



## FOR IMMEDIATE RELEASE

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### **The University of Chicago Sponsors Marketing Workshop for Minority Businesses, Women-Owned Carter Ware Group, Inc. among Panelists**

*Workshops Intended to Help Businesses with Marketing Strategies and Targeting Specific Customers*

Chicago, IL (April 1, 2008) – The Carter Ware Group, Inc., a minority and women-owned real estate firm providing brokerage, market research and consulting will be among the panelists on April 2 at the University of Chicago Law School for a marketing workshop aimed at helping minority businesses identify and reach target customers.

Principals Sherell C. Slaise and Sarah L. Ware, who have over 20 years of combined experience in the real estate industry, are among a few chosen for the panel whose purpose is to bring minority businesses together to talk about marketing trends and strategies, ways to achieve business diversity and targeting customers.

“As a small business, it is imperative to identify market changes and to react by adjusting your business strategy or else you could find yourself out of business in a day’s time. The University of Chicago is making efforts to address this concept to the business community. It will be a great event to network and learn growth strategies from other business owners,” said Slaise.

The Office of Business Diversity's South Side Business Development Initiative was designed to help develop and build the capacity of minority businesses so they are ready to compete on University contracting opportunities, and to provide the expertise of faculty and students to assist the business community and sustain economic development on the South Side.

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Nadia M. Quarles, Director of Business Diversity at the University of Chicago and the moderator for the workshop, is responsible for creating opportunities for minority and women-owned firms to compete for business in the University's goods and services, new construction and renovation projects.

"The Business Diversity program is fundamental to the University's commitment to grow and develop a portfolio of diverse business partners that contribute to the overall excellence of our institution," she said.

According to Quarles, many South Side businesses are not changing their marketing and business plans to target their changing customer base. The purpose of the workshop is to provide business owners with marketing strategies that will help them continue to grow with the changing demographics of the South Side. The workshop will also be an excellent opportunity for business owners to network and share their marketing strategies and business experiences with each other.

The workshops are a collaborative effort between the Office of Business Diversity, the Graduate School of Business Polsky Center on Entrepreneurship, and the Law School Institute for Justice Clinic on Entrepreneurship.

#### About The Carter Ware Group

The Carter Ware Group is a real estate firm that provides full-service real estate brokerage, commercial retail leasing, market research, and consulting to users, owners, investors and developers of residential and commercial real estate assets.

If you'd like additional information about The Carter Ware Group please visit [www.carterwaregroup.com](http://www.carterwaregroup.com).

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