

The Azara Group

Empowering Leaders. Influencing Change.



Message from the CEO:

In our monthly newsletters, we share our latest articles and updates. We want you to take charge of your future by giving you tools to become a stronger leader. Our goal is to help you flourish and share what makes people thrive!

Regards,
Fatimah Gilliam

LATEST ARTICLES

Renting While Black Does Airbnb Discriminate?



On May 17th, an Airbnb customer filed a housing discrimination lawsuit against the company, and a January 2016 Harvard Study showed that blacks have a 16% chance of being turned down for Airbnb housing. Some black renters are being discriminated against through Airbnb's platform.

It looks like it's time for Airbnb to improve how it does business, and for the tech industry to look for robust solutions to fix its ongoing diversity problem and start implementing tangible change.

IN THIS ISSUE

Renting While Black --
Does Airbnb Discriminate?

Is the Ball in their Court?
Will Pioneering Marketing
Partnerships Change NBA
Negotiations?

Thought Leader Spotlight

...and much more!

THOUGHT LEADER SPOTLIGHT



Meet **Fred Mwangaguhunga**,
Editor and Founder of
MediaTakeOut.com LLC.

Click [here](#) to read Fred's
insights about leadership,
being an influencer, and his
career as an entrepreneur.

MEDIA SPOTLIGHT

[Read the full article here...](#)

Is the Ball in their Court? Will Pioneering Marketing Partnerships Change NBA Negotiations?



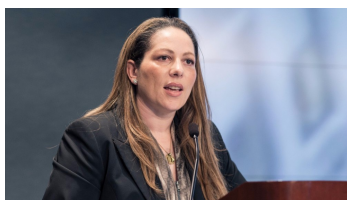
On May 16th, the NBA's Philadelphia 76ers announced a pioneering marketing deal with online ticket marketplace StubHub – making it the first team of the U.S.'s four major professional sports to sell advertising space on team jerseys. Not only is this significant because the 76ers are reported to be the first to ink this type of deal, but also because of the profound impact a jersey logo sponsorship could have on future NBA team-player relations.

The 76ers deal is a potential sports industry game changer. With more money on the table and designated revenue going towards increasing player salary caps, this foreshadows the way NBA players may be able to shift leverage in contract negotiations and even pressure teams from entering into endorsement deals.

This could become the industry standard and replicated in football, baseball, and hockey.

[Read the full article here...](#)

COMPANY UPDATES



Speaking Appearance

In May, Amina Hassan spoke at



Our Welcome Video

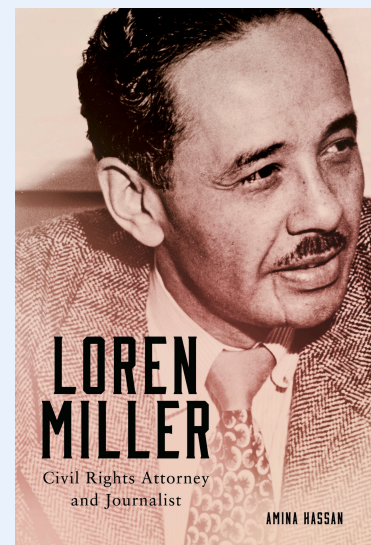
Check out our company video.



Do Airbnb and the tech industry have a diversity problem?

Watch [this interview](#) on **CNBC's show "Power Lunch"** featuring an interview with The Azara Group's Founder & CEO Fatimah Gilliam.

BOOK RELEASE



Last fall, Amina Hassan's book on the life of civil rights attorney Loren Miller was published. She is our company researcher and consultant.

Click [here](#) to learn more.

Order it today!

To see Amina's new website about her book, click [here](#).

Click [here](#) to read a review in the Library Journal, which calls this book:

"A recommended work that adds to the corpus of civil rights and offers a rich portrait of a central figure in the related struggle."

various events
promoting her book.

Both Fatimah
Gilliam and Amina
Hassan will continue to
speak at events in the
coming months.

Learn more about having
us speak at your event or
organization [here](#).

Watch our video [here](#).

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Azara Group [here](#).



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