



Welcome to the 2nd Annual
AMERICAN MUSLIM **CONSUMER CONFERENCE**
CHARTING THE LANDSCAPE

OCTOBER 30, 2010
HYATT REGENCY | NEW BRUNSWICK, NJ

PRESENTED BY



SPECIAL THANKS
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WELCOME TO THE SECOND ANNUAL

AMERICAN MUSLIM CONSUMER CONFERENCE!

As organizers of this landmark event, we would like to thank you for attending this conference. American Muslim Consumers have long been researched and talked about in the mainstream media, and without exception the tone of this research has been positive and exciting! What has been lacking is the active community involvement in translating these messages into action. By establishing a platform, we feel the conversation can be carried forward together with the community leaders, entrepreneurs, corporations, and marketing/advertising professionals.

Last year the conference focused on the scope, trends and opportunities behind this vast, largely untapped potential of the American Muslim Consumer market. We were able to provoke a lot of good conversations and in spirit of advancing the agenda, this year's conference will focus on charting the landscape of American Muslim Consumers.

In the late nineties, much was written about the Hispanic market and it was lost in the mainstream media without any action until early 2000. At this time the ethnic market started to reach a sizable opportunity for companies to target and today this market stands at \$1.4 Trillion. American Muslim Consumers today stand at \$170 Billion and this is expected to grow rapidly as population expands and younger Muslims start working.

We hope you will enjoy the lineup of distinguished speakers who hail from Academia, Media, Marketing, Hollywood, Business, Finance, and a number of other disciplines and industries. We hope you will support businesses who are participating as sponsors and showcasing their products or ideas. What they all share is an expertise in this market and a bold vision of where things are headed.

As participants, we encourage you to take an active stand and get involved in this conversation. This dialogue that you are a part of will shape the discourse of American Muslims as consumers and participants in the future.

We would like to thank our partners and sponsors without whom this conference would not have been successful. In addition, our dedicated team of volunteers and advisors who worked many hours to develop a quality conference.

Thank you,

Faisal Masood, *Founder and CEO, MLINK*

and our dedicated AMCC Team:

Mohammed Abdullah, *Event Director*
Hoda Albeltagy, *Program and Content*
Saad Malik, *Creative Director*
Saad Padela, *Content Editor*

Sabiha Ansari, *Logistics Chair*
Murshed Chowdhury, *Sales and Marketing*
Qasim Ahmad, *Chief Information Officer*
Fuad Butt, *Advisor*

PRESENTED BY:



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AGENDA 2010

8:15AM – 9:15AM **REGISTRATION / NETWORKING**

9:20AM – 9:25AM **OPENING**

9:30AM – 9:40AM **WELCOME INTRODUCTION** – Faisal Masood, *CEO, MLink*

9:45AM – 10:00AM **MORNING KEYNOTE**
THE AMERICAN MUSLIM EXPERIENCE:
What Headscarves, Halal Chicken Nuggets and the Super Bowl have in Common
Magali Rheault, *Senior Analyst, Gallup Center for Muslim Studies*

10:05AM – 11:20AM **SESSION I**
MARKETING TO MUSLIMS:
Media Realities and Analytical Strategies in the Muslim Landscape
(M) Farah Ahmed, *Personal Care Products Council*
Steven Pilchak, *General Manager, Best Buy*
Shahid Khan, *Chairman and Chief Strategist, MediaMorph*
Abdalahamid Evans, *Managing Director, Imarat Consultants*
Nazia Hussain, *Director of Cultural Strategy, Ogilvy & Mather Worldwide*

11:25AM – 12:40PM **SESSION II**
HALAL: Challenges and Opportunities in North America
(M) Safaa Zarzour, *Secretary General, ISNA and Founding Member American Halal Association*
Shahed Amanullah, *Founder, Halal Fire Media and Zabihah.com*
Lisa Mabe, *Founder and Principal, Hewar Social Communications*
Amir Toft, *Halal Advocates of America*
Dr. Muhammad Munir Chaudry, *President, IFANCA*
Dr. Mehmood Khan, *Senior Vice President and Chief Scientific Officer, PepsiCo*

12:45PM – 12:55PM **AWARD CEREMONY**
HONOREE: Nausheena Hussain, *Marketing Manager, Best Buy*

12:55PM – 1:35 PM **LUNCH BREAK**
ZHUR PRAYER is at 12:42pm

CONT.

AGENDA

1:40PM – 1:55PM

AFTERNOON KEYNOTE

DODGING STEREOTYPES: Muslim Brand Under the Threat of Recall

Faran Tahir, *Hollywood Actor*

2:00PM – 3:15PM

SESSION III

CASE STUDIES on Successfully Reaching and Partnering with Mainstream Corporations

(M) Wahy ud-Deen Shareef, *Director of Logistics and Industrial Opportunities, Department of Economic & Housing Development*

Tariq Khan, *President, Muxlim*

Jack Acree, *Executive Vice President, American Halal Co*

Joohi Tahir, *VP Marketing and Sales, Crescent Foods*

Rashid Ghazi, *Co-Founder, Paragon Marketing*

3:20PM – 3:45 PM

BREAK (Networking)

ASR PRAYER is at 3:33pm

3:45PM – 5:15PM

SESSION IV

AMCC SME SHOWCASE: Presentations by upcoming entrepreneurs followed by distinguished panel discussion and analysis

(M) Adnan Durrani, *Chief Halal Officer, American Halal Co.*

James Kocsi, *District Director, US Small Business Administration*

Bami Bastani, *Chairman, B2 Global Consulting*

Tariq Farid, *Founder & CEO, Edible Arrangements*

5:20PM – 5:35PM

EVENING KEYNOTE

ALL-AMERICAN, ALL-ISLAMIC: The Bright Future for Islamic Branding in America

Miles Young, *CEO, Ogilvy & Mather Worldwide*

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The Ogilvy logo is written in a large, black, cursive script. The letters are fluid and interconnected, with a prominent 'O' and 'y'.

KEY TERMS

Reference of basic Islamic and 'Halal' consumption related terms

CORE RELIGIOUS CONCEPTS

QURAN The holy scripture of Islam i.e. the words of Allah (God) revealed to the Prophet Muhammad (peace be upon him) in Arabic. Considered the authentic, most important source of guidance.

SUNNAH Practice and traditions of the Prophet Muhammad (peace be upon him) considered the second of the two most important sources of guidance for Muslims.
(Source: Bank Islam Malaysia)

SHARIA Islamic laws relating to all aspects of human life established by Allah for his servants. The laws are divided into three, i.e. those relating to belief ('aqidah), those relating to deeds (fiqh) and those relating to ethics (akhlaq).
(Source: Bank Islam Malaysia)

FATWA An opinion or pronouncement on Shari'ah issued by a group of scholars (fuqaha') who are sufficiently qualified and knowledgeable of the methodology for the issuance of fatwa, as well-established under the discipline of Islamic jurisprudence (usul fiqh). In practice and depending on jurisdictions, fatwa may also be referred as Shari'ah "rulings", "edicts" and "opinions."
(Source: Islamicity.com)

SHAHADA There is no god worthy of worship except God and Muhammad is His messenger. This declaration of faith is called the Shahada, a simple formula which all the Muslims pronounce.
(Source: Islamicity.com)

SALAT (SALAH) Prayers - Salat is the name for the obligatory prayers which are performed five times a day, and are a direct link between the worshipper and God.
(Source: IslamicFinanceTraining.com)

ZAKAT Charity - A religious obligation of alms-giving on a Muslim to pay a certain amount of his wealth annually to one of the eight categories of needy Muslims (asnaf). The objective is to take away a part of the wealth of the well-to-do to be distributed among the asnaf. According to the Shari'ah, zakat purifies wealth and souls.
(Source: Islamicity.com)

SAWM (FAST) Fasting - Every year in the month of Ramadan, Muslims fast from first light until sun-down, abstaining from food, drink, and sexual relations. If they are physically unable to do this, they must feed a needy person for every day missed. Although the fast is most beneficial to the health, it is regarded principally as a method of self purification.
(Source: Islamicity.com)

HAJJ (PILGRIMAGE) The annual pilgrimage to Makkah - the Hajj - is an obligation only for those who are physically and financially able to perform it.
(Source: Islamicity.com)

CONT. TERMS

OTHER RELEVANT TERMS

HALAL An Arabic word meaning lawful or permitted. The concept of halal has spiritual overtones. In Islam there are activities, professions, and transactions that are explicitly prohibited (haram) by the Quran or the Sunnah. All other activities, professions, contracts and transactions are halal.
(Source: IslamicFinanceTraining.com)

HARAM Activities, professions, contracts and transactions that are explicitly prohibited by the Quran or the Sunnah. (Source: IslamicFinanceTraining.com)

RIBA Riba means interest, which is prohibited in Islamic law. Any risk-free or guaranteed interest on a loan is considered to be usury.

MAYSIR Gambling. One of three fundamental prohibitions in Islamic finance (the other two being riba and gharar).
(Source: Islamic-bank.com)

GHARAR An unknown fact or condition. In a commercial transaction, an excessive/ major gharar, e.g. the fact or condition of either the contracting parties or the asset in the contract or the price of the asset are not known or made known to contracting parties makes a contract null and void.
(Source: Bank Islam - Malaysia)

MOSQUE (MASJID) A place of worship for followers of Islam (Arabic: Masjid)

KEY RELIGIOUS EVENTS

RAMADAN Islamic month of fasting based on its lunar calendar. One of the '5 Pillars of Islam'

EID UL-FITR One of the two main Muslim holidays that marks the end of Ramadan, the Islamic holy month of fasting.

EID UL-ADHA One of the two main Muslim holidays that occurs the day after the pilgrims conducting Hajj, the annual pilgrimage to Mecca in Saudi Arabia by Muslims worldwide, descend from Mount Arafat.

BACKGROUND

2010

Authored by **DinarStandard**

Knowledge Partner – American Muslim Consumer Conference
October 30st, 2010

PURPOSE:

These background notes have been prepared for the 2010 AMCC (American Muslim Consumer Conference) by DinarStandard, a Muslim market focused growth strategy consultancy. These perspectives are based on DinarStandard research, analysis and point-of-views. The purpose is to provide Conference attendees with some context relating to the topics to be discussed and supplement the rich diversity of thoughts, experiences and point-of-views to be presented by Conference speakers.

These notes are part of DinarStandard's *Muslim Lifestyle Market* position paper to be released December 2010.

AMERICAN MUSLIM CONSUMER LANDSCAPE

Global trends and US Demographic Overview

The awareness and importance of American Muslim consumers, follows one of the fastest growing global business trends driven by Muslim consumers around the world (approx 1 in 4 person globally is a Muslim). These consumers are part of the fastest growing emerging markets in the world who are demanding a focus on their unique values driven needs. Seven of the 'Next Eleven' emerging markets in the world identified by Goldman Sachs are Muslim majority countries.

In 2008, the Harvard Business Review identified Islamic Finance as one of its top breakthrough business ideas for that year – an industry that crossed \$1 trillion in assets under management in 2009 and growing at 15% annually. Similarly, the fast growing 'Halal' food market is estimated at \$635 billion per year and a growth focus of the global food industry.

There are many estimates of the American Muslim population and their demographic (by Pew Research Center, Gallup, CAIR, JWT and others). However, certain common themes (as shown below) do emerge across these reports that provide key marketing insights into the American Muslim consumer market.

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CONT. BACKGROUND

American Muslim Consumers

6 Million
2009 estimated*

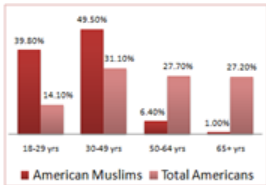


YOUNG

MIDDLE-CLASS

DIVERSE

FRAGMENTED

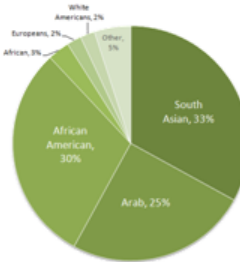


A significant difference in American Muslim age demographic versus total American average

| EDUCATION | US Muslim % | US Public % |
|-----------------------|-------------|-------------|
| Post Graduate | 16% | 9% |
| College Graduate | 10% | 16% |
| Some College | 15% | 29% |
| High School Graduate | 24% | 30% |
| Less than High School | 35% | 16% |

| INCOME Brackets | US Muslim % | US Public % |
|--------------------|-------------|-------------|
| \$100,000+ | 16% | 17% |
| \$75,000-\$99,999 | 10% | 11% |
| \$50,000-\$74,999 | 15% | 16% |
| \$30,000-\$49,999 | 24% | 23% |
| Less than \$30,000 | 35% | 33% |

Muslim Americans generally mirror the U.S. public in education and income.



- Other diversity: Native born 35%; Foreign born 65%
- Also, varying religious affinity: 40% attend mosque at least once a week

- Largest population concentrations are in California (17.3%), New York (15%), Illinois (8.4%), New Jersey (8.1%), Texas (7.1%), and Michigan (5.4%).

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Source: * DinarStandard conservative estimate; YOUNG: Cornell University/ Zogby International Aug 2000; MIDDLE_CLASS: "Muslim Americans: Middle Class and Mostly Mainstream," Pew Research Center, 2007; DIVERSE: CAIR 2001, Pew 2007; FRAGMENTED: Derived from ARDA 2000

NOTES

BACKGROUND **2010**

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AMERICAN MUSLIM CONSUMER LANDSCAPE

Evaluating Consumption Categories

American Muslim Consumers' annual expenditure in 2008 is estimated to have been \$97 billion. This is based on a conservative DinarStandard estimate of a 6 million American Muslim population (with an average household unit size of 3.13) and applying the US average annual house-hold expenditure to American Muslims*. As enticing as this large market is, it is important to first understand the various product categories and their uniqueness to Muslim needs.

This consumer landscape can be broken-down into two key categories. 1. All consumer products and services that a Muslim household spends on, that are not unique for Muslim consumers and, 2. Products & services that are customized for Muslim consumer unique needs.

The first category is where marketing focus is needed on custom communication, targeted media reach and building loyalty. The second category is where customized Muslim products/service or dedicated business lines are developed. The Illustration below also shows the average U.S. consumer unit expenditures in a year. The sub-set diagram represents product and service types most in demand of unique Muslim offerings.

NOTES

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www.AmericanHalalAssociation.com



CONT. BACKGROUND

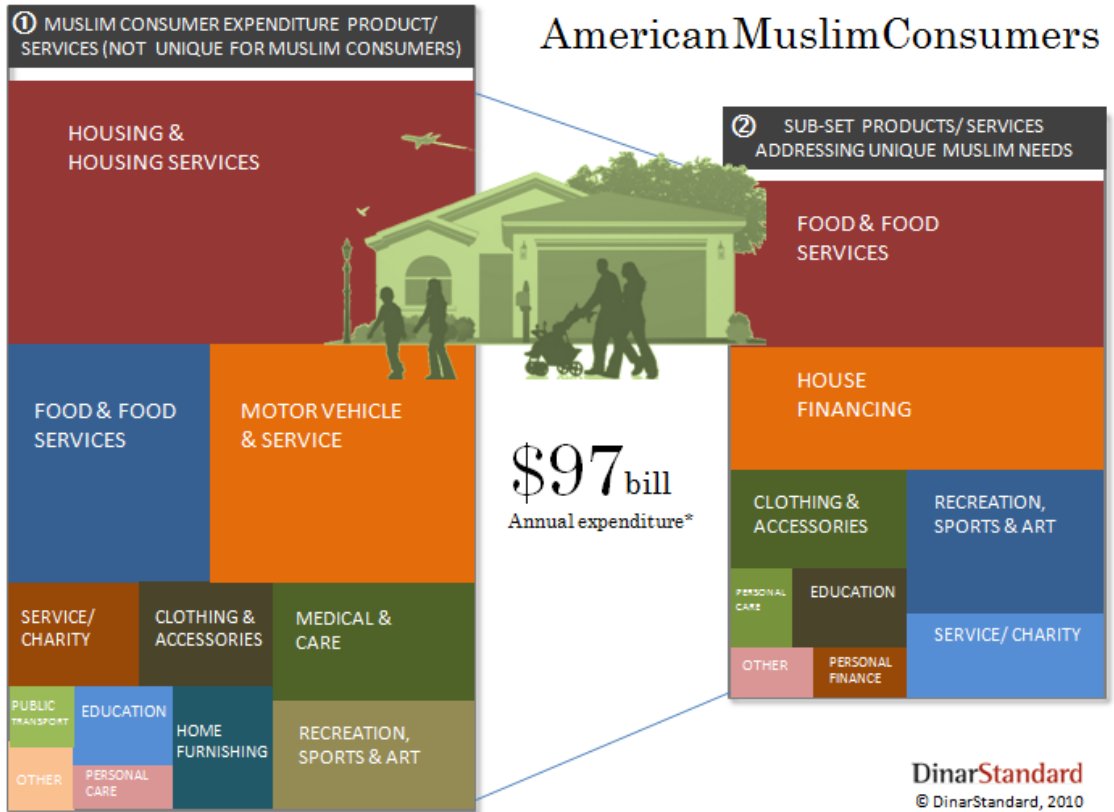


Illustration & Analysis: DinarStandard. Size of household expenditure assumed reflective of US Average annual expenditures of all consumer units, Consumer Expenditure Survey, 2006–08, Bureau of Labor Statistics by the U.S. Census Bureau.

NOTES

BACKGROUND 2010

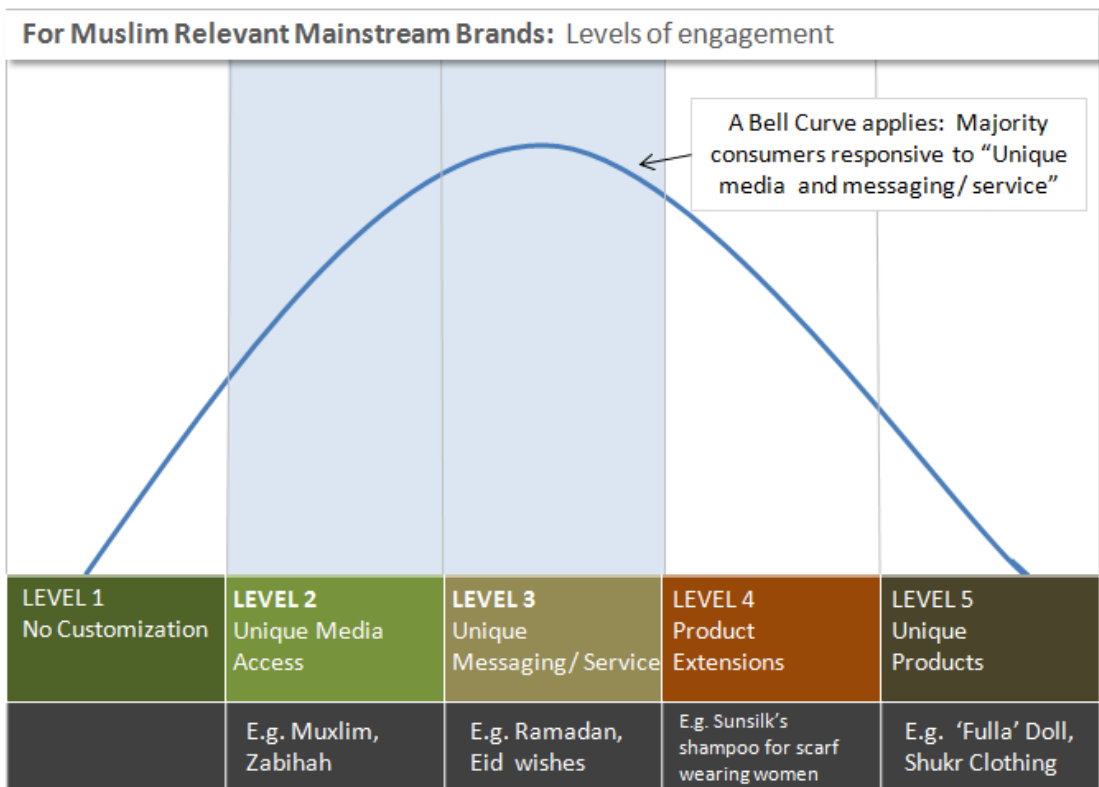
Authored by DinarStandard cont.

MARKETING TO MUSLIMS

Customization Strategies

For main-stream brands, there are multiple questions to address in evaluating their relevance to Muslim consumers. To what extent does the Muslim values relate to their product category? What is the market potential of their product category and their product? If satisfied, the brand would have to determine the best engagement strategy and the level of customization needed.

The framework below provides an approach based on 5 levels of Muslim market customization. Currently, most main-stream brands are at Level 1 (no customization) and should be evaluating level 2 (unique media access) and 3 (unique messaging/ service). Level 2 and Level 3



© DinarStandard, 2010

CONT. BACKGROUND

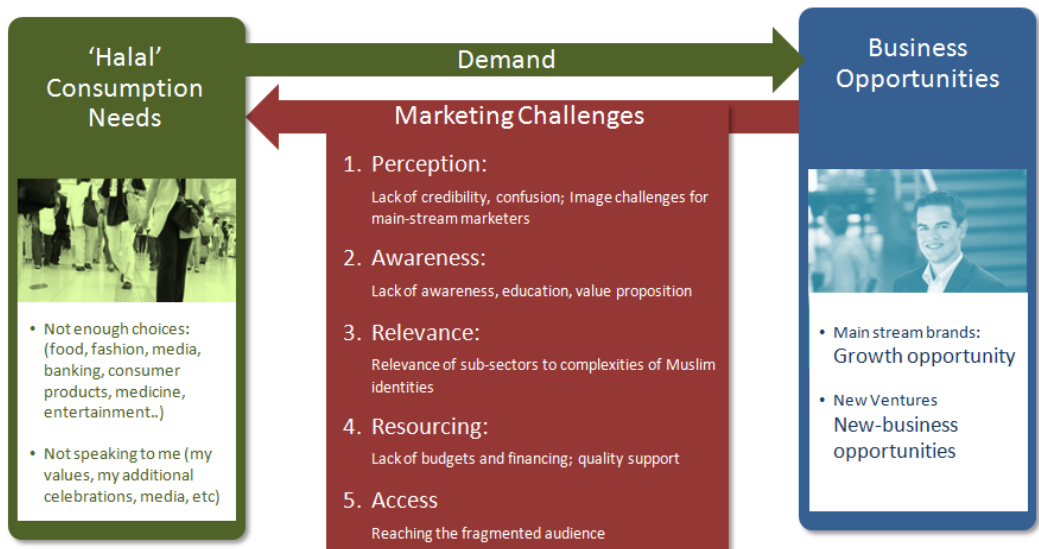
HALAL: CHALLENGES & OPPORTUNITIES IN NORTH AMERICA

Key Marketing Challenges

As with any market, it is critical to put the Muslim consumer needs, their challenges, their values, their behavior at the center of a marketer's focus.

Amidst the complex diversity of the American Muslim market, the industry as a whole is just beginning to understand their unique needs. At a very high-level, these needs can be categorized into two broad areas: 1) Lack of needed choices, 2) Not engaging in ways that speaks to their values.

Addressing these needs effectively would unleash the potential opportunity of this noted large market. However, five major marketing challenges need to be addressed to serve this consumer base – a) Perception challenges, b) Limited awareness of the value propositions, c) Relevance of this market to different product categories, d) Limited resources for this market, and e) Effectively reaching this diverse and fragmented market.



© DinarStandard, 2010

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Illustration & Analysis: DinarStandard. Size of household expenditure assumed reflective of US Average annual expenditures of all consumer units, Consumer Expenditure Survey, 2006–08, Bureau of Labor Statistics by the U.S. Census Bureau.

BACKGROUND 2010

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CASE STUDY: NESTLÉ

World's Largest Food Company Sets Halal Best-Practices

Food and food services is the largest segment uniquely impacted by Muslim consumer lifestyle. It's no surprise then that the largest global food manufacturer, Nestlé, has taken the lead in addressing the global Halal food needs. Today 20% or 85 Nestlé factories world-wide are Halal-certified with a wide range of Halal products serving over 50 countries. As the US Halal market is still in its infancy, the success so far by Nestlé provides a valuable case-study for US based food manufacturers.

Significant in the journey of Nestlé and Halal has been the role of its success beginning from its operations in a Muslim majority market – Malaysia, and extending that to its global operations. In the process, Nestlé has also pioneered proving the universal applicability of Halal as “good for everyone.”

NESTLÉ GROUP: HQ in Switzerland; Sales of approx. \$100 bn (2009)
456 factories in 84 countries

Nestlé (Malaysia) Berhad
CHAMPIONS/ LEADS NESTLÉ GLOBAL HALAL PRACTICES

- Makes a global case
- HALAL exports to >50 countries worth \$226 mill (2009)
- Sets Nestlé Halal Guidelines for the Nestlé Group

Nestlé Global LEADING HALAL FOOD PRACTICES

- 85 Halal-certified factories worldwide (20%.)
- 19 factories are certified in Europe.

KEY MESSAGES:

- Halal is hygiene & food safety
- Social responsibility
- Good for everyone
- A great demand

• Formal implementation of Halal policy – 1992

• 7 Factories; \$1.2 bn '09 sales

• Leading local HALAL food co.

• Halal monitoring: Suppliers, ingredients, utensils, quality, hygiene, storage, transport, packaging, other.

• Europe as next emerging Halal market opportunity worth \$66.5 bill (including Russia)

Illustration/ Analysis © DinarStandard, 2010 Source: Nestle presentation 5 June 2010, IHMC

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CONT. BACKGROUND

ENTREPRENEURSHIP IN MUSLIM CONSUMER SPACE

Key Challenges

American has long been the land of opportunity where innovation & entrepreneurship has been the engine for realizing the 'American Dream' for millions. American Muslims have very much been part of this story and have succeeded as entrepreneurs from the silicon-valley to Wall Street--contributing to Americas economic prosperity.

Given these successes, Muslim Americans should have little trouble tapping into the promising Muslim consumer market as entrepreneurs. Today, thousands of small-businesses are serving Muslim consumers across the US. Most Muslim concentrated cities now have 'Halal' grocery/ meat store and new media ventures such as Zabihah.com or Muxlim.com are benefiting the young Muslim population.

Nevertheless, most of these businesses are in their infancy and are lacking the professional infrastructure that generally supports entrepreneurs in established sectors.

The successful mainstream Muslim entrepreneurs serve as a good resource group to facilitate, participate and support the development of the Muslim consumer space. Mr. Adnan Durrani, Chief Halal Officer of American Halal Company is one such visionary. A successful venture capitalist in the US food sector, he has now launched a major gourmet Halal food line helping take the industry to a new level of quality and professionalism. The American Muslim Consumer Conference (AMCC) is also part of the developing infrastructure that is needed to support Muslim consumer market entrepreneurs.

NOTES

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BACKGROUND 2010

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Translating Mainstream Muslim Entrepreneurial Success to Muslim Consumer Space

| Mainstream American Muslim Entrepreneurs Many Success Stories – Key Success Factors | Muslim Consumer Market Entrepreneurs Emerging but not realized due to gaps in success factors |
|---|--|
| <p>Omar Hamoui, Founder & CEO, Admob</p> <p>Anousheh Ansari Founder, Prodea Systems, and sponsor of X-Prize for space</p> <p>Asad Jamal Chairman/ MD ePlanet Ventures</p> <p>Safi Qureshi President, Skyline Ventures</p> <p>Mir Imran, President and CEO InCube Laboratories</p> <p>Farooq Kathwari CEO, Ethan Allen Interiors</p> <p>Saeed Amidi CEO, Plug and Play Tech Center</p> | <p>Taher Elgamal Founder & CEO, IdentityMind</p> <p>Kamran Farid CEO & President, Edible Arrangements</p> |
| <p>Key Success Factors*:</p> <ul style="list-style-type: none"> ✓ “American dream” ✓ Passion, perseverance ✓ Professional mentorship ✓ Best practice resources ✓ Financing ✓ Growth markets ✓ Experience/training | <p>Key GAPS in success factors*:</p> <ul style="list-style-type: none"> ▪ Professional mentorship ▪ Best practice resources ▪ Professional practices ▪ Financing ▪ Market perception |
| | <p>Halal Food & Food services</p> <p>Recreation Education</p> <p>Media Service</p> <p>Clothing Medical</p> <p>Finance Housing</p> <p>Personal Care Services</p> |

© DinarStandard, 2010 *Based on entrepreneurs public and DinarStandard interviews

DinarStandard

ABOUT DinarStandard

DinarStandard™ specializes in the Muslim markets – helping companies with their growth & investment strategies. For more than 5 years, DinarStandard™ has been a pioneer in researching and highlighting the emergence of the Muslim Lifestyle Market globally. It has been delivering Muslim market analysis, feasibility studies and growth strategies for its clients. Its anchor report, the DS100–Top 100 Businesses of the Muslim World, and other original reports are regularly covered by global media such as The Economist, Forbes, Zaman (Turkey), Malaysian Star and many others.

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www.IslamicReliefUSA.org



ENTREPRENEURSHIP SHOW CASE

This year's conference theme is '*Charting the Landscape*', which will analyze and discuss the American Muslim consumer as a rapidly growing market, its spending power, and trends. To build further on this year's theme, we sought to showcase up-and-coming companies and entrepreneurs that are catering to the American Muslim Consumer by giving them an opportunity to present their ideas and business models. During this session, the selected candidates will present to a panel of experts, which will provide guidance on furthering their company's growth and exposure.

PANELISTS

Bami Bastani
Chairman and CEO, B2 Global Consulting, LLC

Adnan Durrani
Chief Halal Officer, American Halal Co. Inc.

Jim Kocsi
District Director, U. S. Small Business Administration

Tariq Farid
Founder & CEO, Edible Arrangements International, Inc.

ENTREPRENEURS

LITTLE BIG KIDS

www.littlebigkids.com

Islamic products for kids. We are the first-of-its kind US based company offering both parents and kids an exciting choice of toys, games, story books, educational products, and room decor with a look and feel you have come to expect. The idea for Little BIG Kids developed in 2007 as a result of our unsuccessful search for fun and educational Islamic products for our 2-1/2 year old son. Since introducing the ever popular JUMBO Arabic Alphabet Floor Puzzle, we've dedicated ourselves to making Islamic products for kids that generate excitement in both young and old.

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www.Muxlim.com

muxlim

ENTREPRENEURSHIP SHOW CASE

ILLUME

www.illumemag.com

ILLUME is an award-winning, independent media organization that captures and articulates the Muslim-American experience. Using various media, our team of reporters and editors uncover important and timely issues through enterprise reporting, investigative journalism and critical analysis, while upholding the highest level of journalism ethics and standards.

MUSLIM AD NETWORK

www.muslimadnetwork.com

The key to success is delivering relevant ads on the right sites. We carefully choose publishers as our goal is to maintain a high standard for the network. American Muslim consumers have a high purchasing power and are a part of the fastest growing consumer segment in the world. Like most consumers, the Muslim market is also spending a great deal of time online. Which is why we believe joining the right vertical ad network is important for you.

ZAFFRON

Zaffron is a fast-casual restaurant that provides a high-quality, personalized Kabob-centric dining experience catering to the mainstream market. Zaffron uses the finest ingredients and produce, and provides customers with healthy and hearty food at great value and convenience.

ZAIKEN JEWELRY

www.zaikenjewelry.com

ZAIKEN Jewelry is a design house specializing in the reimagining of traditional themes to create distinctive fine jewelry for today's woman that reflects a rich history with a modern feminine spirit. Founder and designer Malak Atut has a keen eye for beauty and draws inspiration from her Middle Eastern heritage as well as her metropolitan New York City upbringing to create timeless pieces of wearable art.

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ENTREPRENEURSHIP SHOW CASE

OF 24 VALID APPLICANTS, 5 WERE CHOSEN after a series of interviews and internal selection process to present at the conference. We thought we could share some of the applicants who were not selected in our knowledge packet to give them visibility to our attendees and delegates.

HAND BENEFIT AND TRUST

Website: www.mizanfunds.com
Contact: jbuchanan@bpas.com

The MIZĀN fund has been developed to give Muslim investors the same opportunities in their retirement plan as non-Muslim investors, while at the same time allowing them to remain faithful to Shariah Law.

The MIZĀN fund is a collective investment trust administered by Hand Benefits & Trust Company (HB&T). HB&T is an innovator in the design, trading and registration of collective investment funds. Essentially, collective investment funds are a lower cost, more flexible alternative to mutual funds and they are only available in the qualified retirement marketplace. The advisor to the fund is Lightstone Capital Advisers, which manages the overall investment process.

BEYOND BLUE PRODUCTIONS

Website: www.bilalsstand.com
Contact: chris@beyondblueproductions.com

Beyond Blue Productions, a media production company based in Detroit, Michigan.

We create socially conscious media in a socially conscious manner. In 2006 we developed a special youth program for Detroit called EFEX (Encouraging the Filmmaking EXperience) where we teach life skills to high school

students through the art of filmmaking. Their first film, Bilal's Stand, was accepted to the 2010 Sundance Film Festival and we are currently on tour with the movie and in discussions with major studios to purchase the film. We have also designed a new and creative distribution model that we believe will have shape the future of independent film distribution in America.

We are continuing to develop further products and have multiple projects in the pipeline that require funding. Some of these are directly relevant to Muslims (such as Bilal's Stand) whereas others are grounded in Muslim values but not explicitly "Islamic". We believe this is a great time to invest in socially conscious media, especially in Michigan which has the highest film incentive in the country, and we hope to meet several excited investors at this conference.

CNV INC.

Contact: crispin.eley@nanovolumes.com

CNV is a privately held Southern California based liposome technology company that has developed a novel, natural way of dissolving in water many lipophilic (fat-soluble) materials for use in food, beverages, nutritional supplements and medicines. Applications include the preparation of aqueous dispersions of flavor concentrates and of essential oils without the use of alcohol. Subject to meeting other relevant criteria, these applications may lead to an expansion of the range of halal products available

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www.Muxlim.com 

ENTREPRENEURSHIP SHOW CASE

to the American Muslim consumer. Potential products include an alcohol-free mouth rinse that contains the same active ingredients as Listerine (same tingle and taste, no burn), and water-based flavor concentrates for use in beverages.

HILALSPARK.COM

Contact: tthangalvadi@hilalspark.com

HilalSpark offers creative services to help companies enhance their brand appeal via traditional and new age media.

HilalSpark's objective is to help customers run a coordinated marketing campaign to communicate consistent message via broadcast and social media in an effective and efficient manner. HilalSpark's value-added solution offers companies ability to engage American Muslim Consumers in ways that have been unachievable due to cost and siloed approach. HilalSpark's proximity and understanding of the American Muslim market makes it an ideal solution provider for enterprises looking to bring thoughts to life in ways that can kindle consumer's emotions.

DOLLAR-A-DAY SCHOLARSHIP FUND

Contact: info@muslimscholarship.org

Dollar-A-Day Scholarship Fund is one of the first movers in the Muslim American scholarship arena and provides 1) scholarships for higher education; 2) no-interest loans; 3) travel and lodging stipends for internships; and 4) professional development opportunities which include networking, mentorship program, and workshop on leadership and career development.

Given that the United Negro College Fund has become the #1 education philanthropy for African-American students in the US, if we have the right funding and the right talent behind our project, we will also become a leading advocate for higher education for Muslim-Americans, and in the future for everyone, using our dollar-a-day bold grassroots method that not only raises funds without overburdening donor pockets, but also by encouraging everyone to share responsibility of educating our future generations of scholars, leaders, and public servants.

TAKEOUTCREATIVE.COM

Contact: info@takeoutcreative.com

Full-service, boutique agency gives a Muslim-focused or owned business the magic of the world of mainstream luxury products.

We've learned that the most effective way to gain consumers and hold their attention is with a simple, emotional story and a beautiful package. While we've used our skills to create the biggest-selling fragrances in Calvin Klein, Avon and Coty's history; we've also created powerful, moving campaigns, branding, corporate identities and positioning for such organizations as Park 51, The Navajo Nation, The Discovery Channel, Muslims for Peace, The Battery Dance Company, Homes for the Homeless, The U.S. 2010 Census, and The Gerald Friedman Diabetes Center.

MVMTEAM.COM

Leading matchmaking service since 2003 in USA (focus on the East coast). The structure of our matchmaking service is focus on the American Muslims for

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matchmaking. We partner with IslamiCity.com, American Islamic University, and Islamic Centers. Our partnership with other organizations including matchmaking sites is something we have been successfully working on in the last two years.

MED-DIET INC.

Contact: Tymchuck@Med-Diet.com

Med-Diet's goal is to provide American Muslims with the freedom to eat away from home whenever or wherever they desire! Our unique alliances with the major foodservice distributors can make your halal products available to nearly half a million schools, hospitals, restaurants and other foodservice operations nationwide. Med-Diet's three decades of experience with specialty foods provides you with a solid business opportunity that no other company can duplicate. Reach at-home customers as well via our HalalHealthy.com online store. We look forward to working closely with manufacturers and foodservice operations to expand the availability of halal foods.

ALGORITHM-US

Contact: Jaafarsaid@gmail.com

HalalGate™ is the first Internet filter with parental control features that allows Muslim parents, educators, and business owners to surf the internet freely without running into inappropriate web content that conflicts with essential Islamic beliefs and values.

Created by Muslims and inspired by the growing need among the Islamic community to minimize degrading cultural variables, this powerful tool is simple to install and easy to use. HalalGate™ empowers websurfers by blocking

dating sites and web pages featuring gambling, alcohol, and drug usage. Websites referencing terrorism, violence, pornography, or exhibiting any extremist behavior can also be blocked. HalalGate™ helps keep people in your home or workplace on task and away from any topics that contradict Islamic values. The best part is, you get to control what you want your family to access.

HALALSTOCK.COM

A global Halal products tracking system, that will allow visitors to track the validation of the Halal products with their handheld, laptop or computer. eg : our database will store the information of all Halal certified manufacturers information along with all the products information certified Halal by a barcode system for Halal checking function, visitors just need to use their handheld's camera to capture the products barcode (by using OCR system, built-in in most of current handheld) or key in the barcode, this will able the system to track the validation of the Halal certificate, who issue the certificate, when will it expire, manufacturers information and etc.

Currently our database holds almost 10,000 Halal certified suppliers, buyers, manufacturers, distributors, agents, trading companies etc. that covers more than 80 countries around the Globe.

BALANCE FITNESS

Contact: info@balanceCT.com

BALANCE fitness retreat and conference center is an educational health and fitness retreat center for Muslim women who are looking to learn how to lead healthier lives.

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It will have a dedicated program for people of faith who want to improve their spiritual healthy through physical and emotional wellness. It will benefit the consumer by connecting spiritual, mental and physical wellbeing into the concept of “whole fitness”.

DIVINE AND CHIC

Contact:zephyr123@msn.com

Divine and Chic is all about making trendy art for kids rooms. The goal is to make faith fashionable. I have painted over 10 different styles of wall plaques that contain the nighttime dua. They each have catchy names such as “bejeweled” for a girls nighttime Dua plaque that has lots of rhinestones on it. I have also made paintings containing the words Mashallah and Iman on them. These plaques can be customized to have other Duas, short Surahs, or words on them. I have given out these wall plaques to young children and they really loved them. The whole idea is to make faith fashionable. Children’s rooms seem to be flooded with images from popular culture and posters of people that they are fond of. I strongly believe that there is a market for the type of decor Divine and Chic will provide. My kids are my best critics, and they absolutely love the designs.

OBNSKINCARE

Website: www.obnskinicare.com

Manufacturers of Natural Skin Care products, which are Green and Halal. ObN® Skincare’s unique line of personal care products comes “Direct from Nature to you”. Every product reflects a dedication to excellence, a love of nature, and a love of fragrance. In a world full of chemically altered products, we know “natural” is the way to go. At ObN Skincare we take the term “natural” very seriously. All of

our products are formulated using the finest natural oils and butters.

MODERNMARY.COM

Contact: seema@modernmary.com

Established in 2008, Modern Mary is a fashion brand for the modern woman. Our collection of women’s attire and accessories combines a unique blend of style with modest flair.

Modern Mary offers exclusive designs as well as designs from other brands. Featuring charming tops, tunics, dresses, caftans & skirts; a signature collection of Asian inspired jackets; elegant evening wear with a global flair; and our newest addition, bridal collection featuring graceful silhouettes in luxurious fabrics. Also available: beautiful shawls, scarves, pashminas, sterling silver jewelry, handbags, hair & Hijab accessories, and other endearing accessories.

Modern Mary fashions are inspired by Asian silhouettes, making it modern, timeless, and modest. The Asian silhouette combined with a hint of the Southeast Asian color palate are combined to create a look that is unique, fashionable, and modest. The Asian silhouette offers higher necklines, loose kimono inspired sleeves, and shapes that compliment the body rather than shape the body. The use of colors and patterns fit with the trends of the fashion industry without compromise to the modest silhouette. These designs have more of a mass appeal since many women look at style, without realizing that they are also dressing modestly.

Today’s modern Muslims are looking for styles that allow them to express their unique identity while following the

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guidelines of their faith tradition. The modern Muslim women living in America works, studies, and interacts within their communities on a daily basis. They want to be able to fit into society while expressing their desire to feel stylish while looking modest.

SHABAZZ COLA PRODUCTS

Website: www.ShabazzFruitCola.com

Beverage manufacturers of Shabazz Cola products which consist of 20oz. carbonated soft drinks packaged in plastic bottles and 12oz. carbonated natural energy drinks packaged in glass bottles. The American consumer not only needs a great tasting beverage to drink, which we do have and provide for them, they need a product that they can relate to that inspires and motivates them. The history of this company is beautiful and full of hope, morals and values. The Shabazz Fruit Cola Company is a multi billion dollar business potentially and we will become an economic juggernaut in America creating jobs for American citizens and helping to spark the economy back to where it belongs. With careful and strategic distribution, intelligent and savvy advertising, and intense, calculated guerrilla marketing we will reach our consumers on an international level. This company was started by my father in the 1950's and we will continue to move forward in the present and future.

SISTA2SISTA INC.

Website: www.sista2sista.org

Sista2Sista Inc. seeks to be a reliable resource for the Muslim Community at Large. We provide referrals and advocacy services to challenged families within our community. We focus on educating, networking and mediation within our communities that will foster better relations

between the social services arena and members of the Um-mah. Our educational efforts are targeted to both public and private service providers of both the Muslim and Non-Muslim Community on the importance of cultural sensitivity and awareness which promotes better relations and effective services. We want to assure that Muslims are treated with dignity and given quality service. We help to build bridges between service providers and Muslims. We build bridges between Muslims and Muslims.

NOTES

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SPEAKER BIOGRAPHIES



HAJJ ABDALHAMID DAVID EVANS

Managing Director & Sr. Analyst, Imarat Consultants

Hajj Abdalhamid David Evans was born in New York and has been widely educated in both the UK and Europe. He accepted Islam in 1978 in Norwich, UK, and served and studied under Shaykh Dr. Abdalqadir as-Sufi in the UK and Spain for many years, and assisted in many community-based projects throughout the 1980s and 90s.

He has also provided Halal sector consulting services with KasehDia, whose clients included the Malaysian Government with respect to the strategic development of the Halal industry as an integral part of their Global Halal Hub program, and to position Halal as an engine of growth for the local economy from agriculture through to exports.

Hajj Abdalhamid established Imarat Consultants Sdn Bhd in 2006 to provide consulting services and domain expertise to clients outside Malaysia, and left KasehDia in April 2007 to further develop the international consulting projects of Imarat Consultants.



AMIR TOFT

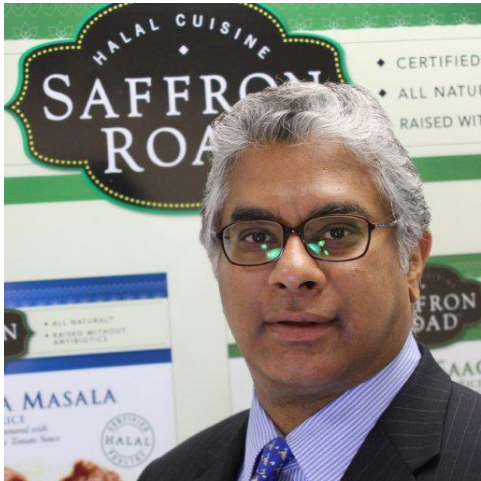
Regional Member, Halal Advocates of America

A Chicago native, Amir Toft completed his memorization of the Quran in 2002 at the Institute of Islamic Education (Elgin, IL, in Chicago's west suburbs), where he also completed his Arabic studies and primary Islamic studies. After earning his B.A. in economics in 2005 from Northwestern University, he spent periods of time in Turkey, Egypt, and South Africa furthering his Islamic education by researching and living with people and scholars of varying cultural and educational traditions. In 2008-2009 he served as the principal of the Institute of Islamic Education's Hifz Program. At present he is completing his Islamic studies degree in the Shariah Program at the same Institute (Class of 2011), while working concurrently as an instructor for Darul Hikmah Academy. Throughout this time, he has edited several books and is the translator of *The Islamic Laws of Animal Slaughter* (from Arabic Ahkam al-Dhaba'ih) by Shaykh Mufti Muhammad Taqi Usmani.

Amir Toft is a regional member of Halal Advocates of America (HAA). Spanning the Pacific Northwest, the Midwest, and the East Coast, HAA seeks to play a role in the advancement of halal consumption in America. Amir Toft aids HAA in educating the Muslim public about the moral significance of halal food and nurturing a relationship between consumer and corporation founded on ethical and commercial integrity.

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BIOGRAPHIES CONT.



ADNAN DURRANI

Chief Halal Officer, American Halal Co. Inc.

Mr. Durrani is currently Chief Halal Officer (CHO) and CEO of American Halal Co, Inc (www.americanhalal.com) — which markets the Saffron Road brand line of organic and all natural halal cuisine. Saffron Road is the first halal product to be sold nationally in the Whole Foods chain. He is also President of Condor Ventures, Inc. Mr. Durrani is a serial entrepreneur. He was the founder of Vermont Pure Holdings/Crystal Rock Water Co. (now the 2nd largest bottled water company in the Northeast) as well as being a principal financial partner of Stonyfield Farms Inc, with over \$300 million in sales, whose private sale he led to Dannone, SA in 2003. He was also a principal of Delicious Brands, Inc — in which Carl Icahn financially backed Mr.Durrani to build Delicious into the 5th largest cookie brand in US.

He is one of the entrepreneurs and venture investors who for the past 25 years promoted social finance as a way to change the way the world does business, being cited by SVN as a leaders of one of “20 Ideas That Changed The Way The World Does Business”. The select list of these inductees by BBMG include: Ben Cohen (Ben & Jerry’s), Gary Hirshberg (Stonyfield Farms), Eileen Fisher, Yvonne Chovinard (Patagonia), Mohammed Younes (Nobel Peace Prize, Grameen Bank), Horst Rechelbacher (Aveda), and Steve Case (AOL, Revolution Ventures). He also served on the Board of Social Venture Network (SVN or www.svn.org).

Furthermore, Mr. Durrani sits on the Board of the Graduate School of Engineering and Applied Sciences of Columbia University, where he is also Chairman of the Entrepreneurial Advisory Board.. Mr. Durrani received an undergraduate degree in electrical engineering and economics from Columbia University. He is also a Charter Member of the American Institute of Islamic and Arabic Studies. He often lectures on Islam and remains active in facilitating interfaith forums in New York City and Connecticut area synagogues, churches, and mosques. Most recently, he has been invited by the Vatican and Ambassador to the Holy Sees(www.vatican.va) to be a speaker on Interfaith In Business in October, 2010, at the Pontifical Gregorian University in Rome, Italy.

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SPEAKER BIOGRAPHIES



BAMI BASTANI

Chairman and CEO, B2 Global Consulting, LLC

Dr. Bami Bastani is the Chairman and CEO of B2 Global Consulting, LLC, focusing on corporate transformation. He is the former President and CEO of ANADIGICS Inc., listed on NASDAQ, where he led the company for a decade (1998-2008). Currently, Dr. Bastani serves on the Board of Directors for several public and private companies.

Dr. Bastani draws his expertise from his many years at top-level positions in many knowledge-based organizations, and a successful track record of implementing, transforming and managing innovation at several top high-tech companies, including Intel, National Semiconductor, Fujitsu Microelectronics, and ANADIGICS. He has been a driving force in innovation in the fast-moving high-tech field.

Dr. Bastani's recognitions include American Electronics Association (AeA) NJ & PA 2007 High Tech CEO Hall of Fame; ANADIGICS NJ Electronic Company Of The Year 2007 by New Jersey Technology Council; opening the NASDAQ Stock Market in 2007 and 2000 respectively; featured twice in real time interviews on CNBC's Power Lunch; National Semiconductor Corporation's Business Excellence Award, Intel Corporation's Individual Achievement Award, The Ohio State University Distinguished Alumni Award, Shafstall Award, University Fellow; University of Arkansas Distinguished Alumni and Sr. Scholar Awards.

Dr. Bastani, has a PhD (1980) in Solid State Electronics and MSEE (1977) from The Ohio State University and a BSEE from the University of Arkansas (1976). Dr. Bastani holds three U.S. Patents and several publications in semiconductor technology.



FARAH AHMED

Co-Founder, South Asians in Media Marketing and Entertainment

The Personal Care Products Council (formerly the Cosmetics Toiletry and Fragrance Association) is comprised of over 600 member companies, including L'Oreal, Estee Lauder, Procter & Gamble, Unilever, Johnson & Johnson, and others. On behalf of Council members, Farah develops strategy and represents the industry on issues pertaining to the advertising and marketing of cosmetics in the U.S. and foreign markets. She leads the industry's Sunscreen, Anti-aging, and Organic/Natural/Green Task Forces. Most recently, ISO (Organization for International Standardization) appointed Farah as Convenor of the Cosmetic Marketing Group. She is a recognized expert in the aforementioned matters and has been interviewed by a number of news sources including The New York Times, The Washington Post, Oprah Magazine, Politico, WebMD, CBS News, ABC News, Women's Wear Daily, and several cosmetic industry trade publications. Farah is a graduate of the University of Virginia, School of Law. Farah is also a Co-Founder and Board Member of SAMMA (South Asians in Media Marketing and Entertainment).

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BIOGRAPHIES CONT.



JACK ACREE

Executive Vice President, American Halal Co, Inc.

Jack is the Executive Vice President of the American Halal Co, Inc, and is leading executive, having successfully built two of the fastest growing startups in the natural foods business, which now deliver well over \$50 million in sales – Terra Chips® (Hain Foods) and Alexia Foods® (ConAgra Foods), each were sold to Hain and ConAgra, respectively, at exceptional returns to investors. He brings an aggressive and adaptive approach to the Saffron Road brand's marketing and sales efforts due to his extensive experience with both direct customer and broker management for multiple channels of trade, including natural foods supermarkets (both direct and through natural channels), super centers, route service, food service and club.

Jack was at Alexia Foods from inception as Director of Sales. His team built Alexia's sales to over \$75 million today with over 26 products. Alexia Food was sold to ConAgra Foods in 2007. While at Alexia in 2002, Jack was able to immediately secure shelf space and for this start-up brand into 5,000 stores – in such top-tier chains as Whole Foods, Publix, Stop & Shop, Shoprite, Shaw's, Wegmans, and Wal-Mart. At Terra Chips, Jack was part of the original founding member executive team, where he built and scaled five broad channels of distribution for this niche start up: independent routes, gourmet shops natural stores, supermarket chains and food service (hotels, restaurants). Today, Terra Chips is owned by Hain foods and generates over \$50 Million in sales.



JAMES A. KOCSI

District Director, U. S. Small Business Administration

James A. Kocsi is the district director of the U.S. Small Business Administration's (SBA) New Jersey district office located in Newark, NJ. Under his leadership, the New Jersey district office has consistently provided record levels of support to the small business community. In Fiscal Year 2009, the office approved 1,117 loans for \$338 million to New Jersey small business owners. The office also provided small disadvantaged companies with federal contracts valued at \$108 million under the agency's 8(a) Business Development program.

Mr. Kocsi is responsible for directing SBA's efforts to assist the 778,000 small businesses in New Jersey with the agency's financial and business development programs. He also has oversight responsibilities for eleven Small Business Development Centers administered by Rutgers University, the Women's Business Center of NJ and nine chapters of SCORE – Counselors to America's Small Business, a volunteer organization that provides free business counseling.

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SPEAKER BIOGRAPHIES



FARAN TAHIR

Pakistani/American Actor

Faran Tahir is a third-generation Pakistani/American actor who has shown his talents equally in film, television and theater. His most recent film credits include the vicious villain, Raza, in the 2008 Marvel live action blockbuster, Iron Man, starring alongside Robert Downey Jr., Jeff Bridges, Gwyneth Paltrow and Terence Howard. In 2009, he followed the success of Iron Man with another super hit, Star Trek, as the dashing and heroic Federation Captain. The casting marks a historic moment in the Star Trek saga and for him as well. He played the first Federation Captain of South Asian/Middle Eastern ethnicity. Tahir's vast television resume includes over 40 television appearances. He has been seen as guest leads in notable shows like Lost, Chuck, NYPD Blue, NCIS, NCIS- Los Angeles, Cold Case, The West Wing, Warehouse 13 etc.

He recently appeared in a much acclaimed episode of Grey's Anatomy where he was given a chance to create a complex and multi-layered character facing possible death or amputation due to a large tumor in his spine. The character not only dealt with a man's courage and emotional drama but also gave a window into a Muslim immigrant's personal, social and political sacrifice. He received a "Voices of Courage and Conscience Award" from the Muslim Public Affairs Council for his character portrayal. He was submitted by ABC network for a 2010 Emmy Award consideration for his work on Grey's Anatomy. A thespian at heart, Tahir has worked off-Broadway and in many top regional American theatres including Lincoln Center, Manhattan Theatre Club, American Repertory Theatre, and Goodman Theatre.

He has over 50 theatrical productions to his name ranging from classical to contemporary. This year he can be seen as leads in three upcoming films: Ashes, Two Mothers and Jinn. He was the recipient of 2010 Anokhi's Male Actor of the Year award in Canada as well as the 2010 Elite Asian Award. Tahir completed his graduate training in theatre at Harvard University and holds a B.A. from University of California, Berkeley.

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BIOGRAPHIES CONT.

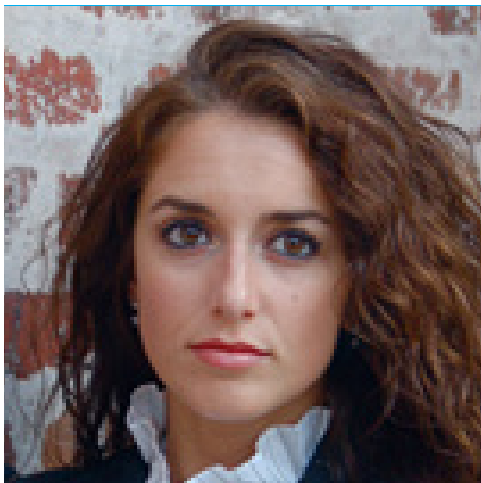


JOOHI TAHIR

VP Marketing & Sales, Crescent Foods

Joohi Tahir was born and spent her early childhood in London, England. After immigrating to the US with her family in 1980, she settled and was educated in Boston, MA. Graduating with honors with a degree in Business from Boston University, Joohi pursued extensive coursework concentrating in Marketing. She was the recipient of the esteemed Alfred Baumburg Memorial Scholarship Award and played an active leading role in the founding chapter of the National Business Fraternity, Delta Sigma Pi.

Over the span of her 16 year career, Joohi has had vast exposure in the field of Marketing across a wide variety of industries. Among these, Retail Buying, Strategic Market Planning & Research, Catalog Brand Management, Sales & Sales Training and Customer Loyalty & Retention. From 1993 to 1999, at Spiegel, Inc., known for their catalog expertise at the time, Joohi developed market positioning strategies and led a team approach to always advocate as the voice of the customer. She currently lives in Naperville, IL with her husband and three daughters.



LISA MABE

Founder & Principal, Hewar Social Communications

Lisa Mabe is Founder and Principal at Hewar Social Communications in Washington, D.C. A recognized leader in her field, Lisa blends her keen interest in Middle East cultures with her extensive experience in public relations. As an expert in multicultural marketing, Lisa, along with her team at Hewar, focuses on the Muslim and Middle Eastern consumer market segment and specialize in engaging with consumers in culturally-relevant, impactful and results-producing ways.

Lisa approaches all of her work from an anthropological point of view – researching the target audience thoroughly to understand their behaviors and motivations in order to provide the most relevant and engaging communications on behalf of clients. Over the years, Lisa has worked with a host of Fortune 500 companies, non-profit organizations, government agencies, and start-ups. Some of her clients have included: SunTrust Bank, Wachovia, Nestle, ConAgra, American Halal Co, Sodexo USA, Kimberly Clark, Sara Lee, DISH Network, and Bissell Homecare, among many others.

Prior to Hewar, Lisa spent several years with Mullen Communications in Winston-Salem, North Carolina. While there, Lisa intimately worked on or managed several high-profile public relations, online media and marketing to women initiatives for leading and innovating firms. Most recently, Lisa worked at the Washington, D.C. office of Proof Digital Media, Burson-Marsteller's digital communications practice. At Proof, Lisa focused almost exclusively on enhancing, extending, and increasing the efficiency and effectiveness of the digital public relations practice for clients including the United States Department of Treasury.

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SPEAKER BIOGRAPHIES



MAGALI RHEAULT

Senior Analyst, Gallup Center for Muslim Studies

Magali Rheault is a Senior Analyst with the Gallup Center for Muslim Studies. Ms. Rheault is a regular speaker at international conferences, symposia, and other events on issues of Muslim-West relations, governance, peace and security, and public diplomacy. She briefs opinion leaders and policy makers on Gallup research and has lectured at a wide variety of institutions in the U.S. and Europe.

In addition, Ms. Rheault is a Senior Consultant with the Gallup World Poll, a multi-year research initiative to survey public views and attitudes in more than 150 countries and areas. She focuses on the intersection of governance, job creation, entrepreneurship, and development in sub-Saharan Africa and the Maghreb.

Ms. Rheault is a member of the Club de Madrid's Shared Society working group which informs world leaders and policy makers about the connections between social cohesion, pluralism, and economic growth around the world. Her research has appeared in a variety of publications, including Harvard International Review. Ms. Rheault also serves as a scientific committee member for Awraq, a journal that analyzes contemporary issues in Arab and Muslim countries.

Prior to joining Gallup, Ms. Rheault worked as a researcher in the financial services industry. Before moving to the United States, Ms. Rheault lived in France, where she studied urban development and land issues pertaining to the Maghreb and West Africa. She received a bachelor's degree in urban planning from the Université d'Aix-Marseille and a master's degree in geography from the Université d'Avignon. Ms. Rheault speaks English, French, and Spanish.



DR. MEHMOOD KHAN

Sr. Vice President & Chief Scientific Officer, PepsiCo, Inc.

Mehmood Khan, M.D., F.A.C.E., is SVP and Chief Scientific Officer of PepsiCo, Inc., where he is responsible for guiding the company's long-term research strategy and agenda for business opportunities. He provides global leadership and support to division research and development groups in the areas of enterprise research planning, R&D portfolio management, next-generation technologies, nutritional standards, food safety and regulation, and quality assurance.

Prior to joining PepsiCo in 2007, Mehmood served as President of Takeda Global Research & Development Center, Inc (TGRD). In this role, Dr. Khan led all aspects of TGRD's business, in both its Deerfield and U.K. Offices, including developing new product candidates, conducting post-marketing clinical studies and identifying and developing innovative lifecycle management approaches for marketed drugs. He was formerly Senior Vice President of Medical & Scientific Affairs for Takeda Pharmaceuticals North America (TPNA), Inc.

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BIOGRAPHIES CONT.



MILES YOUNG

CEO, Ogilvy & Mather Worldwide

Miles Young was educated at Bedford School and New College, Oxford. His career in advertising has spanned Lintas, Allen Brady & Marsh and Ogilvy & Mather, which he joined in 1983.

Miles was appointed to the Board of Ogilvy & Mather Advertising in London in 1986 and Client Services Director in 1988. In February 1990, he became Managing Director of Ogilvy & Mather Direct in London. He was a Regional Director of Ogilvy & Mather Direct Europe from 1990 to 1995.

From 1994 to 1995, he had the additional responsibility of setting up and running the IBM account in Europe which had previously been held by some 40 separate agencies. This included setting up a dedicated service hub in Paris for both advertising and direct marketing; and Miles has lectured and written widely on the subject of integrated marketing, a special interest.

In September 1995, he moved to Hong Kong to take up the position of Chairman of Ogilvy & Mather Asia Pacific, and serves on the Board and Executive Committee of Ogilvy & Mather Worldwide. During this period, Ogilvy & Mather grew significantly in size and market share, and was repeatedly acknowledged as "Agency of the Year" by Media magazine.

He represented WPP's corporate interests in Asia, in addition to his Ogilvy responsibilities.



DR. MUHAMMAD MUNIR CHAUDRY

Founding Member and President, Islamic Food and Nutrition Council of America

Dr. Muhammad Munir Chaudry is a Founding Board Member and President of the Islamic Food and Nutrition Council of America (IFANCA), an internationally respected not-for-profit halal-certification agency. Featured in various media such as The Wall Street Journal, Prepared Foods, and CNN, Dr. Chaudry is a pioneer in the field. Under his guidance, IFANCA has become a world leader in halal certification, with more than 22,000 certified products for 2200 companies. Clients include industry leaders such as Nestle, PepsiCo, Abbott Nutritionals, Mead Johnson, Firmenich, and Hershey International, in industries as diverse as flavors and pharmaceuticals. IFANCA halal certified products are sold in every nation.

Besides IFANCA, Dr. Chaudry is a food industry veteran with expertise in various technical and management positions. Here he has been responsible for quality assurance, human resources and employee training. He is the author of several

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The Ogilvy logo, featuring the word "Ogilvy" in a stylized, handwritten script font.

SPEAKER BIOGRAPHIES

papers and co-author of Halal Food Production, the single most widely used text on halal certification.

He is a member of the Institute of Food Technologists and an expert consultant to the World Organization for Animal Health. A delegate for the UN International Trade Center and the American Spice Trade Association, he has conducted food safety workshops internationally. He has his Ph.D. from the University of Illinois at Champaign-Urbana in Food Science.



NAUSHEENA HUSSAIN

Multicultural Marketing, Best Buy

Nausheena Hussain is a marketing manager focused on developing strategic partnerships targeting the multicultural consumer. Although the focal point of her work is predominately the Latino customer, she is very passionate around diversity and inclusion efforts especially around the Muslim culture as well as the Muslim consumer. She has recently launched the Interfaith Employee Business Network chapter at Best Buy headquarters, of which she is Co-Chair, to enhance the work environment by showcasing how faith plays a role in the employee experience, the customer experience, and the communities we serve. In 2004, she helped found the Minnesota Youth Leadership Award scholarship program, and served as one of the Board of Directors. Nausheena also helped start her husband's business in urgent care.

She graduated from the University of Minnesota cum laude in 2003 with her MBA and is pursuing her M.S. in Islamic Studies at the Islamic University of Minnesota. Married, with two young children, she lives in Minneapolis and is on the PTA Board for Al-Amal School.



NAZIA HUSSAIN

Director of Cultural Strategy, Ogilvy & Mather Worldwide

Nazia joined Ogilvy & Mather to set up the company's office in Cultural Strategy in 2008. She had worked in Dhaka, Dubai, Istanbul, Moscow, and Shanghai before joining Ogilvy & Mather in London. Prior to Ogilvy she had been at Added Value, JWT, and The Brand Union.

Cultural Strategy at Ogilvy is a global consulting practice that provides insight into the deeper cultural contexts behind consumer choices in order to develop stronger and more resonant communications strategies for brands. Believing that there are no global consumers, only global brands, Nazia's focus is on unpacking the cultural contexts that inform peoples' consumption behaviour the world over. Her clients have included the Coca-Cola Company, Unilever, Nestlé, British Airways, Pernod Ricard, Diageo, Reckitt Benckiser, and SAB Miller.

Nazia is also Head of Strategy at Ogilvy Noor, the world's first Islamic Branding

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BIOGRAPHIES CONT.

consultancy, a practice that helps brands effectively engage with Muslim consumers everywhere. With Muslim roots herself and a global outlook, Nazia is perfectly placed to advise on the rise of the today's generation of connected and consumption-savvy Muslim youth. She is lead author of the cornerstone Ogilvy Noor study 'Brands, Islam and the New Muslim Consumer'.

Born in Bangladesh, Nazia grew up in Saudi Arabia and Hong Kong before graduating from Oxford with a First in English. Her passion for China then led her to an MPhil in Chinese Art, Literature and Cultural Anthropology, during which time she lived in Beijing and became fluent in Mandarin. Nazia uses her interest in people and cultures to inform all aspects of her work as a cultural consultant in the marketing and communications industry. She is a regular speaker at conferences worldwide.



RAFI-UDDIN SHIKOH

Managing Director/Founder, DinarStandard™

Rafi-uddin Shikoh is leading the development of DinarStandard™—a growth and investment strategy consultancy focused on the emerging Muslim markets.

Rafi-uddin has been leading the delivery of Muslim market analysis, feasibility studies and growth strategies for clients. He has also led DinarStandard.com publication special reports such as the DS100™ ranking of Top 100 Businesses in the Muslim World, Leading Brands of the Muslim World, Top 10 Opportunity Trends, and various other reports and features.

As an emerging expert on Muslim markets, he is regularly quoted in media such as The Economist, Forbes, LA Times, BBC World News, BrandChannel, Arab News (Saudi Arabia), Khaleej Times, Sabah (Turkey), The Star (Malaysia), Geo TV (Pakistan) and many more. Rafi-uddin has 12+ years of marketing strategy, e-business strategy consulting and technology management experience with small to Fortune 500 sized companies in the US such as Marsh & McLennan, Hartford, Sun Microsystems, Axiom and Thomson Reuters. He has an MBA from UNC-Charlotte, North Carolina, USA, and a BSc. in Marketing from Southwest State University, Minnesota, USA. He was born in Pakistan and spent 14 years of his early schooling in the Sultanate of Oman.

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SPEAKER BIOGRAPHIES



RASHID GHAZI

Partner, Paragon Marketing Group

Rashid Ghazi is a Partner at Paragon Marketing Group, a privately held full service marketing agency specializing in sports, entertainment, and cause-related sponsorships. He brings with him over 21 years of industry experience in corporate consulting, television/event development, and sponsorship sales. Paragon's clients include: Nature Valley Granola Bars (General Mills), Gatorade (Quaker Oats), Continental Airlines, Nike, Reliant Energy, Sears, Bayer, PNC Bank, and ESPN.

Rashid began his career at Leo Burnett where he worked in the Media Department for two and half years on the McDonald's account. He then spent six years at Intersport Television before joining Paragon Marketing Group in 1998. Over his career he has developed over 2,000 hours of sports television programming for networks such as ESPN, Fox Sports Net, ABC, NBC and CNN. He has also negotiated television and sponsorship rights agreements with a variety of local and national sports governing bodies, associations and leagues. He was recently part of a marketing team that won the 2010 Promo & Activation Grand Prix and the PR Grand Prix Awards at the Cannes Lions International Advertising Festival for Gatorade "REPLAY".

Rashid is a 1989 graduate of the University of Redlands in Southern California where he double-majored in Business and Sociology and served as Student Body President his senior year. He received his MBA in June of 1999 from the Kellogg Graduate School of Business at Northwestern University, and currently serves as a trustee for the North Shore Country Day School and as a board member of Iqra International Educational Foundation. Rashid resides in Glenview, Illinois with his wife, Ruhma, their daughter, and two sons.



SHAHED AMANULLAH

Founder & CEO, Halalfire

Shahed Amanullah is the founder and CEO of Halalfire, a pioneer in creating compelling online content that empowers Muslim communities in the West and beyond. Halalfire's network, which includes include zabihah.com (the worlds largest database of Halal restaurants and markets) and altmuslim.com (an online newsmagazine covering issues related to Islam in the West), attracts more than 10 million unique users annually.

Shahed has been twice named by Georgetown University and the Royal Islamic Strategic Studies Centre as one of the 500 most influential Muslims in the world, as well as one of "Ten Young Muslim Visionaries" by Islamica Magazine. As editor-in-chief of altmuslim.com, Shahed writes and speaks regularly about the challenges and opportunities facing Muslims in America. His work and writings have been featured in major media outlets (Newsweek, New York Times, Washington Post, BBC News, NPR, etc) and his television appearances include CNN, Al Jazeera, ABC's "Nightline",

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and “Hannity & Colmes”.

Shahed has previously served as a board member of the Muslim Public Service Network (muslimpublicservice.org), United Muslims of America (umanet.org), and the Muslim Youth Camp of California (muslimyouthcamp.org), as well as several other community service organizations. He is also a member of the board of directors of American Halal, Inc.



SHAHID KHAN

Chairman and Chief Strategist, MediaMorph, Inc.

Shahid Khan is an acclaimed thought leader in converging Media and Telecommunications industries, with a tremendous track-record of helping leading media, cable and wireless companies to identify and capitalize on opportunities based on emerging platforms, and launching initiatives across Digital Music, Broadband TV, Mobile TV, HD Networks, eBooks, etc.

Shahid is currently the Chairman and Chief Strategist at MediaMorph, the leading global provider of cross-platform tracking, measurement, licensing and royalties management platforms for media companies with clients such as Warner Brothers, HBO, Sony, etc. Prior to joining MediaMorph, Shahid was a Senior Partner at IBB Consulting Group, LLC, a premier boutique consulting firm serving leading Cable, Mobile and Media companies. At IBB, Shahid advised top management at leading clients such as Sony Entertainment, Scholastic, Disney, Hearst, IAC, Showtime, Time Warner Cable, Cablevision and Comcast on Business and Operational Strategy, Digital Strategy, New Product/Service Development/Launch, Merger Integration, and Business Development. Some of Shahid’s recent engagements include the transformation of Advertising operations for a leading Cable MSO, development of Advanced TV strategy for a group of broadcasters, development of Digital Strategy for a major Hollywood studio, merger integration of on-line businesses for a leading sports TV network, acquisition planning of a TV network, as well as launches of: an on-line news venture, an on-line movie service, a multi-platform TV network, a mobile TV network, an HD TV network, a broadband entertainment portal, a children’s eBook service and a mobile communications service.

Prior to joining IBB, Shahid was a Managing Director at BearingPoint (formerly KPMG Consulting), responsible for leading BearingPoint’s Entertainment and Information Services industry practices, serving clients such as Warner Music, Major League Baseball, Thomson-Reuters, Moody’s, and Rodale. Prior to that, he was a Client Services Partner at IBM Global Services in Communication Industry, serving clients such as Viacom, Bertelsmann, Cablevision, and the New York Times.

Shahid holds an MBA in Marketing and Finance from NYU’s Stern School of Business, and is a Fellow at U. Penn’s Wharton School of Business. He has published numerous white-papers, is a frequent speaker at leading industry conferences, and is often quoted in leading publications such as The Wall Street Journal, USA Today, Red Herring, The New York Times, etc.

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SPEAKER BIOGRAPHIES



SAFAA ZARZOUR

Secretary General of the Islamic Society of North America

Safaa Zarzour is the current Secretary General of the Islamic Society of North America (ISNA). He is an educator, long-time ISNA volunteer, civic leader, and an Attorney. Mr. Zarzour holds a Juris Doctor degree from DePaul University School of Law, a Masters in Education from the University of Illinois in Chicago, and a Bachelor of Science degree in Mathematics from Arkansas State University.

Mr. Zarzour is a passionate educator. He is currently an adjunct professor at Loyola Law School, teaching courses in Education and Islamic Law. For over a decade, he served as a teacher and then principal at Universal School, one of the largest PreK-12 independent Islamic schools in the United States.

As the Secretary General of ISNA and a founding member of AHA, Mr Zarzour actively participates in the establishment of a credible and efficient Halal accreditation system across industries.

Mr. Zarzour is also a member of the Board of Advisors at St. Xavier University School of Education and member of the Board of Directors at the Governor State University Foundation. He is also active in interfaith circles. He is a member of the Board of Advisors of the Bernadine Center at the Catholic Theological Union in Chicago, where he serves along with distinguished faith leaders from the Muslim, Jewish and Christian communities.

Mr. Zarzour lives with his wife Rhonda and their children in Bridgeview, Illinois.



TARIQ FARID

Founder & CEO, Edible Arrangements International, Inc.

Tariq launched the first Edible Arrangements® store in 1999 in East Haven, Connecticut. He was inspired by the convergence of three trends: Americans' growing consumption of fresh fruit, the robust growth in the specialty food market and the increasing amount of money Americans were spending on gifts. Edible Arrangements® was named one of America's fastest-growing privately held businesses in America by Inc. magazine and one of the top franchise systems in Entrepreneur Magazine's Franchise 500. Tariq has four pending U.S. patents for proprietary fruit-cutting equipment that he designed.

In February of 2009, Tariq was named "Entrepreneur of the Year" by the International Franchise Association, whose members include more than 1,300 franchise systems, 11,000 franchisees and 500 suppliers. This award is presented to an individual who is building a successful business venture, demonstrates innovative management skills and is active in the community.

In June 2009 Tariq was awarded the Ernst & Young Entrepreneur Of The Year® 2009 Award in the Retail and Consumer Products category in Metro New York. This award

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recognizes entrepreneurs who are building and leading dynamic, growing businesses and who demonstrate exceptional innovation, financial performance and personal commitment to their businesses and communities.



WAHY-UD DEEN SHAREEF

Director of Logistics and Industrial Opportunities,
Department of Economic & Housing Development

Wahy-ud Deen Shareef currently is the Director of Logistics and Industrial Opportunities in the Department of Economic & Housing Development and Senior Advisor to Mayor Cory A. Booker in the City of Newark, New Jersey responsible for business and workforce development in the areas of the airport and seaport focusing on the transportation, logistics and distribution industries.

He retired after 25 years of serving as a Engineering Project Manager for Kraft/Nabisco Foods. In his position at Kraft/Nabisco he managed major capital equipment manufacturing project installations for processing and packing consumer food products. He is the President/CEO of his own consulting company Shareef Professional Services LLC providing Project, Program and Construction Management services, staff development, team building and project coordination from concept design through implementation.

In 1984 he co-founded Waris Associates Inc., a group community residents focusing on addressing educational, cultural and economic community concerns. This resulted in the establishment of the Waris Cultural Research and Development Center and Masjid Waarith ud Deen located at 62-70 Howard Street, Irvington New Jersey. These organizations co-exist and cooperate to develop and implement spiritual, educational, recreational, cultural and social programs that address the challenges facing American families today. W. Deen Shareef serves as the Director of Religious Affairs and Imam (Religious Leader). He also serves as the Executive Director of ComWealth Economic Development Corporation (EDC) a non-profit community development corporation he founded to implement economic development projects focusing on business development and the construction of new and renovated commercial, residential and industrial facilities. ComWealth provides education and training programs on homeownership, entrepreneurship and financial literacy.

He is the Convener of the Council of Imams in New Jersey. A consultive body of Muslims Leaders from various mosques and centers located in New Jersey who cooperate to develop and implement initiatives to improve the quality of life of the citizens in the communities they reside.

As a consultant he serves as a director on several boards in addition to conducting lectures, workshops, counseling, educating and training people in organizational and project management, ethics, moral guidance, personal and professional management, social responsibility and how to achieve ethically, intellectually and materially balanced lives.

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SPEAKER BIOGRAPHIES



TARIQ KHAN

President, Muxlim Inc.

Tariq Khan is a recognized business leader in marketing, branding, segmentation, and diversity arena. Tariq's work, interviews and articles have been published in several trade and industry publications. He is the founder and President of Global Diversity Marketing, a management consulting firm focused on helping organizations to better understand the changing market place. Tariq is best known for leading the diversity initiatives in the financial services industry and making the business case for diversity.

Tariq has had a distinguished twenty-year career, mostly at global Fortune companies including MetLife, Nationwide, and ING. Tariq has held several senior management roles with the major Fortune companies. In his last position, Tariq was senior vice president and head of market development for ING, where he led ING's strategy to expand growing emerging markets with over \$2.4 billion annual revenue.



STEVEN PILCHAK

General Manager, Best Buy

Steven Pilchak is a General Manager for Best Buy in Dearborn, Michigan. Throughout the past ten years, he has served in numerous capacities. As a General Manager, he has been very passionate around the diversity and inclusion of the Muslim culture within his community.

Steven's focus has centered around finding ways to better serve both the Muslim customer and the Muslim community of southeast Michigan, and have led to partnerships with the American Arab Anti-Discrimination Committee and the Lebanese American Heritage Club. Additionally, Steven serves on a team focused on business partnerships in the Midwest, and he attended Eastern Michigan University where he studied Marketing and Advertising.

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