

Welcome to the 4th Annual
AMERICAN MUSLIM
CONSUMER CONFERENCE

The NEW FACE
of MUSLIM CONSUMERS
*Socially Conscious,
Innovative
& Engaged*

WELCOME

TO FOURTH ANNUAL AMERICAN MUSLIM CONSUMER CONFERENCE!

As organizers of this landmark event, we would like to thank you for attending this conference. This is the fourth year in the making and many more to come.

Since its launch in October 2008, there is so much we have learned about this market and now have so much to share. As a common American Muslim Consumer, we would have missed out and never have had the opportunity to establish that connection. This connection is between many entrepreneurs and many organizations that have been working to address the unique needs of American Muslims.

AMCC has created a valuable arena for the relaxed exchange of ideas and activities between the Muslim and non-Muslim business communities with diverse cultural backgrounds. Common ground and shared interests have emerged in an atmosphere of understanding and tolerance, and this all helps to confirm the value – economic, social and spiritual – of the Muslim community in the USA.

There can be little doubt that over the coming years, American Muslims will make increasingly significant contributions through their entrepreneurial and commercial activities. A new generation with fresh ideas about business, media, trade and finance will bring a new vision, nurtured by their faith, and forged by the needs and realities of life in America.

We hope you will enjoy the lineup of distinguished speakers who hail from Retail, Halal Food, Media, Social Media, Fashion, Education, Marketing, Business, 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 now and 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 and engaging event.

Thank you,
Faisal Masood, *Founder, AMCC*

MEET THE STAFF:
THE DEDICATED AMCC TEAM THAT MAKES THIS POSSIBLE



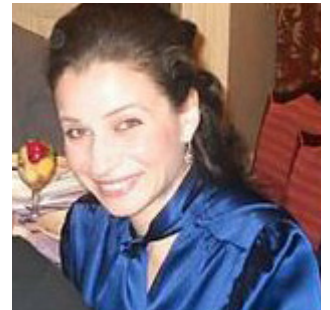
Faisal Masood



Sabiha Ansari



Sadiq Shariff



Huda El-Beltagy



Qasim Ahmad



Tarek Abousalem



Saad Malik



Mohammed Abdullah

A Special Thanks to Our Dedicated AMCC Team:

Sabiha Ansari, Event Director
Sadiq Shariff, Program and Content
Tarek Abousalem, Marketing and Promotions
Mohammed Abdullah, Program and Content Coordinator
Mohamed Geraldez, Advisor

Huda El-Beltagy, Program and Content
Saad Malik, Creative Director
Qasim Ahmad, PR and Media Relations
Gwen Kelly, Advisor

AGENDA

CONFERENCE SCHEDULE 2012

8:00AM – 9:25AM **REGISTRATION AND NETWORKING**

Continental breakfast will be served

9:30AM – 9:40AM **OPENING RECITATION - NOUMAN ALI KHAN**

9:40AM – 9:50AM **WELCOME BY FAISAL MASOOD, FOUNDER, AMCC**

9:55AM – 10:25AM **SESSION I**

TRANSITIONING FROM TRADITIONAL MARKETING TO SOCIAL MEDIA MARKETING: FOCUS ON THE AMERICAN MUSLIM CONSUMER

(M) Lisa Mabe, Founder & Principal, *Herwar Social Communications*

Gwen Kelly, Senior Marketing Manager, *Wal-Mart Stores, Inc.*

Sara Sayed, Director of Marketing & Communications, *Midamar Corporation*

This session will highlight the importance of effectively utilizing social media in conjunction with traditional marketing strategies. Social Media has integrated into the marketing lexicon with both consumers and brands seeing enormous benefits and changes. But how does social media compare to traditional marketing and what does one need to know in the context of the American Muslim Consumer (with 6 million engaged and socially conscious consumers commanding \$170 Billion in purchasing power)? What type of messaging works in this landscape?

10:30AM – 11:30AM **SESSION II**

COMMUNITY ADVOCACY AND ENGAGEMENT: FROM REACTIVE TO PROACTIVE

(M) Sami El-Mansoury, Entrepreneur, Political Activist, Community Leader

Wajahat Ali, Playwright, *The Domestic Crusaders*

Hamzah Maqbul, Regional Member, *Halal Advocates of America*

Reza Aslan, Founder, *Aslan Media*

Dr. Aref Assaf, President and Founder, *American Arab Forum*

At a time when Muslims are embraced with hesitation what role can one play to bring more awareness, and make ones needs more visible and a part of the conversation? As opposed to the reactive responses that don't fully address the issue, what are some proactive measures that serve to engage in a meaningful and innovative manner? Incidents like the advertising pull of Lowes from an American Muslim sitcom will be dissected alongside pioneering measures that the panel has launched at the individual and community level. Also, how can mainstream companies engage the community in a significant manner while exhibiting social responsibility?

10:30AM – 11:30AM **OFFICE HOURS (PARALLEL SESSION)**

Haroon Mokhtarzada, Co-Founder & CEO, *Webs Inc.*

Rafat Ali, Founder & CEO, *Skift*

One on one session with your favorite Entrepreneur (*Previous Sign Up required*)

11:35AM – 11:45AM **PRESENTATION OF 2012 MULTICULTURAL AWARD**
HONOREE: SAFFRON ROAD Adnan Durrani, CEO, *American Halal Company*

11:45AM – 12:45PM **LUNCH - DHUR PRAYER (12:30 PM IN THE PRAYER ROOM)**

12:50PM – 1:20PM **SESSION III**
FASHION: CAN TIMELESS VALUES AND MODERN STYLE COEXIST?
(M) Mohamed Geraldez, Entrepreneur & Investor
Nzinga Knight, Founder & Designer, *Nzinga Knight New York*
Farah K. Ahmed, Vice President, *Personal Care Products*

This session will explore various novel fashion elements that have been designed with the American Muslim consumer in mind. How has this translated in terms of addressing the needs and values of the consumer while embracing a modern and sophisticated style? Is this market appealing to the non-Muslim consumer at large, and if so how can it be marketed to highlight this inclusiveness?

1:25PM – 1:35PM **PRESENTATION OF ENTREPRENEUR OF THE YEAR AWARD**
2012 HONOREE: Ahmad Adam, CEO, *Crescent Foods*

1:40PM – 2:10PM **SESSION IV - INNOVATION, CREATIVITY AND ENTREPRENEURSHIP**
(M) Rafat Ali, Founder & CEO, *Skift*
Haroon Mokhtarzada, Co-Founder & CEO, *Webs Inc.*
Nouman Ali Khan, Founder & CEO, *Bayyinah Institute*

We will explore the reasons why creativity and innovation are critical to the work of the entrepreneur. How does one create value by embracing opportunity? The critical path of having ideas, turning ideas into marketable insights and seeking ways to meet opportunities will be discussed. The significant yet troubling point of knowing when to move on as opposed to seeing an idea through will be debated.

2:15PM – 3:45PM **SESSION V - ENTREPRENEURSHIP SHOWCASE: PRESENTATIONS FROM UPCOMING ENTREPRENEURS FOLLOWED BY DISTINGUISHED PANEL DISCUSSION AND ANALYSIS**
(M) Adnan Durrani, CEO, *American Halal Company, Inc.*
Moose Scheib, Founder & CEO, *LoanMod.com*
Anna Khan, Investor, *Bessemer Venture Partners*
Sajid Khan, President, *MicroAgility*

Companies
selected to present:

TAAZA2U.COM	NORIBA INVESTING
NOORKIDS	STRATEGIC REALTY SOLUTIONS
HYGIENNA	

3:50PM – 4:20PM **NETWORKING & COFFEE BREAK - ASR PRAYER (2:56 PM)**

4:25PM – 4:35PM **A MOMENT OF REFLECTION WITH PREACHER MOSS**

4:35 PM – 5:00 PM **KEY NOTE BY NAIF AL-MUTAWA, FOUNDER & CEO, TESHKEEL MEDIA GROUP**

5:00 PM – 6:30 PM **NETWORKING IN THE ATRIUM - MAGHRIB PRAYER (5:05 PM)**

TERMS

KEY ISLAMIC TERMS

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.
(Source: Bank Islam Malaysia) The laws are divided into three, i.e. those relating to belief ('aqidah), those relating to deeds (fiqh) and those relating to ethics (akhlaq).

FATWA An opinion or pronouncement on Shari'ah issued by a group of scholars (fuqaha') whose 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.
(Source: Islamicity.com) This declaration of faith is called the Shahada, a simple formula which all the Muslims pronounce.

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 purities wealth and souls.
(Source: Islamicity.com)

SAWM (FAST) Fasting - Every year in the month of Ramadan, Muslims fast from first light until sundown, 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)

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)

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.

GLOBAL

MUSLIM LIFESTYLE TRAVEL MARKET 2012:

LANDSCAPE & CONSUMER NEEDS STUDY

Study by **DinarStandard**

exclusively released at

the 2012 American Muslim Consumer Conference (AMCC)

November 17th, 2012

Background Notes

Executive summary of this study is available through DinarStandard.com website. The full-study, a valuable resource guide and strategy tool for marketers, will be available for a special discount price for AMCC conference attendees.

Study Purpose

The Global Muslim Lifestyle Travel Market 2012: Landscape & Consumer Needs Study is a resource guide and a strategic framework tool to assist marketers in the airline, tourism, and hospitality industry segments to effectively reach and engage the major emerging Global Muslim Lifestyle Travel Market niche.

The Study Covers

- A. Sizing the market potential of the Muslim Traveler Lifestyle market, by region.
- B. Identifying on-the-ground consumer insights, current industry best-practices, and key areas of differentiated offerings amongst players already engaging the Muslim market.
- C. Developing key engagement frameworks and highlighting strategies which result in effectively high-impact and targeted marketing strategy.

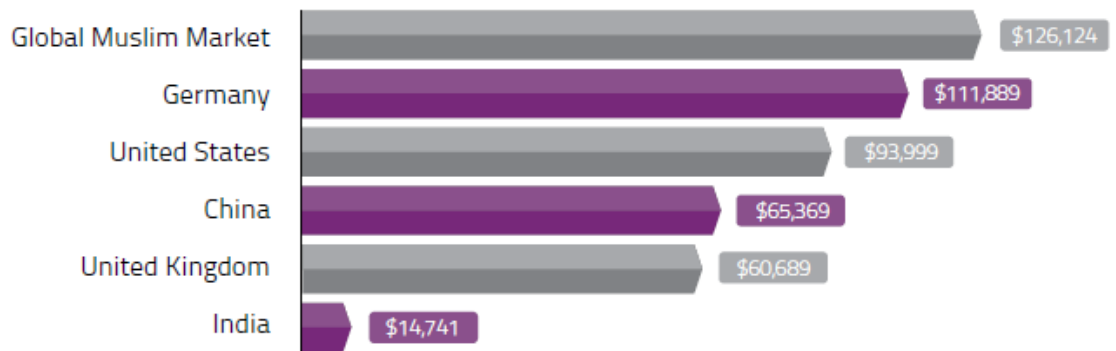
These background notes have been prepared for the 2012 AMCC (American Muslim Consumer Conference) by DinarStandard, a Muslim market focused growth strategy consultancy firm. These background notes are based on the approach to the Global Muslim Lifestyle Travel Market 2012 study. The purpose is to provide Conference attendees with some context relating to the topics to be discussed at the event and supplement the rich diversity of thoughts, experiences and point-of-views to be presented by Conference speakers.

Key Study Insights

- Muslim Tourism Market in 2011 was estimated at \$126.1 billion in outbound expenditure (not including Hajj & Umrah travel)
- The above constitutes 12.3% of the total global outbound tourism expenditure in 2011, of \$1,034 billion.
- OIC member countries comprised 25% of the growth exhibited by the top 20 international tourism growth markets (in terms of total expenditure) between years of 2005- 2010.
- The MENA (Middles East and North Africa) region accounts for roughly 30% of global tourism market in 2010, up from 23% in 2000. Interestingly enough, the share of North American/European travelers has decreased from 67% in 2000, to 60% in 2010.
- Muslim tourist expenditure is projected to rise on average of 4.79% per year from 2012-2020, while the global tourism is projected to grow at a rate of only 3.8% per year for same period.

FIG.1 2011 Global Tourism Expenditure (US\$ million)

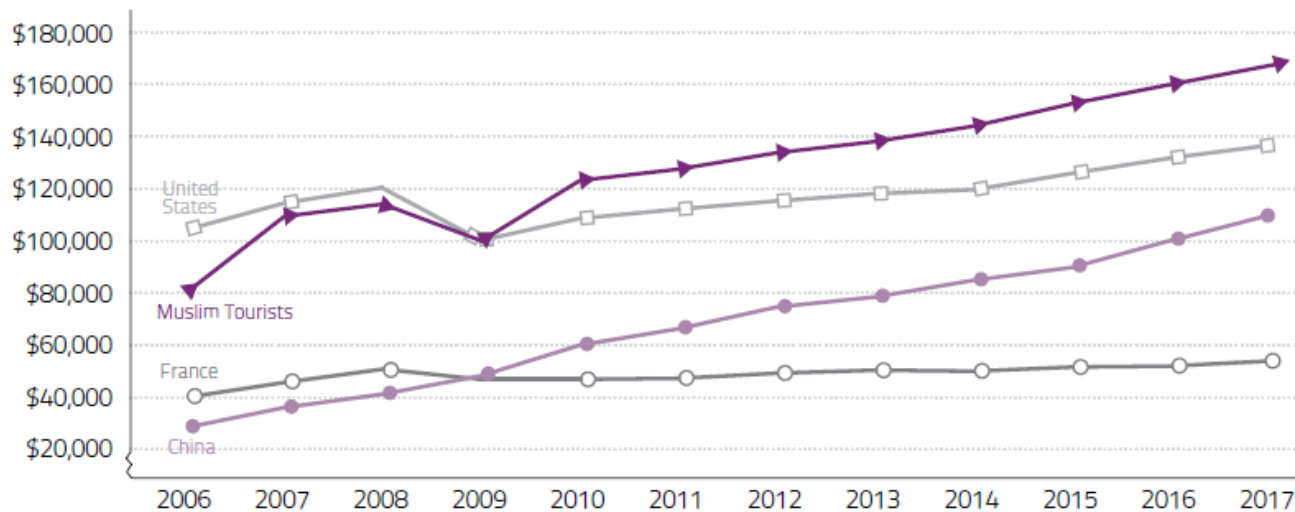
FIG.1 2011 GLOBAL TOURISM EXPENDITURE (US\$ MILL)



Muslim Traveler Outbound Expenditure

Growth Estimation: Due to the fact that many of the Muslim majority markets are now fast emerging economies (with higher population growth rates than the global average, as well as a younger demographic), the Muslim tourists expenditure growth rate is expected to maintain 4.79% annually average growth through 2012–2020. This is higher than the global expected average growth rate of 3.8% during the same period. By 2020, this study estimates the total Muslim tourists' expenditure to be \$192 billion representing 13.36% of global tourism expenditure. (See FIG.4)

FIG.4 OUTBOUND TOURISM EXPENDITURE (IN MILLIONS)



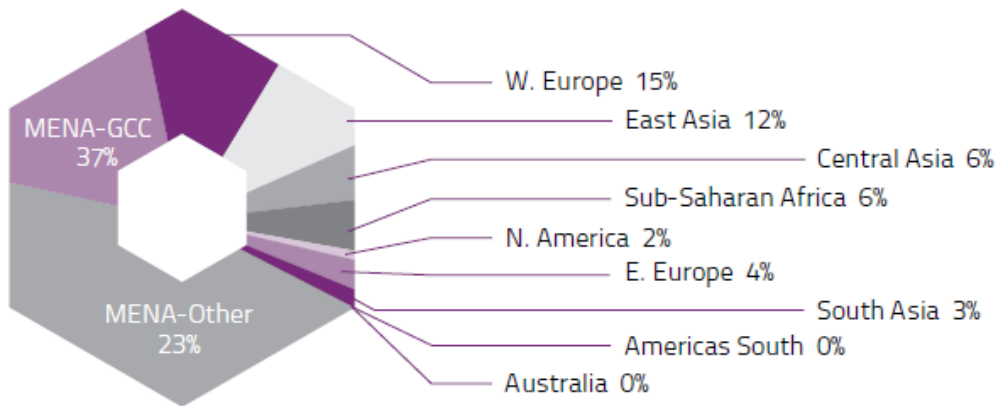
Muslim Traveler: Regional Breakdown

Regional Breakdown: While the Muslim tourism market is sizeable and attractive as a growth market, it is widely distributed and culturally diverse. These variances have implications on differences even within Muslim travelers in terms of tourism destination preferences, travel habits, and patterns. At a macro level, the Muslim population can be segmented by those in mostly Muslim majority markets and those living as a sizeable minority in non-Muslim majority countries.

Of the total 1.62 billion Muslims worldwide, 78% reside in the 57 OIC (Organization of Islamic Cooperation) mostly Muslim majority countries, in 2011. Of the total estimated Muslim tourism expenditure in 2011, 82% came from the OIC member countries (\$102.9 billion). However, within the OIC member countries as well as globally, there is a wide

disparity in the share of tourism expenditure relative to population. The six Gulf Cooperation Council (GCC) members countries represent the highest proportion of global Muslim traveler expenditure at 37% while representing only 3 percent of the global Muslim population. (See FIG.5)

FIG.5 REGIONAL BREAKDOWN OF GLOBAL MUSLIM TRAVELERS SHARE OF OUTBOUND TOURISM EXPENDITURE



Survey Insights: Top Muslim Outbound Source Markets (from Muslim and non-Muslim markets)

The top Outbound Muslim tourism source country is Saudi Arabia (\$23.8 bill in outbound tourism expenditure), followed by Iran, UAE, Indonesia and Kuwait based on 2011 data. Three of these top markets are the Gulf countries. Another interesting finding is that Muslim communities living in non-Muslim countries also have sizable outbound tourism expenditure share. The largest of these markets are Germany, Russia, France and UK.

TOP SOURCE COUNTRIES (FROM OIC* COUNTRIES, BASED ON MUSLIM OUTBOUND TOURISM EXPENDITURE - 2011)	TOP SOURCE COUNTRIES (FROM NON-OIC* COUNTRIES, BASED ON MUSLIM OUTBOUND TOURISM EXPENDITURE - 2011)
Saudi Arabia	Germany
Iran, Islamic Rep.	Russian Federation
United Arab Emirates	France
Indonesia	United Kingdom
Kuwait	Singapore
Turkey	United States
Nigeria	Belgium
Malaysia	India
Qatar	Canada
Egypt	Italy

Top Muslim Tourism Destinations by Country

Based on the number of trips, the top destinations for Muslim tourists are Malaysia, Turkey, and UAE. The following six markets are Singapore, Russia, China France, Thailand and Italy. This assessment is based on data derived from top Muslim outbound markets that represent 73% of total expenditure. (FIG.7)

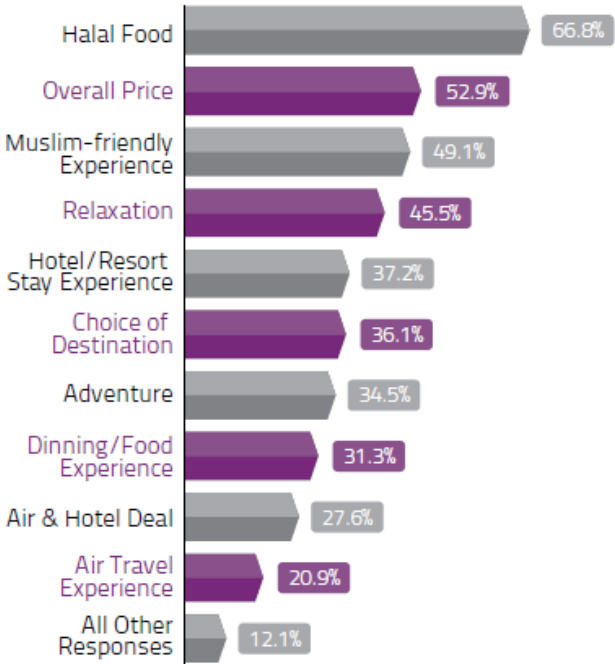
(The full Survey results included in the Study provide specific insights on unique needs, gaps and satisfaction level for airlines, hotels and destinations segmented by geography.)

FIG.7 TOP MUSLIM TOURISM DESTINATION COUNTRIES (2010)

COUNTRY	TOP SOURCE COUNTRIES
Malaysia	Indonesia, Singapore
Turkey	Iran, Azerbaijan, Russia, Germany
United Arab Emirates	Saudi Arabic, Iran, Egypt, Zerbaijan, Pakistan
Singapore	Indonesia, Malaysia
Russia	Kazakhstan, Azerbaijan, Iran, Turkey
China	Indonesia, Malaysia, Iran
France	Algeria, Morocco, Tunisia
Thailand	Malaysia, Indonesia, Sungapore, Oman
Italy	Germany, Tunisia, France, Morocco, Egypt
Syria	Saudi Arabia, Turkey, Iran

Source: 2010 UNWTO data, various national tourism statistic sources.

FIG.8 OVERALL, WHICH OF THE FOLLOWING ARE IMPORTANT TO YOU WHEN TRAVELLING FOR LEISURE?



Survey Insights

According to the global survey, 52.7% percent of Muslim traveled for leisure within the last year, with 29% responding they usually travel once every 1-2 years, while 22% said they ravel more frequently: once every 7-12 months.

67% of the respondents answered “Halal Food” to the question, “Overall, which of the following are most important to you when traveling for leisure?”

Followed by “Overall price” (53%), and “Muslim-friendly experience” (49%).

AMERICAN MUSLIM MARKET 2011: BUSINESS LANDSCAPE & CONSUMER NEEDS STUDY

BACKGROUND NOTES

Study by **DinarStandard**
exclusively released at
the 2011 American Muslim Consumer Conference (AMCC)

Background Notes

Key highlights were presented to the AMCC attendees and an executive summary was made available through DinarStandard.com website. The full-study, a valuable resource guide and strategy tool for marketers, will be available for a special discount price for AMCC conference attendees.

Study Purpose

The American Muslim Market 2011: Business Landscape & Consumer Needs Study is a resource guide and strategy tool to assist marketers in effectively reaching and engaging with this large, yet fragmented and diverse market.

Study cover:

- A. Identifying the general demand profile of American Muslim consumer needs
- B. Profile of the major population centers and diversity cluster based market landscape
- C. List of major media and other key influencer channels nationally and across the population centers.
- D. Consumer insights and case-studies on best communication and engagement strategies.

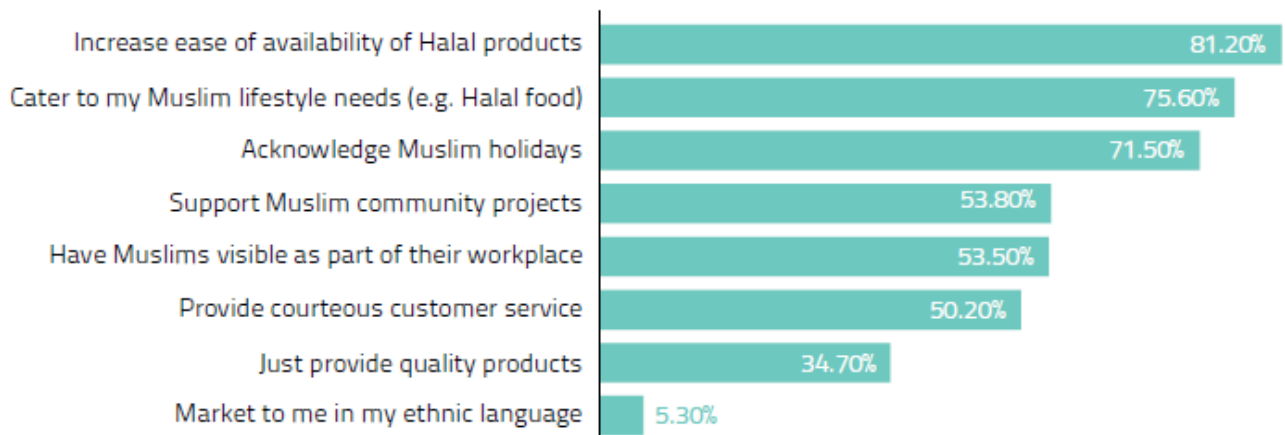
These background notes have been prepared for the 2011 AMCC (American Muslim Consumer Conference) by DinarStandard, a Muslim market focused growth strategy consultancy firm. These background notes are based on the approach to the American Muslim Market 2011 study. The purpose is to provide Conference attendees with some context relating to the topics to be discussed at the event and supplement the rich diversity of thoughts, experiences and point-of-views to be presented by Conference speakers.

Study & Survey Key Insights

DinarStandard estimates (conservatively) the American Muslim population in 2010 to fall in between 5.8 million and 6.7 million individuals, and 1.7 million to 2 million households.

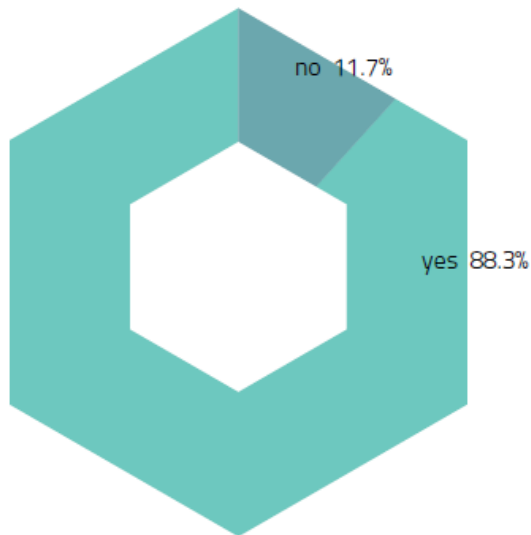
- The aggregate American Muslim disposable income in 2010 ranged from \$107 billion to \$124 billion.
- In terms of household expenditure, 'Housing & Housing Services' ranked as the top expenditure for American Muslims, similar to general American population.
- While other top-ranked categories for general American population include food & food services, healthcare, apparel & apparel services; Muslim Americans ranked food & food services as second, and surprisingly, education as the third largest budgetary expenditure for their households – showing a strong and dedicated emphasis on education for American Muslims.
- 80% of the survey respondents felt that mainstream companies should pay special attention to the unique needs of Muslim consumers, while 52% felt they 'sometimes' experience unpleasant customer service on the basis of their Muslim identity.
- Regarding the question of "how could mainstream companies earn loyalty of Muslim consumers?", 81% of respondents answered said 'Increase ease of availability of Halal products,' 76% said they would like companies to provide products catered to their unique lifestyle needs, and 71% said they want companies to acknowledge Muslim holidays.

Question: What can mainstream companies/ brands do to earn your loyalty?



BACKGROUND NOTES

Question: Do you purchase Halal food products to eat at home?

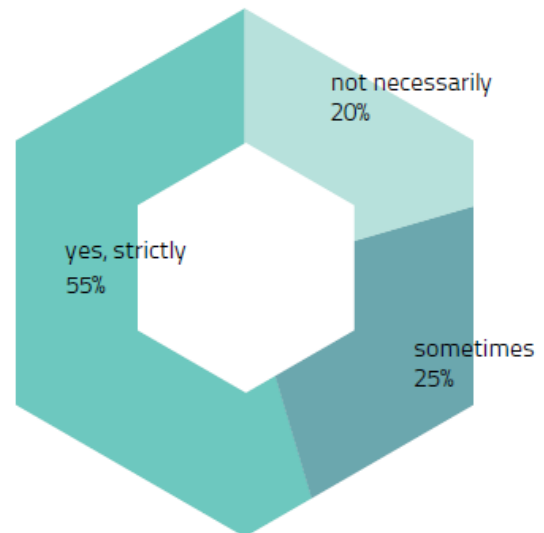


- Despite a strong preference for Halal food products amongst respondents, an equally sizable majority (81%) of respondents did not use Islamic Finance products, while 92% of respondents were 'Interested' in learning more about it

- 70% of respondents want greater authenticity in offering of Islamic Finance products, while 66% want clarity in better understanding Islamic Finance concepts and contracts.

- The above insights underscore the glaring need for both establishing clearly defined value propositions and generating brand awareness amongst Muslim consumer as it pertains to Islamic Finance products.

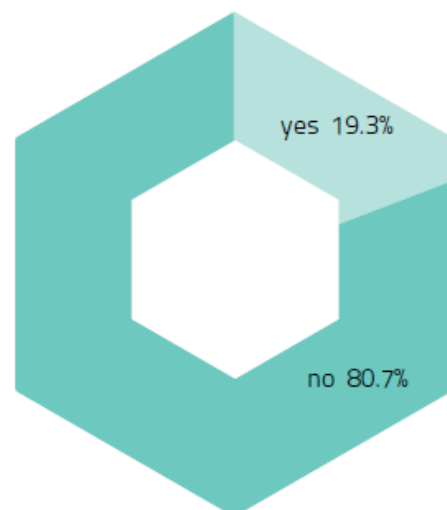
Question: For the halal food products you buy, do you prefer zabihah halal?*



*from respondents who said they purchased Halal food products to eat at home

Question: Do you use any Islamic banking or investment services?

ALL RESPONDENTS





Population Estimates

American Muslims are a large, diverse, and growing segment of the American population with unique needs and consumption habits. They provide marketers – mainstream and niche – tremendous opportunities. However, for marketers it all starts from understanding how large is the market for them?

DinarStandard strongly feels that the conservative American Muslim population in 2010 would range between 5.8 million to 6.7 million. This is based on using as baseline, the independent Association of Statisticians of American Religious Bodies's (ASARB) 2000 Religious Congregations and Membership Study. Using ASARB's mosque attendance data per State, we applied a regular non-mosque attendee estimate from the year 2000 to derive total Muslim population. We then applied a conservative US Muslim population growth rate of 2x to 4x national average from 2000 to 2010. (US population growth rate has been 0.91% compared to US Muslim population growth estimates of 6%).

This estimate is further validated by other anecdotal evidences (e.g. various city specific Muslim population surveys e.g. in NYC, which would support our range of estimate. Also growth in mosques across the country, Islamic schools, successful national Halal and Islamic Finance products and service offerings would also support this range of estimate.)

AMERICAN MUSLIM MARKET 2011: BUSINESS LANDSCAPE & CONSUMER NEEDS STUDY

BACKGROUND NOTES

Disposable Income & Product Categories

DinarStandard estimates a minimum American Muslim disposable income range of \$107 billion-\$124 billion in 2010. We derive this by leveraging the various surveyed conclusions that aggregate American Muslim (immigrant and indigenous) income profile at least mirrors that of the U.S. public average. With this understanding, we applied the 2010 US average disposable household income to DinarStandard's estimated American Muslim population (1.7 mill-2 mill households given 3.3 average household unit) to get the estimated minimum American Muslim disposable income range.

While the overall size gives the big picture, most marketers are looking to translate this market potential to their area of business. To get a high-level idea of the market demand size in various categories, we show below top 10 expenditure categories using again the US Average Annual Income expenditure breakdown from the 2010 Consumer Expenditure Survey, US Bureau of Labor Statistics.

The full "American Muslim Market 2011" study provides Muslim consumer surveyed input around these categories as well as insights on areas that require customized products versus general communication attention.

Major Market Dynamic #1 Geographic Distribution

A major dynamic of the American Muslim market is the challenge and opportunity in its vast geographic fragmentation. The biggest population centers are dispersed around the country. While this may seem as a daunting logistical challenge for upstarts and entrepreneurs who are looking to serve primarily the American Muslim market, it is an enormous untapped opportunity for well-established brands, retailers and industry stalwarts. By DinarStandard estimation, fifteen states represent approximately 85% of the American Muslim population.

These top fifteen states are dispersed from coast-to-coast, and are ranked in order of their Muslim population size below:

- | | | |
|---------------|-----------------|--------------------|
| 1. California | 6. Michigan | 11. Ohio |
| 2. New York | 7. Pennsylvania | 12. Massachusetts |
| 3. Texas | 8. Maryland | 13. Florida |
| 4. Illinois | 9. Virginia | 14. Connecticut |
| 5. New Jersey | 10. Georgia | 15. North Carolina |



The geographic fragmentation is a major challenge facing many businesses, including Halal food startups as well as burgeoning Islamic Financial institutions. Meanwhile, mainstream national chains, retailers and brands, who are not yet engaged with the American Muslim niche market, are well positioned to address the logistical challenge of serving a geographically fragmented market – given the fact that their existing national channels and networks are already well-versed in national distribution. The issue of accessibility is a big area of un-met need that this market is craving for.

The full “American Muslim Market 2011” study provides a detailed separate profile of major Muslim community related organizations, Halal brands, media, influencers and retail centers in each of the Top 10 States as well as the rest of the States in aggregate. A national survey based input also adds insights on the community’s general consumption needs, satisfaction/dissatisfaction with current Halal food and Islamic Finance brands.

AMERICAN MUSLIM MARKET 2011: BUSINESS LANDSCAPE & CONSUMER NEEDS STUDY

BACKGROUND NOTES

Major Market Dynamic #2 Ethnic / Indigenous Sub-Cluster & Implications

The Muslim identity of American Muslims is an increasingly important part of their identity (as confirmed by Gallup Poll, Pew and other studies) that ties this diverse market from coast-to-coast. However, as with any market, the American Muslim market also has multiple dimensions to their identity that affects how they consume media, products and services. This includes their general American identity and affiliations, their professional identity and affiliations, as well as their ethnic identity and affiliations.

This ethnic and indigenous national identity and subsequent affiliations of the American Muslim market is the major market dynamic today. In order to have the widest reach and most effective engagement with the American Muslim market, it is of paramount importance to understand the strong role of the ethnic and indigenous sub-clusters that exist today within the American Muslim market – as well as the impact of immigration cycle on their consumer behavior, channels of consumption, and preferences.

The model below shows how the ethnic clusters interact with the indigenously developing ‘American Muslim’ cluster and the broader national cluster.



The full ‘American Muslim Market 2011’ study provides a listing per major ethnicity driven and indigenous American Muslim category related major media, organizations, and other influencers. A national survey based perspective also breaks-down various ethnic nuances.

Major Media Channels & Key Influencers

The American Muslim market today has a fast growing and diverse set of media channels which communicate to American Muslims. An important aspect to the media equation is the cross-over of ethnic media with Muslim media. Major segments of American Muslim consumers **access their respective ethnic media rather than Muslim media.** This is a core aspect of reaching the American Muslim market; the various segments within the American Muslim consumers, and their relationship with their preferred media outlets have to be understood to effectively benefit from and reach the American Muslim consumer.

The full “American Muslim Market 2011” study provides a listing per major ethnicity driven and indigenous American Muslim category related major media, organizations, and other influencers. In addition survey based input on media preferences is also highlighted



AMERICAN MUSLIM MARKET 2011: BUSINESS LANDSCAPE & CONSUMER NEEDS STUDY

BACKGROUND NOTES

About

DinarStandard

Muslim Lifestyle Market™ (MLM) Services

DinarStandard™ specializes in the emerging 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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You cannot afford to ignore this affluent and growing market.

With Halal certification from Islamic Services of America - the first and most widely recognized Halal Certifier in the USA - you will open your doors to a potential **8 million** Halal consumers in the USA and **1.8 billion** Halal consumers worldwide!

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www.isahalal.org

P.O. Box 521, Cedar Rapids, Iowa 52406 U.S.A.

Halal Foods

While Traveling



For over 30 years, Med-Diet, Inc. (a specialty food distributor) has been on the cutting edge of matching niche unique food needs to the people who seek them. Three years ago this mission turned toward foodservice operators and building awareness of the need and opportunity in offering Muslim customers Halal healthy foods. As a distributor specializing in the availability of Halal-certified foods, Med-Diet's Foodservice Express division has worked tirelessly to educate foodservice operators and link them with the Halal food options to better serve the Muslim customer.

Today, foodservice operators have access to over fifty certified Halal food products through their main foodservice distributors thanks to the efforts of Med-Diet. In addition, HalalHealthy.com was brought on-line as a resource portal for foodservice operators from all venues including hospitals, schools and universities, catering, hotels and concessions. HalalHealthy.com offers product information, education resources, links to food distributors, staff training help and more. Because of the efforts of Med-Diet, Muslims will find Halal meals available in more eating establishments today

Visit
HalalHealthy.com
1-888-425-2512



LETTER

FROM NEW JERSEY GOVERNOR



STATE OF NEW JERSEY
OFFICE OF THE GOVERNOR
P.O. BOX 001
TRENTON
08625
(609) 292-6000

CHRIS CHRISTIE
GOVERNOR

November 17, 2012

Dear Friends:

I am pleased to extend greetings to all those gathered for the 4th Annual American Muslim Consumer Conference.

As the largest conference of its kind in North America, the AMCC provides an excellent forum for professionals from various industries to analyze and address the specific interests and needs of Muslim consumers in today's constantly evolving marketplace. The State of New Jersey is proud to be home to a large community of Muslim Americans who make vital contributions to our cultural diversity and economic sustainability. Therefore, it is important that they be given the opportunities and resources needed to thrive and succeed. The theme of this year's event, "The New Face of Muslim Consumers: Socially Conscious, Innovative, and Engaged," highlights the increasing visibility and integration of Muslim Americans in today's society. I encourage everyone in attendance to take full advantage of this rewarding opportunity to learn from business leaders and develop new and innovative ways of connecting with Muslim American consumers.

Best wishes to all for a productive and enjoyable conference.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Christie".

Chris Christie
Governor

ISLAMIC SOCIETY OF NORTH AMERICA

ISNA's Vision

To be an exemplary and unifying Islamic organization in North America that contributes to the betterment of the Muslim community and society at large.

ISNA connects to you with...

- Youth camps, programs and services
- Islamic schools and teacher resources
- An award winning magazine
- Fellowships and Scholarships
- The largest annual Muslim convention and regional conferences

ISNA connects you to the world with...

- Promoting a positive image of Islam
- Interfaith Programs
- Addressing your issues of concern to the nation's political leaders



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business be
found?



We are the only platform which represent American Muslim Consumers and the only platform which helps promote American Muslim Businesses and Entrepreneurs.

The objective of AMCC is to “Understand and address the needs of American Muslim Consumers and promote companies/entrepreneurs who are developing products for this market.”

Unlike many Muslim national organizations whose focus has been more social, religious or advocacy, we took this unique initiative to establish a platform which can address Muslim Consumer needs and promote Muslim businesses, products and entrepreneurs.

In the last four years of our effort we have achieved the following:

1. Conducted 3 very successful conferences which grew from 200 delegates to 400 delegates and Insha Allah our 4th conference will be bigger and better.
2. We have brought more than 30 successful Muslim entrepreneurs who participated in our conferences either as speakers or panelists.
3. We have brought prominent companies who are in Halal food market, Islamic Finance market, Halal travel, Halal Cosmetics, Halal certification and online portals to our platform and have helped them promote their products.

Amana Mutual Fund	Zabihah.com
University Islamic Financials	Islamic Food and Nutrition Council
Zayan Takaful Insurance	Islamic Services of America
DinarStandard	Halal advocates of America
Crescentrating	Muxlim
One Pure Cosmetics	Azizah Magazine
Saffron Road Food	Muslim Consumer Group
Crescent Food	Edible Arrangements International Inc.
Midamar Food	American Halal Association

4. We have created an awareness of the American Muslim Consumer Market by establishing active partnership, alliances with many mainstream companies.
 - Miles Young, CEO of Ogilvy & Mather, one of the largest advertising and marketing agencies was a Keynote Speaker at 2nd Annual Conference
 - Dr. Mehmood Khan, CEO of Nutritional Products, PepsiCo was one of our speakers at the 2nd Annual Conference
 - Marketing Directors of Best Buy, Walmart have also attended our conference as speakers

5. Two research reports were published and launched at our conferences.
<http://www.ogilvynoor.com/index.php/publications>
Ogilvy released a research report “A little Empathy goes a long way, How brands can engage the American Muslim Consumer” at the 2nd Annual Conference in 2010.

<http://advisory.dinarstandard.com/american-market-2011/>
DinarStandard’s in depth study titled, “American Muslim Market: Business Landscape & Consumer Needs” released at 3rd annual conference in 2011. DinarStandard is a prominent global Muslim market research and advisory firm specializing in the emerging Muslim markets.
6. We have established a presence in social media which we use actively to aggregate and distribute Muslim consumer related news.

facebook.com/muslimconsumer **(2000+ likes)**
twitter.com/muslimconsumer **(3500+ followers)**
youtube.com/muslimconsumer **(32,000+ views)**
7. Coverage of AMCC in mainstream media and focused media. The second conference was covered by Associated Press which was distributed to 350+ major media outlets.
8. In the last three years, we have seen Halal Chicken from Crescent Foods available at over 70 Walmart stores, Frozen Halal meals from Saffron Road available at Whole Foods stores across America, Supermarket chains Pathmark and retail giants Best Buy wish us “Ramadan Mubarak” and “Eid Mubarak” in their marketing brochures
9. Launch of the Entrepreneurship Showcase. Since its launch in 2010, we have received applications from more than 50 small companies and so far 9 companies were selected to present their business plan to a panel of successful entrepreneurs. This has become the most popular session in our conference and we have received great feedback from young entrepreneurs who are benefitting from the advice they receive on their ideas and businesses.

All these developments are good for the growing Muslim Community. This platform needs to be developed further still to enable more interaction and exchange between entrepreneurs and businesses developing products and services for this market catering to American Muslims.

Over the years, AMCC has created a valuable arena for the relaxed exchange of ideas and activities between the Muslim and non-Muslim business communities with diverse cultural backgrounds. Common ground and shared interests have emerged in an atmosphere of understanding and tolerance, and this all helps to confirm the value – economic, social and spiritual – of the Muslim community in the USA.

There can be little doubt that over the coming years, American Muslims will make increasingly significant contributions through their entrepreneurial and commercial activities. A new generation with fresh ideas about business, media, trade and finance will bring a new vision, nurtured by their faith, and forged by the needs and realities of life in America. We plan to be a part of that.

After the 3rd American Muslim Consumer Conference in October 2011, following articles related to American Muslim Consumers were aggregated and distributed on AMCC social media channels.

Follow American Muslim Consumers related news and development @MuslimConsumer on Facebook, Twitter and Youtube

January 2012

Amaracosmetics.com launches “Amara Halal Cosmetics” the First Halal Certified Cosmetics Brand in North America that is manufactured and certified in USA

Dilemmas of a Muslim Shopper on *Huffington Post* by Daliah Merzaban

A new agency for Muslim models, called **Underwraps**, is launched in New York

March 2012

The Islamic Finance Project at **Harvard Law School** holds Tenth Harvard University Forum on Islamic Finance. The theme of this year’s Forum is “**Islamic Finance and Development**”

University of North Colorado offers Halal food in its menu to Students

Noor Kids a new Islamic children’s book series competes in Walmart’s *Get on the Shelf* contest

Amara Halal Cosmetics competes in Walmart’s *Get on the Shelf* contest

November 2011

“All American Muslim” premiers on *TLC*

Brand Courage and the **American Muslim Consumers: The Arab Spring** is opening a new frontier for brands, but American marketers may want to look a little closer to home. **Ogilvy Noor’s** Shelina Janmohamed reports that engaging America’s 7 million Muslims takes courage, but pays dividends

February 2012

Muxlim.com shuts down and promotes founder Mohamed El-Fataty’s new biography authored by David Cord

Midamar wins the best new Halal food award at the Gulf Food awards 2012 organized by The Dubai World Trade Centre

Researchers conducting the national count found a total of 2,106 Islamic centers, compared to 1,209 in 2000 and 962 in 1994 in USA.

Engro Food Limited of Pakistan buys Canadian based **Al- Safa Halal food**

The Muslim Cosby Show project is launched

March 2012 cont.

Saffron Road Honored with ARF David Ogilvy Award

From kufi caps to veils and ankle-length abayas, multicultural Muslim clothing is in demand among the Bay Area's young and devout *San Jose Mercury News*

Adnan Durrani and **Saffron Road** featured in *Inc. magazine* "Bringing a Muslim culinary tradition to the American mainstream"

April 2012

More Food producers pursue Halal certification *Seattle Weekly*

Is Muslim Fashion finally "on trend" *Guardian*

May 2012

Why basketball is American Muslims favorite sport? *Huffington Post*

June 2012

Sharia financing helps US Muslims buy homes *Voice of America*

July 2012

Pathmark, a supermarket chain on the East Coast, wishes Muslims "Ramadan Mubarak" in their marketing brochures

Wise Investors Pick Stocks They Have Faith In with Noriba Investing *San Francisco Chronicle*

Crescent Foods hit the shelves of Walmart stores at over 70 locations in Illinois, Iowa, Indiana, Pennsylvania, Ohio, Wisconsin, Michigan, Texas, New Jersey, Delaware and Maryland

Islam and sensuality: Muslim fashion designer covers up *Daily News*

August 2012

The Rise of the Halal Traveler *BBC News*

September 2012

Shaping the American Muslim Marketplace *HalalConnect*

Muslim Arab-American Green Lantern adds diversity to superheroes *Reuters.com*

Money talks as Islamic tourism opens new market *The Jerusalem Post*

ENTREPRENEURSHIP

SHOWCASE 2012

“Entrepreneurship is the pursuit of opportunity without regard to resources currently controlled.”

– Prof. Howard Stevenson, HBS

SINCE 2010, AMCC TEAM HAS IDENTIFIED SUCCESSFUL ENTREPRENEURS, who have realized key opportunities and produced viable products and services that are directly or indirectly benefiting the Muslim consumer. We have provided many of them with the opportunity to showcase their business model to a panel of experts for guidance to further improve and sustain their businesses in the long run.

This year we received a large number of applications for the showcase across various industries. Many of these businesses have made considerable progress in understanding the needs of the Muslim consumer. However there is still a long way to go and numerous opportunities yet to be capitalized. After going through a rigorous application review and screening process we selected the following candidates for this year’s showcase.

HYGEINNA

www.hygienna.com

Hygienna Inc. is a Canadian personal hygiene company focused on design innovation and function. Launched in 2011, their flagship product, the Hygienna Solo is one of the world’s lightest and portable bidets. By simply attaching the Hygienna Solo to a water bottle it provides a convenient and time-saving alternative to the exclusive use of toilet paper, cumbersome or expensive bidets, a watering canteen or showering after using the washroom.

NORIBA INVESTING

www.noribainvesting.com

Noriba Investing is a new US based online brokerage that wants to take the Muslim investor to the next level of halal investing. Noriba Investing allows investors to build a fully halal investment portfolio through its advisory and asset management services. Noriba Investing’s trading platform also allows the more active and self-directed Investor to instantly screen publicly traded companies or funds for halal compliance and make trades. Noriba Investing allows Muslims to invest in the markets without compromising their values.

TAZZA2U

www.tazza2u.com

Taaza2u was built with a simple idea – to offer our discerning customer the best quality Zabiha Halal product; delivered conveniently to their doorstep. We have paid special attention to the cuts and packaging so that our customers can go directly from the box to cooking. No need to trim, cut or clean anymore. Our Ready to Cook and Ready to Grill items represent a completely new level of convenience. Taaza2u is especially proud of our Customer Service inspired by Zappos.com and Nordstrom standards.

NOORKIDS

www.noorkids.com

Noor Kids makes Islamic education fun and exciting! Our goal is to build confidence in the religious identity of little Muslims through Islamic Education, Muslim Culture, and American Integration. We utilize four characters - Amin, Shireen, Asad, and Amira - to engage little Muslims and achieve our goal. Currently, we produce a quarterly mail-order children's book series targeted at 4-8 year olds and have sold our books in six countries. Since launching in July 2011, Noor Kids has received support from thousands of fans and received funding from the Harvard Business School. The books have been covered by the Boston Herald, Illume Magazine, American Muslim Mom, and countless independent blogs. We plan to leverage our current success as we expand into digital products, videos, and soft-lines (toys, clothes, etc.), in the forthcoming years.

STRATEGIC REALITY INC

www.strategicrealityllc.com

Strategic Realty Solutions LLC is the areas' premiere real estate solutions company, and since our inception we have been helping homeowners along with improving communities in each and every city we work in. Through our extensive knowledge of the business, network of resources, and years of expertise, we are able to assist homeowners with a wide variety of real estate problems. We pride ourselves on our reputation for working one-on-one with each customer to handle their individual situations. In addition, we re-develop a large number of single family and multi-family properties throughout the state with the intention of revitalizing communities and encouraging home ownership. Our mission is to rejuvenate neighborhoods and increase the standard of living by improving the overall quality of housing for the residents. With the ability to directly purchase homes and make cash offers, we can create an extremely fast, and hassle-free transaction. We provide a halal investment opportunity through a fully Shariah-compliant financial model thereby giving Muslim investors, domestic and overseas, an attractive alternative to investing their hard-earned money for returns that exceed most industries' standards and allows them to be compliant with their faith. Using our years of knowledge and experience within the real estate investing industry and by employing the power of the franchise model, we look forward to rolling out our educational arm, The University of Flip-ology, in mid-2013 on a national basis. As our investing and educational arms continue to grow over the upcoming months and years, we will serve as a catalyst for job growth on both the local and national level.

ENTREPRENEURSHIP

SHOWCASE 2012

In addition, following are profiles of some of the companies whose vision and business impressed us.

SAHABA INITIATIVE

www.sahabainitiative.org

Sahaba Initiative is a new organization that focuses on creating safe spaces to heal & educate society while focusing on societal ills. The organization began as a small support group started by the Youth & Offenders who were previously incarcerated. Sahaba Initiative is moving towards opening a full-fledged Sober Living Home & A Coffee House, which will employ and serve the community.

REFLECTIONS

FROM AMCC ENTREPRENEUR SHOWCASE ALUMNI!

“Since we were a brand new company last year when we participated in the showcase, I was able to garner the advice to really focus the direction I wanted the company to go. Since the showcase, modernEID.com has introduced a brand new website. We added a range of new products and expanded to 8 different design lines, including 4 that can be used for any occasion to broaden our reach! Last Ramadan we branched into a wholesale market and plan to focus on continuing the expansion of our wholesale line.

The many people I met at AMCC was an invaluable experience, and had led to opportunities to network and collaborate with many talented people.”

—Jomana Siddiqui, Founder, www.moderneid.com

“Since ZAIKEN jewelry’s appearance at the AMCC, I am pleased to say that I have expanded the distribution and sales, to include high profile stores such as Fred Segal. Year over year the sales and client base continues to grow at double digit rates, and perhaps most notably, the majority of our clients are repeats. As part of the evolution and growth of the collection I added several new pieces which carry the aesthetic of sensuality and “east meets west”. I was honored to be nominated for an “Excellence in Design” award by the prestigious Women’s Jewelry Association, especially to be in the category with designers who have been in the business for decades.

ZUMZUM STORE

www.zumzumstore.com

ZumZumStore.com is #1 seller of imported dates from Prophet's (PBUH) beloved land of Madinah, Saudi Arabia. Our distinct products include Ajwa Dates and Chocolate covered Dates, rare to find. Insha Allah, ZumZumStore.com will become recognized brand in every Muslim household.

SNEAKY SNEAKY FILM

Sneaky Sneaky Films is producing a full-length feature film entitled "The Tiger Hunter," a mainstream comedy featuring a positive Muslim character among its lead cast. The film is a dramatic comedy aimed for theatrical release and working with top Hollywood personnel and actors.

Hearing the panelists thoughts and insights was especially helpful as it confirmed certain steps for the business as well as helped me re-organize to include some of their suggestions, such as my website enhancement. All of those points were included in the redesign of the site. Additionally, the experts helped me to keep distribution, supply chain, and revenue generation as top priorities. Beautiful jewelry alone doesn't make a business, and that was the key take away for me."

—Malak Atut, Founder, Designer, www.zaikenjewelry.com

"Little BIG Kids, launches Ilyas & Duck, the first set of well developed characters for young kids reflecting Islamic values and concepts. Ilyas & Duck recently made their debut in a wonderfully illustrated storybook titled "Ilyas and Duck Search for Allah". It's an adorable story about a boy's quest to find God. Not unlike Dora and Boots or Calvin and Hobbes, Ilyas and Duck are two likable characters that embark on adventures to discover meaningful answers to simple yet profound questions about the world around them."

—Omar Khawaja, Founder, Little BiKids

LBK has big plans for Ilyas & Duck that include additional storybooks, apps, social gaming and an animated TV series.

SPEAKERS

BIOGRAPHIES 2012



Ahmad Adam

President & CEO, Crescent Foods

Ahmad Adam is the President and CEO of Crescent Foods based in Chicago. With an engineering degree and extensive experience of building businesses from the ground up, he founded Crescent Foods in 1995 to supply the highest quality all grain-fed, antibiotic free, Halal chicken products to the growing US market. A distinguished leader in Halal poultry manufacturing, the state of the art facility keeps abreast of industry technology to retain its competitive edge in packaging, logistics, quality, and standards in the American Halal and Mainstream Markets. By influencing these standards and responsibilities into the Halal market culture, Crescent Foods has induced the followers of the industry to higher levels. Furthermore, Crescent Foods integrated its founders Islamic principles into its business model. For 17 years, Crescent Foods has proudly packaged and sold its premium Halal and Tayyib products while firmly upholding a unique business model epitomizing the Islamic values and ethical leadership of the CEO behind it. The foundation of Crescent Foods business creed is: Think Halal. Eat Halal. Live Halal. The Halal Journal recognized Crescent Foods' outstanding dedication to Halal integrity through its farm to fork philosophy and in 2007; Ahmad Adam received the distinguished award for Best Halal Product presented to him at the World Halal Forum. Crescent Foods continues to lead, grow and serve the Muslim consumers. Crescent's branded products are on Walmart shelves and other mainstream outlets, in addition to a variety of ethnic stores.

With a clear commitment to the mission of developing Halal as a socio-economic force, Ahmad has been the driving force behind the formation of the American Halal Association in 2009, a non-profit trade association to grow, strengthen and serve the Halal industry in North America www.americanhalalassociation.org. The American Halal Association seeks to serve as a focal point to represent the collective interests of the Halal industry as well as to protect the integrity of Halal products by encouraging the highest levels of ethical and professional expertise. He is also the Executive Director of Halalconnect a new consumer-Halal-Industry magazine: www.halalconnect.com.

Ahmad Adam is an active member of the Muslim community in Chicago. Ahmad is well-known and respected for his work for Islam, both in the Mosque and in the community.



Rafat Ali

Founder and CEO, Skift

Rafat is the CEO/Founder of Skift, an early-stage travel intelligence startup that offers news, information, data and services to the travel industry and business travelers.

Previously, he was the Founder/CEO of paidContent and ContentNext, which he sold to UK's Guardian News and Media in 2008, and left in 2010. Prior to that, he was managing editor of Silicon Alley Reporter.

Rafat was the Knight Fellow at Indiana University, where he completed his Masters in Journalism, 1999-2000. Prior to that he completed his BSc in Computer Engineering, from AMU in Aligarh, India.



Wajahat Ali

Playwright, *The Domestic Crusaders*

Playwright, attorney, essayist, humorist Wajahat Ali will talk about the power of storytelling and then recount his own surprising and unexpected journey to becoming a writer and one of the leading voices of contemporary young American Muslims.

Wajahat Ali is the playwright of the acclaimed “*The Domestic Crusaders*,” the first major play about the American Muslim experience published by McSweeney’s in 2011. He is also the lead author of the investigative report “*Fear Inc: The Roots of the Islamophobia Network in America*” published by Center for American Progress. He is the co-editor of the recently published anthology “*All American: 45 Men on Being Muslim*.” He writes extensively for *The Guardian*, *Salon*, *Huffington Post* and other publications. In 2008, he was cited as an “*Influential American Muslim*” artist by the State Department and noted as a “*Muslim Leader of Tomorrow*” for his Journalism work. He is currently working on his first TV pilot with author Dave Eggers about an American Muslim cop. He is also writing his first movie screenplay with director Josh Seftel (“*War Inc.*”).



Dr. Naif Al-Mutawa

Founder and CEO, Teshkeel Media Group Inc.

Dr. Naif Al-Mutawa is the Founder and CEO of Teshkeel Media Group, for whom he created THE 99, the first group of comic superheroes born of an Islamic archetype. THE 99 has received positive attention from the world’s media. Recently, *Forbes* named THE 99 as one of the top 20 trends sweeping the globe and most recently, President Barack Obama praised Dr. Naif and THE 99 as perhaps the most innovative of the thousands of new entrepreneurs viewed by his Presidential Summit on Entrepreneurship.

Al-Mutawa has a PhD in Clinical Psychology from Long Island University where he also earned a Masters Degree in Clinical Psychology. He holds a Masters in Organizational Psychology from Teacher’s College, Columbia University and an MBA, also from Columbia University. He earned his undergraduate degree from Tufts University, where he triple majored in clinical psychology, English literature and history.

Dr. Al-Mutawa has extensive clinical experience working with former prisoners of war in Kuwait and the Survivors of Political Torture unit of Bellevue Hospital in New York. He has seen first hand the cancer that intolerance can bring to any society. His direct contact with the horrors of people tortured because of their religious and political beliefs, led to his writing a timeless children’s tale that won a UNESCO prize for literature in the service of tolerance.

He received the Eliot-Pearson Award for Excellence in Children’s Media from Tufts University, the United Nations Alliance of Civilizations “*Marketplace of Ideas*” Award, The Schwab Foundation Social Entrepreneurship Award presented at the 2009 World Economic Forum and has been named as one of WEF’s Young Global Leaders for 2011. In May 2012, he was chosen to be a Curator of the Kuwait chapter of the World Economic Forum Global Shapers Community. He is also a Member of the World Economic Forum’s Global Agenda Council on the Future of Media. As a part of the Council, he has been asked to identify breakthrough ideas and new pathways to help advance critical issues and ensure progress is made on the global agenda.

Dr. Al-Mutawa is also the Founder of The Soor Center for Psychological Counseling and Assessment, Kuwait’s leading professional source of a broad range of psychological services. He is married to Rola Banaja and the father of five sons. He travels extensively and has homes in Kuwait City and New York.

SPEAKERS

BIOGRAPHIES 2012



Dr. Reza Aslan

Founder, Aslan Media

Dr. Reza Aslan, an internationally acclaimed writer and scholar of religions, is the founder of AslanMedia.com, an online journal for news and entertainment about the Middle East and the world. Reza Aslan has degrees in Religions from Santa Clara University, Harvard University, and the University of California, Santa Barbara, as well as a Master of Fine Arts from the University of Iowa, where he was named the Truman Capote Fellow in Fiction. He is a member of the Council on Foreign Relations, the Los Angeles Institute for the Humanities, and the Pacific Council on International Policy. He serves on the board of directors of the Ploughshares Fund, which gives grants for peace and security issues; Abraham's Vision, an educational, conflict transformation organization for Israeli and Palestinian youths; PEN USA, which champions the rights of writers under siege around the world; and the Levantine Cultural Center, which builds bridges between Americans and the Arab/Muslim world through the arts.

Aslan's first book is the International Bestseller, *No god but God: The Origins, Evolution, and Future of Islam*, which has been translated into thirteen languages, and named one of the 100 most important books of the last decade. He is also the author of *How to Win a Cosmic War* (published in paperback as *Beyond Fundamentalism: Confronting Religious Extremism in a Globalized Age*), as well as editor of two volumes: *Tablet and Pen: Literary Landscapes from the Modern Middle East*, and *Muslims and Jews in America: Commonalties, Contentions, and Complexities*.

Reza Aslan is Co-founder and Chief Creative Officer of BoomGen Studios, the premier entertainment brand for creative content from and about the Greater Middle East and President of AppOvation Labs, a mobile applications company. Born in Iran, he lives in Los Angeles with his wife (author and entrepreneur Jessica Jackley) where he is Associate Professor of Creative Writing at the University of California, Riverside.



Aref Assaf

President & Founder, American Arab Forum, AAF

Dr. Aref Assaf (PhD, Political Science and International Law) is president and founder of American Arab Forum, AAF, a non partisan think-tank specializing in advocating positive image of the American Arab community. Dr. Assaf was also a founding member of ADC-NJ Chapter and has served as its media chair for five years before serving as its president in 2004. He was also elected and did serve for one year as a Board Member of the Palestinian American Congress. Dr Assaf is the founding president of the NJ Arab American Heritage campaign which was signed into law by Governor Jon Corzine creating the commission in October 24, 2008.

Dr. Assaf serves on and is a member of several state, national boards and academic organizations. These includes the American Society of Political Science and the American Society of International Law. Dr. Assaf is currently serving a second three-year term as a member of the New Jersey Governor's Ethnic Advisory Council. His selection was the first of its kind for an Arab American to serve on this statewide

council.

Dr. Assaf was a member for fifteen years of the Denville Rotary Club of which he became its President in 1994 and was awarded Rotary's highest honor, Paul Harris Fellow, in addition to being recognized twice as a Rotary Foundation Benefactor.

Dr. Assaf writes frequently in several New Jersey papers about contemporary American Arab issues and perspectives. Currently he is a feature columnist for the Star Ledger's NJVoices. His views are regularly appearing in the Bergen Record, the Herald News, the Star Ledger in addition to Time Magazine, Al-Ahram, Gulf Times and the Daily Star. He has appeared on many television programs such as CBS' Sunday Morning, CNN in addition to metro TV stations. Dr. Assaf is available for limited speaking engagements.



Adnan Durrani

CEO, American Halal Company, Inc.

Mr. Durrani is the CEO of American Halal/Saffron Road (www.saffronroadfood.com), the first halal product to be sold nationally in all Whole Foods Stores and now 4,000 other retail food stores. Mr. Durrani is also President of Condor Ventures. His entrepreneurial ventures have resulted in a successful track record of building niche-branded food companies, using grassroots marketing with natural food consumers to capitalizing on guerilla tactical distribution strategies with major supermarket chains. He founded Vermont Pure/Crystal

Rock Water Co in 1991. Mr. Durrani was also a principal investor and financial partner in Stonyfield Farms, Inc. (\$350 million) led its sale to Groupe Danone in 2001. He was also a principal of Delicious Brands, Inc., which he scaled, with the financial backing of Carl Icahn to become the 5th largest cookie brand in the U.S.

He is a Director for READ Global, funded by the Bill & Melinda Gates Foundation. He also served on the Board of Social Venture Network and has been recognized as one who engineered "20 Ideas That Changed The Way The World Does Business". The select list of these inductees include: Ben Cohen, Gary Hirshberg (Stonyfield Farms), Muhammad Yunus and Steve Case (AOL).

Mr. Durrani sits on the Board of Columbia Engineering where he is also Chairman of Entrepreneurial Advisory Board. Most recently, he was hosted by the Vatican and Ambassador to the Holy Sees (www.vatican.va) as one of only two American Muslims to be a speaker on "Interfaith in Business" in October 2010, in Rome, Italy. Mr. Durrani was also cited in 2011 as one of 100 Muslim Heroes.



Sami H. Elmansoury

Entrepreneur, Political Activist, Community Leader

Sami H. Elmansoury is an American political activist, entrepreneur, orator, and community leader. While a student at Rutgers University, Elmansoury co-founded the Human Development Project, an apolitical organization dedicated to Judeo-Muslim unity through the shared values of improving one's world and empowering communities through service. In 2005, he was the first recipient of the People of the Book Award, presented by Rutgers University for his persistent work in bridge-building, for promoting a stronger appreciation for the strength in America's diversity, and for positively altering the campus

climate.

In 2008 and 2009, Elmansoury actively served with national and state political campaigns, each time

SPEAKERS

BIOGRAPHIES 2012

focusing in part on the strengthened involvement of traditionally disenfranchised groups, and on the importance of protecting quality education. In 2010, he was one of just 70 young people nationwide to be invited into the Department of State's Generation Change initiative, which included an inaugural reception hosted by Secretary of State Hillary Rodham Clinton. In 2012, Elmansoury served as a US delegate to the Transatlantic Young Leaders Forum in Berlin, Germany – sponsored by the BMW Foundation. The same year, he participated in an invitational youth conference on global interfaith conflict resolution and Muslim-Jewish relations in Bratislava, Slovakia and Vienna, Austria.

A committed entrepreneur, Elmansoury is Founder, President and CEO of Precision Learning, a company dedicated to revolutionizing educational opportunities by providing exceptional quality, accessibility, and excellence in higher education training and exam preparation to companies, government agencies, academic institutions, and individuals of all ages and backgrounds alike.

An avid writer and public orator, Elmansoury has spoken at events and major conferences throughout the United States, and has been featured in various media outlets. He also serves on the boards of several local and national organizations, including on the Executive Board of the Muslim Public Affairs Council of New York City and on the Advisory Board of the New Leaders Council of New Jersey, dedicated to advancing social entrepreneurship and to the mentorship of youth of all backgrounds. His essay, *The Exodus of Fear: Redefining Patriotism through Legacy*, appears in the new book, *All-American: 45 American Men on Being Muslim*, released earlier this year.

Elmansoury graduated from Rutgers University in 2006, and currently resides in Marlboro Township, New Jersey, where he serves as Mayor Designee on the Marlboro Township Planning Board and as Vice President of the township's Democratic Party.



Suzy Ismail

Author, *Modern Muslim Marriage*

Suzy Ismail is the author of several books including *Modern Muslim Marriage* (2012), *9 to 5: Muslims in the Western Workplace* (2011), *The BFF Sisters* (2001) and *When Muslim Marriage Fails* (2010), which was an International Book Award finalist.

She specializes in presenting a range of communication seminars and workshops at major corporations, conferences, schools, and universities on a variety of topics. Suzy is currently a Visiting Professor at DeVry University. She is also the curriculum developer and lead instructor at the Center for Muslim Life and teaches Career Planning

and Public Speaking at the high school level.

She received her Bachelor's in English, Communication and Middle Eastern Studies, her Master's in Communication and Information Studies, and attended the School of Communication as a doctoral student. She serves as a director on several non-profit boards including schools and university organizations. Suzy resides in New Jersey with her husband and three children. For more information please visit: www.suzyismail.webs.com.



Mohamed Geraldez

Entrepreneur & Investor

Mohamed Geraldez (aka Mohamed Yahya) is an American Muslim entrepreneur, businessman and investor in a few companies in different industries such as the first and largest vegan necktie company in the world www.JaanJ.com, and the digital technology platform www.ScholarView.org that allows Muslim lecturers to monetize their media content libraries. He also serves as an advisory board member to several entities like the Information Technology Consulting Firm, GeniusCo.

Mohamed was recently tapped to be the first Executive Director for Co-Founder, Dr. Sherman Jackson's ALIM Institute where strategies are being developed for the future of Islam in the modern world. Mohamed hopes to transform ALIM Institute from a traditional non-profit to a trailblazing, hybrid non-profit that can better serve the American Muslim community.

Mr. Geraldez converted to Islam during his junior year in college. Upon graduating, he went overseas to study the Islamic sciences for nearly four years in Syria, Morocco, Mauritania and the Saharan Desert with some of the most renowned scholars of the Muslim world. After studying abroad, he returned to the U.S. to obtain his Master's degree in business (MBA).

Mohamed was asked to present his unique personal story in the book by White Cloud Publications "All-American: 45 American Men on Being Muslim." The book can be ordered at Amazon.com.

Mohamed enjoys surfing, fashion, technology, basketball, and reading Classic American Literature. He currently resides in Southern California and travels throughout the world for business and speaking engagements.



Gwendolyn (Gwen) Kelly

Senior Marketing Manager, Wal-Mart Stores, Inc.

Gwendolyn (Gwen) Kelly is responsible for managing marketing initiatives for the world's largest retailer, Wal-Mart Stores, Inc. With more than 20 years of experience, Gwen is a veteran marketing professional who injects strategic insight into multiple areas of marketing process.

Previously as a client-side marketer, she managed the multicultural advertising initiative for American Family Insurance.

Through a variety of advertising agency media management roles including Associate Media Director for Burrell Communications Group in Chicago, IL where she was responsible for the media management of the Proctor & Gamble and Sears accounts. She has also worked at other leading advertising agencies including E. Morris Communications, Wells Rich Greene, Tracy Locke and DDB/Needham. Gwen brings a tremendous amount of expertise, insight and leadership to her current position.

A diverse group of non-profit and civic organizations have been the beneficiaries of Gwen's talent, time and commitment to community. She has served in leadership roles and on the boards of a number of local and national community service organizations including Girl Scouts of the USA.

Gwen is a graduate of the University of Wisconsin-Oshkosh (B.S. in Broadcast Communications), attended Illinois State University for graduate study in Mass Communications and is currently pursuing a Master of Business Administration degree at Webster University.

SPEAKERS

BIOGRAPHIES 2012



Anna Khan

Investor, Bessemer Venture Partners

Anna Khan is an investor at the venture capital firm, Bessemer Venture Partners. Prior to joining Bessemer, Anna was a Business Associate to the CEO/Chief of Staff at 4INFO, a mobile advertising platform. She co-founded and served as Director of Strategy and Corporate Development at Palindrome Advisors, a nonprofit advisory firm focused on board matching, startup mentorship and nonprofit education for executives.

Anna also worked as a summer analyst at Goldman Sachs and Morgan Stanley in their investment management division and at The Albright Stonebridge Group, a global strategy firm led by Former Secretary of State Madeleine Albright where she analyzed emerging markets in Turkey, Lebanon and China.

Anna is a triple major and holds a B.A. with honors in Political Science, English Literature, and Science, Technology, and Society (STS) from Stanford University. She spent a quarter researching information technology expression and durability in South Asian markets and wrote her honors thesis on the consumption of religion through web-based communication. Anna is a member of the Cap & Gown Academic Honor Society and was President of Stanford Women in Business, a 600+ student organization. She is a published poet and an Op-Ed Columnist for the Express Tribune.



Nouman Ali Khan

Founder & CEO, Bayyinah Institute

Nouman Ali Khan is the founder of Bayyinah, one of the fastest growing Arabic studies program in the United States. Representing Bayyinah, Nouman has taught at over 150 Islamic centers all over the US. He currently spearheads Bayyinah's latest initiative, a full time alternative to Arabic studies abroad in Dallas, Texas called the dream project. Additionally he intends to serve the community by offering a complete and detailed lecture series on the entire Quran. Lectures conducted so far have benefitted thousands and you can download them for free at Bayyinah.com.



Sajid A. Khan

President, MicroAgility

As president of MicroAgility, Sajid is responsible for MicroAgility's strategy and vision, major client relationships, and leading key engagements. MicroAgility, an award-winning business and technology consultancy, possesses a team of agile and results-oriented consultants with first-class business, technology, management, and operational experience.

Sajid has over two decades of management and consulting experience. He has been involved in many significant projects such as operational improvements, cost reduction, and managing growth. Prior to MicroAgility, Sajid held senior consulting and industry positions in leading companies such as Merrill Lynch, J. P. Morgan, and Deloitte & Touché Consulting Group.

Sajid has addressed several forums and volunteers for a number of non-profit organizations. These include Stern School of Business Alumni Council, where he chairs the Entrepreneurship committee and is Principal of a Saturday School.

In all endeavors, whether in the world of business or community service, Sajid strives to help others succeed and to create opportunities that are sustainable and uplifting for humanity — always guided by the virtues of hard work, focus, quality, innovation, and kindness. Sajid works to promote tolerance and peace across cultures and religions through dialogue.

Sajid received his MBA in Finance & Information Systems from the Stern School of Business of New York University and his BS in Management of Information Systems from the City University of New York. He is also a Wharton Fellow at Wharton School of Business, University of Pennsylvania.



Nzinga Knight

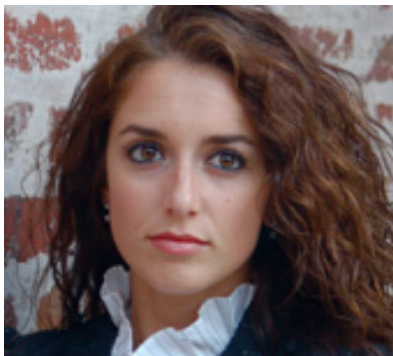
Founder & Designer, Nzinga Knight New York

Nzinga Knight's designs are for glamorous woman with captivating spirits. Our international clientele include dignitaries, celebrities, artists, everyday fashionistas, and the occasional bride-to-be.

Nzinga Knight approaches the design of her eponymous collection with a feminine and modern point of view. She designs a line of classic and innovative eveningwear and separates under the Nzinga Knight collection for women who embrace high-end fashion and dress with an effortless elegance and confidence. On Sept 7th as part of Mercedes Benz New York Fashion Week, Nzinga Knight presented its 2nd collection for Spring 2013 at Lincoln Center to a packed, celebrity studded audience, press and buyers. Seated in the front row were Fern Mallis the founder of New York Fashion Week as well as Vanessa Williams a new fan of the collection and many other fashion elite and celebrities.

The Nzinga Knight collection & brand is being called "new and visionary with a design aesthetic like Prada" and is also being compared to the like of Donna Karan and Stella Mc Cartney. Essence Magazine is calling Nzinga Knight a designer who's "got NEXT".

It's a new conversation about fashion with elegant, classic and innovative designs that allow for women to retain a sense of mystery.



Lisa Mabe

Founder & Principal, Heward Social Communications

Lisa Mabe is Founder and Principal at Heward 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 Heward, focus 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-

SPEAKERS

BIOGRAPHIES 2012

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 Hewart, 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.



Hamzah Wald Maqbul Regional Member, Halal Advocate o

Hamzah was born in Whittier, California, and lived in Southern California until the age of ten when he moved to Blaine, Washington. After graduating from Blaine High School, he went on to attend the University of Washington and in 2004 completed a Bachelors of Science in Biochemistry and a Bachelors of Arts in Near Eastern Languages and Civilizations.

During his study at the university he was active on campus, serving as the president of the UW Muslim Students Association, which was and is one of the largest and most active student groups on campus, as serving for two years as a student senator, and the Senate-appointed member of special funding committee, which disbursed tens of

thousands of dollars to student groups on campus to help fund student-run events. After 9/11 he was also listed by the University of Washington as an expert on Islam and was invited to address various groups from all walks of life from universities to high schools to community groups as well as all forms of media (TV, Radio, Newspaper, Internet).

After graduation Hamzah went on to pursue traditional Islamic studies, which took him to a number of countries, including Syria and Egypt where he studied the Arabic language, Morocco, Mauritania, and UAE, where he studied the madhab of Imam Malik, grammar, usul al-hadith, and the two renditions of the qira'ah of Imam Nafi', Warsh and Qalun, and finally Pakistan where he had the opportunity to tafsiir, usul al-hadith, hadith, 'ilm alrijal and Hanafi fiqh.

After his return to America Hamzah spent five years as the resident scholar of the Thawr Institute, a non-profit religious and educational organization based in Seattle, Washington, teaching, giving khutbahs in local masjid, and travelling through America promoting the knowledge and practice of the sunnah. In parallel with his work at Thawr, he has worked closely with Islamic Relief, CAIR Seattle, and a number of other nonprofit organizations that serve the Muslim Community.

Hamzah Maqbul is a regional member of the Halal Advocates of America (HAA). Spanning the Pacific West, the Midwest, and the East Coast, the Halal Advocates - and its certifying arm Halal Food Standards Alliance of America HFSA seek to play a crucial role in the advancement of halal consumption in America. Hamzah Maqbul aids the Halal Advocates in educating the Muslim consumers about the moral significance of halal food and nurturing a relationship between consumer and corporation founded on ethical and commercial integrity.



Haroon Mokhtarzada

Co-Founder & CEO, Webs Inc.

Haroon co-founded Webs.com in 2001 with his brothers Zeki and Idris while still studying Economics at the University of Maryland. Haroon continued to build the company while earning his J.D. from Harvard Law School. Starting with \$2,000 and a single server in a closet, Webs is now the world's largest website building solution serving over 40 million users, where anyone can easily create a website and get web hosting. In 2006, Haroon raised \$12 million in capital for Webs.com.

Haroon also co-founded SGN, the Social Gaming Network. SGN was spun out as a separate company in 2007 and in 2008 \$15 million was raised in venture capital.



Preacher Moss

Comedian, Frounder, *Ala made me funny*

Known as the founder of "Allah Made Me Funny" - The Official Muslim Comedy Tour, is better know as the "poor righteous teacher" from his days as a young performer coming up in the industry. A writer for Hollywood heavyweights like Damon Wayans, George Lopez, and Darrell Hammond on Saturday Night Live, Preacher Moss had proven his value across many levels of stand-up, activism, and community empowerment.

His "End of Racism" Comedy and Lecture tour has been voted "Best Diversity Act" on college campuses for 2008, and 2009, is critically acclaimed, and recognized as an industry standard for the touch and honest conversation of race, diversity, and understanding in the world.

His material has been described as "smooth, intelligent, and thought provoking", as his comedy simultaneously occupies two spaces, at the same time. Moss makes you laugh and think. A master craftsman, and storyteller, his comedy is a reminder of the old school art of "comedy as protest, and enlightenment."

Few dispute Moss' abilities on stage. Many have described his work as something akin to watching and a veteran jazz musician fill in the scales with notes that ultimately make the world smile. His simplicity is the definition of what's right, and what matters in life.

His experiences as a comedian, writer, lecturer, Muslim, African-American, and poor righteous teacher are the sum of all his parts. Ultimately he is the storyteller on the corner that shares the good news, and sometime the bad, but always as sincere as he is comedic.

So...park yourself on the corner of "laugh and think", and share a little time with the comedic stylings of your brother, The Mighty Preacher Moss.

SPEAKERS

BIOGRAPHIES 2012



Sara Sayed

Director of Marketing and Communications,
Midamar Corporation

Sara is the Director of Marketing and Communications for Midamar Corporation in Cedar Rapids, IA, a privately owned business with over 200 Halal Food products and 4 lines of business. While at Midamar, Sara developed the marketing department and set up the online and social marketing capabilities for the company.

Prior to Midamar, Sara opened and managed the first licensed and accredited online K through 12 school in the Middle East, the K12 International Academy, in Dubai. Between 1998 and 2010, Sara was a part of the inaugural faculty team that set up Zayed University in the UAE, and worked with The Arab Gulf Fund for United Nations Development to set up the Arab Open University in 6 Arab Countries. In addition, Sara taught marketing courses at the college level for 6 years and ran a successful consulting company which aided US businesses in setting up operations in the Middle East and Arabian Gulf States.

Between 2006 and 2010, Sara wrote a regular column for the Gulf News – Friday Magazine called I, ME, Myself, which featured the biographies of top leaders in the Middle East. She was also the economy editor of the International Herald Tribune and Daily Star in Kuwait.

Over the past 15 years, Sara has devoted her free time to working with children's charities. She started the first Corporate Challenge in the UAE to raise funds for children with disabilities, ran silent auctions for Child Find Ontario, and currently volunteers on the fundraising committee of My Iman Montessori School in Cedar Rapids, IA. She is a student of the French and Arabic languages and she teaches part time at a community college. Sara earned an MBA from University of Windsor and a Masters Certificate in Internet Marketing from University of San Francisco.

Sara has 3 married children, Surriah, Maryam, and Ali, and 4 awesome grandchildren, Jameela, Ayesha, Ibrahim and Mohamed.

Nzinga Knight is a New York native fashion designer whose line, Nzinga Knight, launched in 2008. Nzinga studied fashion design and fine art at the prestigious Pratt Institute School of Design in New York City where she received a BFA in fashion design (class of 2005). Noted as a visionary fashion designer, Nzinga Knight is the recipient of a Council of Fashion Designers of America Award, a DCA Grant and was the winner of the 2008 Power UP Business Plan competition sponsored by Citigroup. She has worked with designers Marc Jacobs, ThreeAsFour, Reva Mivasager and Jones NY.



Moose M. Scheib

Founder & CEO, LoanMod.com

Moose is a social entrepreneur, producer, and national housing expert specializing in private placements, loss mitigation, and neighborhood stabilization. While serving as LoanMod.com's Chairman & CEO, he co-founded Aleph Advisors, a boutique advisory firm focused on helping U.S. companies do business in the MENA (Middle East & North Africa) region. Prior to founding LoanMod.com, Moose practiced corporate law at the international law firm of Proskauer Rose in New York City, clerked in the New York State Supreme

Court, and interned at the U.S. Attorney's Office in the Eastern District of New York. Moose founded Mizna Entertainment which produced the Arab American Comedy Show and viral MTV spoof videos that include Arab CRIBS, Nexted, and Made. He is a founding board member of HYPE Athletics Community (Helping Youth Progress & Excel), an athletics and social services nonprofit organization dedicated to empowering youth in the metro Detroit area.

In 2010, Moose co-founded the Michigan Arab Orchestra, a 501(c)(3) organization that celebrates Arab heritage, and its music through educational outreach and performance. He has been interviewed on Fox Business News with Neil Cavuto, NPR Radio, Aljazeera, and PBS. Moose has been featured in various publications including Forbes Magazine, Crain's Detroit Business, America.gov (U.S. State Department Publication), the Detroit Free Press, and The Washington Post.

Moose received his bachelors in Economics and Management from Albion College where he played football and was a team captain for four years. He received his Juris Doctorate from Columbia Law School where he was a staff member of the Columbia Business Law Review. Moose's notable contribution to various articles and publications include: The Essential Role of Securities Regulation (Duke Law Journal, February 2006). He is the recipient of the Raymond Jallow Award for Public Service, the Arabian Business Magazine 30 Under 30 next generation of Arab leaders, the 2010 Entrepreneur of the Year Award from the American Arab Chamber of Commerce, and is a member of the Connecticut Bar.



Farah Ahmed

Vice President ??????????????

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 Marketing/Advertising, Sunscreen, Anti-aging, and Organic/Natural/Green Committees. In 2009, ISO (Organization for International Standardization) appointed

Farah 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 Today Show, New York Times, the Washington Post, Oprah, Allure, Marie Claire, Elle, and other beauty and fashion magazines, Politico, WebMD, CBS News, ABC News, Womens Wear Daily, and several cosmetic industry trade publications. In 2010, Korn/Ferry International name Farah as one of the top 25 most influential South Asian Women in Marketing, Media, and Entertainment. Farah is a graduate of the University of Virginia, School of Law. She is also a Co-Founder and Board Member of SAMMA (South Asians in Media Marketing and Entertainment).

CONSORTIUM

AMERICAN MUSLIM CONSUMER CONSORTIUM

American Muslim Consumer Conference (AMCC) is no longer a one day conference event, it is transforming into a consortium of American Muslim Consumers, businesses and entrepreneurs.



The objective of American Muslim Consumer Consortium is to develop the American Muslim Consumer Market by addressing the needs of American Muslim Consumers and promote businesses who are developing products for this market.

Key Initiatives which will be launched by the Consortium.

Fund research, white papers, case studies, surveys related to the American Muslim Consumer market

Share, collaborate with like-minded organizations whose objectives are to promote entrepreneurship by launching entrepreneurship development programs

Reach out to mainstream companies and share studies and research which highlights the opportunities which exist in this market

Establish a communication channel connecting many Islamic organizations and Muslim communities through existing mode of communication

Establish network of entrepreneurs and investors who are willing to share their success and experience

Replicate the success of entrepreneurship showcase in many cities of America; help connect Entrepreneurs with investors

Ensure that Muslim owned businesses are committed to social responsibility and contributing their share of resources and funding towards community development projects

Leverage existing social media channels to aggregate and distribute Muslim consumer related news, white paper, research and case studies.

Develop a playbook to counter incidents like the advertising pull of Lowes from an American Muslim sitcom. As opposed to the reactive responses that don't fully address the issue, what are some proactive measures that serve to engage in a meaningful and innovative manner?

Join American Muslim Consumer Consortium, as a Consumer you will help shape this market, as a Business you will have access to all the market data, white paper, case studies which can help you market your products, as a would be Entrepreneur you can connect with successful entrepreneurs and investors.

FOR MORE INFORMATION PLEASE EMAIL info@americanmuslimconsumer.com

American Muslim Consumer Consortium is a non-profit corporation (501-c) registered in the state of New Jersey. The tax exempt status of American Muslim Consumer Consortium is pending with Internal Revenue Service.

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Jaan J. cater to the needs of those who appreciate quality neckties but do not wear silk for health or personal reasons.

We have made it our mission to produce the best halal non-silk ties for those who need the best neckwear for their mind, body, and soul.

Initially, the idea of creating high quality non-silk ties was more self-serving than anything else: as Muslim men we refused to wear silk because of the hadith that prohibits Muslim men from wearing it. With time, however, we discovered that a few overlooked markets also demanded our high quality non-silk ties: Hindus, Jains, Sikhs and Vegans. With all that in mind, we started Jaan J.

The Muslim support has been terrific but the support from the other groups has been fantastic. This past March, Jaan J. sponsored the Humane Society's 26th Annual Genesis Awards held in Beverly Hills, California. Some of the celebrities in attendance were Rose McGowan, Moby and Bill Maher with some of the winners being Ellen DeGeneres and Stephen Colbert, to name a few.

In 2008, the People for the Ethical Treatment of Animals (PETA) awarded Jaan J. the annual Proggy Award that wonderfully legitimized the brand for all conscious consumers.

Jaan J. will eventually become a lifestyle brand for the conscious consumer with products ranging from high quality mens' dress shoes to fedora hats.



Jaan J.

The Home of Halal Non-Silk Ties

JaanJ.com

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TO THE PARTNERS THAT MADE THIS EVENT POSSIBLE

Council for the Advancement of Muslim Professionals (CAMP)

Halal Focus

ICNA Relief USA

Sameer's Eats

Organization of Pakistani Entrepreneurs (OPEN NY)

Network of Arab-American Professionals (NAAP)

American Halal Association (AHA)

My Halal Kitchen

UP a Notch

Muslim Consultative Network (MCN)

Half our Deen

Council of American-Islamic Relations (CAIR)

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