



Maggie Anderson as Keynote Speaker for the National Business League of Alabama

African-Americans in Alabama are making concerted efforts to address the economic conditions of our neighborhoods. The power of Cooperative Economics, to circulate the dollar within a given geographical or cultural sector, is swiftly becoming the method of spending for informed consumers. The National Business League of Alabama (NBLA) was incorporated in 2012 as a 501(c)3 nonprofit entity to foster this very purpose.

NBLA is the synergistic state-wide convener of businesses, civic organizations and community leaders that have a vested interest in creating generational wealth and holistic well-being, for Alabama's African-American Community. NBLA empowers self-sustainable African-American communities by strategically uniting business owners, investors, and patrons; to re-invest our commonwealth for the future generations of Alabama.

Margarita “Maggie” Anderson Founder & CEO of the Empowerment Experiment, also known as the “Rosa Parks of Economic Empowerment”, presided as event keynote speaker at NBLA’s official launch on Thursday, November 2nd 2017. Her book *Our Black Year: One Family’s Quest to Buy Black in America’s Racially Divided Economy*, details Anderson’s challenging experience of shopping exclusively with African-American retailers for one year. The Empowerment Experiment resulted in a groundbreaking study in partnership with the Kellogg Graduate School of Management at Northwestern University proving that if African-Americans reinvested just 10% of our one trillion dollars in buying power, as opposed to the current 2%, we could create one million jobs nationwide. “I dream of an America where there is reciprocity for what’s going on in our communities...You don’t have to live in a struggling community to empower it. You don’t have to be an activist to do what I do. It’s about the little things we all can do every day. We can no longer just reminisce on or read about historic greatness, we must realize it now”, Maggie emphasizes. Anderson has been featured on an array of national platforms including: BET, CNN, CBS This Morning, TV One, CSPAN, and Black Enterprise.