

# Milan Group, Inc.

## Capability Statement

Milan Group, Inc.  
1227 Rockbridge Road  
Suite 208-97  
Stone Mountain, GA 30087  
Office: (770) 270 5599  
Fax: (770) 270 0323  
[www.milangroupevents.net](http://www.milangroupevents.net)  
[info@milangroupevents.net](mailto:info@milangroupevents.net)



### ABOUT OUR COMPANY

The Milan Group, Inc. is a highly focused consulting firm led by their dynamic and energetic founder and CEO, Zola F. Thurmond. We pride ourselves on finding effective and customized solutions to meet the various needs of our clients. Whether those needs be short or long term, the Milan Group's stands ready to provide superior support services at very reasonable prices in the areas of ***Event and Meeting Planning, Public Relations, Advertising, Management Consulting Services, Project Management, Facilitation and Training.***

### COMPANY CERTIFICATIONS:

- CAGE CODE: 3PVS9
- DUNS NUMBER: 010230881
- SBA 8(A) GRADUATE, WOSB, GSA SCHEDULE
- STATE CERTIFICATIONS
- CITY CERTIFICATIONS

### ABOUT OUR PRESIDENT/CEO

Ms. Zola F. Thurmond has successfully directed Milan's strategic planning, business development, resources, and quality customer satisfaction. She brings 30 years of experience in Management Consulting and Project Management and holds a B.S. degree in Communications. Previously, Ms. Thurmond worked at The Coca-Cola Company for several years in marketing research. She was appointed by former Georgia Governor Joe Frank Harris to serve in a key liaison role in his administration, but the entrepreneurial spirit served as the catalyst to start her own business in 1997. Ms. Thurmond is active member of her community and is constantly seeking ways to find viable opportunities for her clients, employees and business partners as well as associates. Zola is a volunteer with Hands on Atlanta, Northlake Gardens Assisted Living and Memory Care, and once served as a spokesperson for the American Cancer Society.

### MEET OUR TEAM OF EXPERTS

- Zola F. Thurmond, President/CEO
- Dennis Alexander, Business Development Consultant
- Louisa Kamau, Director of Communications
- Martalyn Stephens-Bilingsley, Facilitator/Trainer
- Nancy Lewis, Facilitator/Trainer – Staff Development
- Kristina McInerney, Web Design
- Gary Crawford, Graphic Artist
- Brad McWhorter, Audio/Visual Director

### CORE CAPABILITIES

#### Event and Meeting Planning

- Third Party Coordination
- Liaison Support
- Site Location
- Topic and Speaker Identification

#### Advertising

- Media Selection
- Broadcast Media
- Direct Mail
- Media Planning/Placement

#### Public Relations

- Execute Media Program
- Press Conference
- Press Releases
- Schedule Broadcast

#### Project Management

- Leadership and Communication
- Planning and Scheduling
- Project Life Cycle Management
- Project Tools and Program

#### Facilitation

- Developing standards for group behavior and decision making
- Assistance in consensus development, and visioning
- Goal setting
- Meeting design agenda setting and meeting facilitation

#### Training

- Leadership/Staff Development
- Team Building
- Customer Service
- Conflict Resolution

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### PROJECT HIGHLIGHTS

#### Event and Meeting Planning (**Eco-Friendly**)

Milan Group, Inc. provided logistical support services to the **United States Environmental Protection Agency (EPA), Region 4**, by planning and coordinating 8 successful proposal writing workshops in 4 states throughout the Southeast. In September 2008, EPA called on Milan to execute 8 workshops in less than 3 months. Milan was successful in planning, promoting and completing the workshops in Mobile and Montgomery; Knoxville and Nashville; Bowling Green and Lexington; and Gulfport and Greenville in less than 5 weeks, which included extensive travel during the holiday season. Attending these workshops were various government agencies, politicians, community and business leaders, as well as non-profit organizations. As a result of these Community-Based Capacity Building Workshops, 3 grants were awarded and there were over 300 total in attendance.

#### Project Management

Milan Group served as the primary contractor to deliver meeting support services to the **National Institutes of Health/National Institute on Aging**. This project included coordinating travel and lodging for over 100 young researchers and doctors yearly for the Grants Technical Assistance Workshop and the Summer Institute on Aging Research forum.

#### Facilitation

The **US Environmental Protection Agency** secured the facilitation support services of our firm, which was used to help develop a consensus amongst multiple Federal agencies. Milan also provided facilitation training at no additional expense to the client in order to ensure a successful outcome. A consensus was achieved regarding three critical recommendations with the commitment by all participating agencies to re-convene in late 2012.

#### Training

Since 1998, the Milan Group has provided qualified trainers that developed and implemented an in-class Job and College Preparedness Program at **Atlanta and DeKalb Technical Colleges** for the hard-to-serve population. The course focused on developing job-readiness skills necessary to obtain work or pursue a college education.

### PARTIAL LISTING OF CLIENTS

- U.S. Department of Defense
- Arizona Army National Guard
- Department of the Air Force
- U.S. Environmental Protection Agency
- National Institutes of Health/National Institute on Aging
- Thurmond for U.S. Senate
- Technical College System of Georgia, Office of Adult Education
- Atlanta Technical College
- Metro Atlanta Chamber
- Georgia Legislative Black Caucus
- Atlanta Franchise Development Corporation
- General Missionary Baptist Convention of Georgia, Inc., Atlanta 2012 National Baptist Convention, USA, Inc.

### NAICS CODES

Primary Code:

- 541612 – Administrative Management and General Management Consulting

Secondary Codes:

- 541430 - Graphic Services
- 541614 - Process, Physical, Distribution and Logistics Consulting Services
- 541513 - Marketing Consulting
- 541611 - Management Services
- 561920 - Event Planning Services
- 541820 -Public Relations Services
- 541612 - Marketing Consulting
- 561599 - Reservation Services
- 561320 - Temporary Help Services
- 611440 - Professional and Management Development Training
- 721110 - Hotels (except Casino Hotels and