



MOVERS & SHAKERS

SUCCESS HAS MANY FACES & STYLES

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Year 2015 is all about transformation and seizing the moment. Everyone loves success and this year's Movers & Shakers are a mix of rising stars and prominent all-stars with true staying power. No matter what stage of their career they are in they all understand the flexibility and durability it takes to have a career or business that thrives. They understand that you must stay connected to the big vision. You must weather the storm when it comes and it will come. You must engage your marketplace with a product that resonates with them and does to inspire them, so much so, that you are financially rewarded. Can you touch heads and change minds? Can you build? Whether they're corporate financiers, arena owners, media or medical professionals, fashion aficionados, marketing gurus, community builders, skilled celebrity artists, movers of luxury or entrepreneurial, this class of steady riders knows that success comes from your own making but the rewards benefit us all.



YVONNE BROWN IS AUTHOR OF
AFROFUTURISM: HER SO-FILM 'BAY
STAR CITY' GIGS INTO
PRODUCTION THIS YEAR

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WHAT'S YOUR CLAIM TO FAME?

On the journalism side, I've been on the frontlines of some of the biggest stories of our generation, from Obama's historic presidential win to the death of Michael Jackson. It's extremely humbling that I've won awards for some of my coverage. As far as my behind-the-scenes work, last year I co-created (and starred in) my first reality show, "The Gospel Game" on VH1. It was amazing to see it grow from a phone conversation between Tone Boots and myself into a real concept, then an actual show that was on the air with over a million viewers per episode.

I work with a variety of different networks and recently have begun doing some anchoring for HLN (CNN's sister station). I'm president of my own company, Carpenter Media LLC, where I work on creating/developing TV shows with my partner from District Media, Tone Boots.

WHAT IS THE DRIVING FORCE THAT GETS YOU UP IN THE MORNING?

I'm so passionate about what I do. So, it's that passion and eagerness to wake up and see what's happening in the world, what the big stories of the day are, figuring out how I'm going to approach any stories I might be covering. It's also that passion to get back to work on the shows I'm developing. I'm incredibly excited about all my projects.

WHAT'S YOUR GREATEST BUSINESS CHALLENGE?

My greatest business challenge, to be honest, can be dealing with some of the wild and wonderful personalities in the entertainment industry -- the office politics, egos, etc. But you soon learn how to best handle that kind of stuff.

WHAT DOES IT TAKE TO BE SUCCESSFUL IN YOUR INDUSTRY?

For on-camera specifically, having a tough attitude is very important -- you have to believe in yourself 100 percent, even if others don't. It's inevitable that you're going to face a certain amount of rejection and when you're on TV everyone has something to say. Passion is very important in being able to survive the grueling hours, sleepless nights and hard work it takes to be a successful journalist. You have to relentlessly work harder than the rest, continually push yourself out of your comfort zone and if one door closes keep on forcing more handles until the next one opens.

HOW DO YOU FOCUS WHEN BUSINESS SITUATIONS GET DIFFICULT?

When business situations get difficult I just try to take some time out to figure out the best plan of action. I'm solution oriented so instead of dwelling too much on what's going wrong I like to focus on what I or we can do to make it right.

SO WHAT'S NEXT FOR YOUR BUSINESS OR CAREER?

I'll be doing my on-camera work of course, while continuing to develop the shows I mentioned earlier. We have a couple of major production entities that we're working with on several of those concepts. Look out for *Whispered* in early 2013. It's an entertainment news site with a cool twist -- a focus on live and interactive components. I'll be one of the faces plus the lead editorial consultant. Lots of exciting stuff in the works.

IF YOU WERE TO WORK IN A DIFFERENT PROFESSION WHAT WOULD IT BE?

If I had to work in a different profession I would either be a detective or a psychologist.

WHAT'S YOUR FAVORITE MOTIVATIONAL QUOTE?

"Expect problems and eat them for breakfast." -- Alfred A. Montapert

