

DR. GLORIA B. HERNDON JOINS SIFE BOARD OF DIRECTORS



Dr. Gloria B. Herndon

Dr. Gloria B. Herndon, President and CEO of GB Herndon & Associates as well as the Chairperson of the American and African Business Women's Alliance (AABWA), recently joined the Students In Free Enterprise (SIFE) Headquarters Board of Directors. Dr. Herndon's area of focus as a member of the SIFE Headquarters Board of Directors will be to increase the awareness of SIFE among key groups in the USA and Africa. As a first step, she will engage her vast network of academic and business contacts to become involved in SIFE national and international events and activities on the African Continent and the USA. Founded in 1975, SIFE is a global non-profit organization improving the quality of life and standard of living around the world by teaching the principles and values of free

market economics and entrepreneurship. Working in partnership with hundreds of universities and businesses, SIFE organizes, motivates, and trains college and university students to form “management teams” that design, develop and implement thousands of community-based micro-business, training and educational projects to create and expand economic opportunities through hands-on and practical training projects. Last year alone SIFE programs, which operate in over 1,700 colleges and universities in forty-seven countries, sponsored well over 5,000 community-based business development and training/educational projects worldwide. For more information about SIFE, please visit www.sife.org.

The SIFE World Headquarters Board of Directors is composed of some of the world’s leading business figures whom are personally involved with investing much of their time and resources into SIFE as well as attending the annual events and aggressively recruiting SIFE students and sponsors. Included among the more than two hundred of the world’s leading business executives are: Robert Rich, Jr., President, Rich’s Products Corporation and SIFE Board Chairman; Doug McMillon, President & CEO Sam’s Club; Janice Bryant Howroyd, Chairperson & CEO, ACT-1 Group; John Studzinski, CEO, HSBC Corporate Investment Banking; Harry Alford, President & CEO, National Black Chamber of Commerce; Herbert Smith, Chairman, H.C. Smith Ltd/Smith International Enterprises; Guillaume Bastiaens, Vice Chairman, Cargill; Doug Conant, CEO, Campbell Soup; Tom Moser, Vice Chairman, KPMG; Leonard Roberts, Executive Chairman of RadioShak; Daniel Amos, Chairman & CEO, Aflac Inc.; Martin Sullivan, President & CEO, AIG; Seamus McBride, USA-Colgate Palmolive; Paul Riley, Chairman & CEO, Korn Ferry International; and David Bernauer, Chairman & CEO, Walgreens.

Dr. Herndon earned Bachelors’ Degrees in Economics and Political Science as well as a Master’s and a Ph.D. in International Law and Economics from Johns Hopkins University. Subsequently, she worked for the U.S. Department of Agriculture as an economist and then joined the U.S. State Department and was posted as a Foreign Services and Commercial Officer to various U.S. Embassies in Africa and Europe. Upon leaving the U.S. State Department, she founded and continues to direct GB Herndon & Associates, which is headquartered in the District of Columbia in the United States. GB Herndon & Associates focuses on structuring health and medical benefits insurance for its corporate clients. Its diverse clientele base includes the National Medical Association (NMA), embassies of many foreign governments, the National Association of Postal and Federal Employees (NAPFE), the University of the District of Columbia and many others. In recent years, Dr. Herndon has further diversified her company by forging strategic partnerships with leading providers of insurance and student financial aid services for the higher education market. GB Herndon & Associates also maintains corporate affiliations with the National

Association for Equal Opportunity in Higher Education (NAFEO), the American Association of Community Colleges (AACC), and the Association of Community College Trustees (ACCT).

Dr. Herndon is also active in the business and local communities through her proactive involvement with various organizations such as the U.S. Board of Trade, the U.S. Chamber of Commerce, the National Conference of Negro Women (NCNW), Africare, the Women's Business Network and the African American Unity Caucus (AAUC). She also is a member of several corporate advisory boards to include Office Depot, Six Continents Hotels and American Express. In addition, she co-chairs the Boards of the National Head Start Association (NHSA) and the National Association for Equal Opportunities in Higher Education (NAFEO). A further aspect of Dr. Herndon's commitment to the community revolves around various real estate property development and rehabilitation projects that she has undertaken. These projects include major renovations and rehabilitations of both commercial and residential properties in several economically distressed areas of East St. Louis, Illinois; St. Louis, Missouri; and Washington, D.C. Future projects include a proposed commercial and multi-unit residential housing complex near Florida Avenue and K Street in Northeast Washington, D.C. as well as a multi-unit senior citizen retirement complex and administrative center to be located in Shreveport, Louisiana.

- End -