective use of Constant Contact Email Marketing in the following areas:

- Frequency of campaigns
- Open rates
- Bounce rates

- Click through rates

"Our customers work hard to build strong relationships with their customers through email marketing and some, such as JWW & Associates, LLC, truly excel in this effort," said Gail Goodman, CEO, Constant Contact. "We created our All-Star Awards to highlight those customers who are passionately committed to following our best practices as they work to improve their customer communications. We're proud of the role we play in helping JWW & Associates, LLC be successful and we look forward to continuing to assist the company with its marketing efforts."



Once again, thank you for your support and we look forward to providing you with another informative edition of the *E-Spectrums News Source*.

Sincerely,

A handwritten signature in black ink, appearing to read "Janet W. Watson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Janet W. Watson, M.A.  
CEO and President, JWW & Associates, LLC