

Beat: Business

LaTonya Pegues To Speak At The 2015 US-Africa Business Matchmaking

US-Africa Business Matchmaking

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USPA NEWS - The 2015 US-Africa Business Matchmaking Conference will bring together business leaders from Africa and the United States that will meet to discuss existing and potential opportunities in both markets. The event will convene from 19 November to 21 November, 2015 in Austin-Texas.

LaTonya Pegues will be one of the panelists for this year conference. LaTonya Pegues is founder and CEO of BOAZ Enterprises. After working in the aerospace and telecommunications industries in a variety of positions including as a satellite and missions engineer, a low temperature physics researcher, and a communications and PR expert, LaTonya brings a wealth of experience and non-traditional solutions to BOAZ Enterprises clientele.

LaTonya has worked at NASA, and when she started her marketing and PR firm in the year 2000, NASA was one of her first clients. As BOAZ Enterprises CEO, she has provided client services in Asia, Europe, and throughout North America. LaTonya is a non-traditional client trainer, public and keynote speaker, and professional development consultant coach.

Under LaTonya's leadership, BOAZ Enterprises has worked with a variety of clients working on public relations and media campaigns ranging from NASA to city and county governments, school districts to non-profits, to the private sector and cable network television.

LaTonya has been an on-air radio personality in Los Angeles where she co-hosted a daily radio show. She has also worked in radio in Austin, TX training youth to produce radio segments and improve their radio etiquette and soft skills. Her voice has been heard over the airwaves on countless radio commercials in Los Angeles and Austin. LaTonya has been an entertainment industry writer for a Canadian-based online publication, and launched the BOAZ Entertainment Report.

LaTonya is a strong believer in community involvement and economic empowerment. She has served as a Metro Ambassador in the Capital Metropolitan Transit Authority Metro Ambassador program in Austin, a visiting professor in the National Urban League Black Executive Exchange Program, a mentor in the Young Women of Destiny program, and is a 2011 Austin chapter NAACP Community Service Award winner. She is a 2014 graduate of the Essentials class of Leadership Austin, and is a member of Greater Mount Zion church. LaTonya is a proud graduate of Howard University, based in Washington, D.C, where she studied physics and mathematics.

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