



The Voice of Your Customer

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Cincy Business Magazine announces African American Female Business Owner as a finalist for the 2007 Greater Cincinnati Athena Award Finalist

Crystal Kendrick, President, The Voice of Your Customer, has been selected as a finalist for the 2007 Greater Cincinnati Athena Award honoring outstanding women who have achieved professional excellence, given back to their communities and created leadership opportunities for other women in the Tri-state.

For more than 20 years, Crystal Kendrick has worked in the areas of sales and marketing. Today, she owns a marketing consulting company designed to assist business leaders to better manage the experiences of their customers. The Voice of Your Customer has been awarded contracts with the State of Ohio, Hamilton County and a number of local companies to complete survey research, media campaigns, job readiness training, mystery observation programs and competitive analysis. The Voice of Your Customer is featured in a number of national, regional and local publications and has been repeatedly recognized for economic inclusion, workplace ethics and the successful management of government contracts.

Crystal is very active in the community. She is a Diamond Life Member of Delta Sigma Theta Sorority, Inc. and a member of the Cincinnati Alumnae Chapter. Crystal is a charter member for the Queen City Chapter of The Links, Incorporated, and currently serves as the Recording Secretary. She is also a member of St. Andrews Episcopal Church where she has served on the Governing Board and the Rector Search Committee. In addition, Crystal has been selected to the 2007 Fund Arts Fund Business on Board Program and remains the Event Editor for the Cincinnati Herald.

For the Athena Award, Crystal is being recognized for her mentoring relationships with African American women in the Tri-state. To begin, she maintains a very strong relationship with Monai Smith and Jeanette Tucker of EVOM Administrative Services, offering them support as they continue to grow their virtual assistant business. For the past four years, Crystal has established a mentoring relationship with Alison Jones, Kelley Webb and Ashley Allen of the Rho Xi Chapter of Delta Sigma Theta Sorority, Inc. In addition, Crystal maintains mentoring relationships with female high school students, assisting them with college applications, scholarship letters and job opportunities.

All finalists will be honored and a recipient will be announced at a luncheon on September 20 at the Sharonville Convention Center. All finalists will also be featured in the October/November issue of *Cincy Business* magazine with a cover story in their honor.

This marks the second year for the ATHENA[®] Award program in Cincinnati, joining the approximately 350 programs in the US, Canada, Russia, China, United Arab Emirates, UK, and most recently India.

“This is an opportunity to honor women who are vital to the community and yet don’t often receive recognition,” says *Cincy Business* publisher Eric Harmon. “The number of women nominated, not to mention the finalists, is evidence of how vibrant business is in Cincinnati.”

For more information call Publisher Eric Harmon at 513-297-6205 or visit www.cincybusinessmag.com.



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