

# COCKTAILS & ECONOMICS

## Developing an Eye for the Economy

Taking the pulse of America's  
diverse-led firms in **22 cities**

The Enterprise Center is spearheading a new initiative; **Cocktails & Economics - Developing an eye for the economy**, focusing on minority CEOs of companies generating \$2 million or more. The goal of this initiative is to pique minority CEOs' interest in key economic indicators & educate them on methods for monitoring current economic indicators to help them to make informed decisions. Economic indicators & trends can be complex: Cocktails & Economics aims to make these topics more approachable & digestible by utilizing expert presenters who can provide a comprehensive understanding of how to interpret economic indicators such as:

Gross Domestic Product (GDP) Unemployment Rate Consumer Price Index (CPI)

Stock Market Indices Interest Rates Business & Consumer Sentiment Surveys

Government Economic Reports Financial News Outlets

## LOCATIONS

Philadelphia | Erie | Baltimore | Washington D.C. | Atlanta | St. Louis | Memphis  
Charlotte | Miami | Orlando | Dallas | Houston | San Antonio | Detroit | Chicago  
Minneapolis | Phoenix | Denver | Oakland | Los Angeles | Boston | New York City

## GOALS

- Cocktail will feature spirit & food companies owned by diverse entrepreneurs -
- Increase growing companies' use of economic indicators -
- Gather their business & capital needs to grow further faster -
- Share relevant information via speakers & books -
- **Touch over 1100 diverse led firms in 2024 -**

