



PVAMU CONTINUING EDUCATION TO HOST FREE EVENT ADDRESSING SOCIAL CONSCIOUSNESS AND BUSINESS SURVIVAL

"The Raw Truth™: 'Protests, Pivots, and Profits'" explores why individuals and business owners have to change their mindsets in this new normal brought on by the coronavirus (COVID-19) pandemic.

HOUSTON (September 21, 2020) – In this new normal, small business owners are facing two significant issues brought on by the COVID-19 pandemic: how to stay in business and how to process the social consciousness around the globe sparked by the death of George Floyd. Prairie View A&M University's (PVAMU) Northwest Houston Center Campus (NWHC), Office of Continuing Education (OCE), and Small Business Development Center (PVAMU SBDC) will tackle this reality with **"The Raw Truth™: Protests, Pivots, and Profits."**

Dr. Tyrone Tanner, NWHC executive director and College of Education professor, will talk about the reality of deficit model thinking.

"Deficit model theory or thinking is the perspective that minority group members are different because their culture is deficient in important ways from the dominant majority group. It is often used to commonly explain disparities among minority groups in educational settings," Tanner said.

Tanner's talk will be followed by testimony from Darryl Owens, the owner of Blue Palmetto Training LLC. This Arlington, Texas-based business began its pivot in March 2020, as the pandemic was unfolding. Owens will share how his business model transformed to survive and thrive.

"Helping others through the change cycle has always been one of my strengths. Starting my company was the pivot point," Owens stated. "Thankfully, I was committed to the idea of pivoting before I retired from corporate America at the age of 49."

Event: The Raw Truth™: Protests, Pivots, And Profits
Date: Thursday, September 24, 2020
Time: 11 a.m. – Noon
How to register: <https://www.pvamu.edu/oce/event/the-raw-truth/>

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About Prairie View A&M University: Designated an institution of "the first class" in the Texas Constitution, Prairie View A&M University is the second-oldest public institution of higher education in the state. With an established reputation for producing engineers, nurses, and educators, PVAMU offers baccalaureate degrees, master's degrees, and doctoral degree programs through eight colleges and schools. A member of The Texas A&M University System, the university is dedicated to fulfilling its land-grant mission of achieving excellence in teaching, research, and service. For more information regarding PVAMU, visit www.pvamu.edu.

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