



Dreams can be realized with proper planning, support and action

Sponsor Benefits, Commemorative Ad Booklet & Associated Vendor Booth Fee Packages



EMPOWERMENT EXPO 2019

Melrita M. Johnson, LMSW
President/Founder of REFORM, Inc.
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819 West 6th Pine Bluff, AR 71603
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www.reformincarkansas.org Website
reformarkansas@yahoo.com Email

REFORM, INC.

P.O. Box 2077 | Pine Bluff, AR 71613 **Mailing** 819 West 6th Pine Bluff, AR 71603 **Physical** www.reformincarkansas.org
Website reformarkansas@yahoo.com **Email** 870.872.3676 **Business** [Paypal.me/reformincarkansas](https://www.paypal.com/paypalme/reformincarkansas) | EIN:46-2617582
| CASH App: \$ReformInc



January 17, 2019

Greetings,

REFORM, INC. (Resiliency. Empowerment. Faith. OverComer), a 501c3 non-profit corporation whose purpose is to empower transitional independent-aged youth and young adults from ages 10-24. As we prepare them with the skills and knowledge needed through education, life skills and vocational training to become leaders of tomorrow, REFORM, Inc. would like to take this time to inform you of our upcoming event, REFORM, Inc. presents the 2nd Annual Sister Friend Empowerment Expo (SFEE) to be held Friday and Saturday, April 5-6, 2019, at the Pine Bluff Convention Center located at 1 Convention Center Dr. in Pine Bluff, AR. We are thankful to have key sponsors on board, such as Pine Bluff Advertising and Promotion Commission, The Chosen One Professional Services, LLC. (TCOPS), and second year sponsor Arkansas Minority Health Commission support this event to assist us in ensuring its success.

REFORM, Inc. presents Sister Friend Empowerment Expo is a yearly conference formed to embody empowerment of all age ranges, both male and female, holistically: mind, body and spirit. Sister Friend Empowerment Expo exposes attendees to tools needed to create a healthier lifestyle. It is intended to encourage, educate, promote health, inspire and give tools to attendees to aid them in overcoming obstacles, continue to have faith in themselves, and empower them through health screenings and education, motivational speakers, and an array of vendors from across the state and out of state will be on site with an array of information and goods for the attendees. The public can purchase a Vendor Access day pass for each day of the SFEE at the rate of \$10 daily.

We are anticipating registered attendees all ages from across the State of Arkansas and surrounding states to attend this event. Our Keynote Speaker is National Gospel Recording Artist Jekalyn Carr with Guest Appearance by Instagram Phenom Karlton "Not Karlton Banks" Humes. 2019 has added a TRACK 2 in which Sister Friend Empowerment Expo will offer clinicians registered for Track 2 Continuing Education Units/Hours during the weekend. Qualified facilitators will conduct sessions beginning Friday morning, ending Saturday afternoon for a total of up to 12 for the weekend. The theme is: "Mindfulness & Self-care for Clinicians in Caring for Clients". As you can see the weekend will be action packed and educational.

We would love to schedule a time to speak further with you regarding upcoming plans and how you can be involved! We are accepting sponsorships and donations to assist us in making this a memorable experience for attendees and for the city of Pine Bluff. Monetary donations and in-kind donations are welcomed. Checks/Money orders/Cashier's checks can be made out to REFORM, Inc. and mailed to the

address above. REFORM, Inc. also has alternative methods of securing payment such as PayPal and CASH app. Please inquire of more options. Remember donations can be tax deductible. Consult your financial advisor for more details. **Deadline for sponsorships is March 1, 2019.** Donations for advertisements for our commemorative booklet are available. **Deadline for submissions is March 16, 2019.** Please see attached forms.

We look forward to hearing from you soon. Your support is invaluable and appreciated more than you know. If you have any questions, would like to schedule a time to meet and further discuss the REFORM, Inc. program, the Sister Friend Empowerment Expo, or would like more ways you can be involved, please do not hesitate to contact me. EARLY BIRD Registration begins February 1, 2019 and can be completed on our website or on Eventbrite.

With warmest regards,

Melrita M. Garrett-Johnson, LMSW

Melrita M. Garrett-Johnson, LMSW

President/Founder of REFORM, Inc.



**Pine Bluff Advertising and Promotion Commission
Arkansas Minority Health Commission
The Chosen One Professional Services, LLC**

Benefits to the Sponsor and Associated Fees Booth Fees Corporate Sponsorship and Donation Levels

Platinum Level (Presenting Sponsor Title) Contribution of \$10,000 or more

- *Title of "Presenting Sponsor"
- * "Presenting Sponsor" on signage, web, newspaper, email, media, and radio advertisement
- *Invitation to speak about company/agency for up to 10 minutes during REFORM, Inc. presents Sister Friend Empowerment Expo opening session
- *"Presenting Sponsor" on website announcements with link to Main site on main website
- *"Presenting Sponsor" on email correspondence
- *" Presenting Sponsor" in public service announcements advertisements
- *" Presenting Sponsor" on Letterhead & Flyers
- *" Presenting Sponsor" on Sister Friend Empowerment Expo signage day(s) of event
- *Unlimited Access to Hospitality room for up to 10 people for the 10 VIP guest tickets
- * Prime Wall Booth Space with up to 10 booth overseers
- *" Presenting Sponsor" in all thank you follow up ads in newspaper, email and web
- *Company/Agency Link from REFORM, Inc. website to Company/Agency website
- * Whole Key page advertisement in Ad Booklet (Color)
- * Ten Two-Day Tickets to SFEE Event

Gold Level Sponsor Contribution of \$7,500

- *Title of "Gold Level Presenting Sponsor"
- * "Gold Level Presenting Sponsor" on signage, web, newspaper, email, media, and radio advertisement
- *Invitation to speak about company/agency for up to 8 minutes during REFORM, Inc. presents Sister Friend Empowerment Expo Day 1, Day 2, Both Tracks
- *"Gold Level Presenting Sponsor" on website announcements with link to main website
- *"Gold Level Presenting Sponsor" on email correspondence
- *" Gold Level Presenting Sponsor" in public service announcements advertisements
- *" Gold Level Presenting Sponsor" on Letterhead & Flyers
- *" Gold Level Presenting Sponsor" on Sister Friend Empowerment Expo signage day(s) of event
- *Unlimited Access to Hospitality room for up to 8 people for the 8 VIP guest tickets

- * Prime Perimeter Booth Space with up to 8 booth overseers
- *" Gold Level Presenting Sponsor" in all thank you follow up ads in newspaper, email and web
- *Company/Agency Link from REFORM, Inc. website to Company/Agency website
- * Whole Key page advertisement in Ad Booklet (Color)
- * Eight Two-Day Tickets to SFEE Event

Silver Level (Partner) Contributions of \$5000

- *Title of "Silver Level Partner"
- *Invitation to speak about company/agency for up to 6 minutes during REFORM, Inc. presents Sister Friend Empowerment Expo Day 1, Day 2, Both Tracks
- *"Silver Level Partner" advertisement on web, newspaper, email, and media announcements
- *Prime Wall Booth Space with 7 booth overseers
- *Unlimited Access to Hospitality room for up to 7 people
- *Inclusion in thank you follow up ads in newspaper, email and web
- *Prime Signage Day of event
- *Company/Agency Link from REFORM, Inc. website to Company/Agency website with *Title of "Silver Level Partner" identification
- * Whole Key page advertisement in Ad Booklet (Color)
- *" Silver Level Presenting Sponsor" on Letterhead & Flyers
- * Seven Two-Day Tickets to SFEE Event

Diamond Level (Partner) Contributions of \$3500

- *Title of "Diamond Level Partner"
- *Invitation to speak about company/agency for up to 5 minutes during REFORM, Inc. presents Sister Friend Empowerment Expo Day 1, Day 2, Both tracks
- *Inclusion as Diamond Level Partner on website, advertisement, announcements and emails
- *Inclusion as Diamond Level Partner on public service announcements and newspaper advertisements
- *Prime Wall Booth Space with 5 booth overseers
- *Unlimited Access to Hospitality room for up to 5 people
- *Inclusion in thank you follow up ads in newspaper, email and web
- *Prime Signage Day of SFEE event

*Company/Agency Link from REFORM, Inc. website to Company/Agency website with *Title of “Diamond Level Partner” identification

* Whole Key page advertisement in Ad Booklet (Color)

*” Diamond Level Presenting Sponsor” on Letterhead & Flyers

* Five Two-Day Tickets to SFEE Event

Pearl Level (Partner) Contributions of \$2000

*Title of “Pearl Level Partner”

*Company/Agency Link from REFORM, Inc. website to Company/Agency website with *Title of “Pearl Level Partner” identification

*Name/Company Announcement as Pearl Level Partner Day of Event at least 5 times

*Prime Wall Booth space with 4 booth overseers

* Hospitality Room for up to 4 people Unlimited Access to

*Name/Company recognized as Partner on written correspondence

*Name/Company recognized as Pearl Level Partner on signage to advertise Expo

* Whole page advertisement in Ad Booklet (Color)

* Four Two-Day Tickets to SFEE Event

Premiere Bronze Level \$1000

*” Bronze Level” Package

* Name/Company Announcement as “Bronze Level” Each day of Event at least 2 times

*Unlimited Access to hospitality room for up to 3 people

*Prime Web advertisement

*Prime Wall designated booth space (Limit of 3 people to oversee booth)

*Name/Company recognized as Bronze Level on web advertisement

*Name/Company recognized as Bronze Level on signage to advertise Expo

* Whole page advertisement in Ad Booklet (Color)

* Three Two-Day Tickets to SFEE Event

Glass Level \$600

*” Glass Level” Package

* Name/Company Announcement as “Glass Level” Day of Event at least 2 times

- *Unlimited Access to hospitality room for up to 2 people
- *Secondary Web advertisement
- *Secondary Wall designated booth space (Limit of 2 people to oversee booth)
- *Name/Company recognized as Glass Level on web advertisement
- *Name/Company recognized as Glass Level on signage to advertise Expo
- * Whole page advertisement in Ad Booklet (Color)
- * Two Two-Day Tickets to SFEE Event

Friends Level \$350

- *Unlimited Access to hospitality room for up to 2 people
- *Secondary Back to Back/Center designated booth space (Limit of 2 people to oversee booth)
- *Name/Company recognized as Friends Level on signage to advertise Expo
- * Half page advertisement in Ad Booklet (Color)
- * Two Two-day Tickets to SFEE event

Commemorative Advertisement Booklet

| | | | |
|---------------------|-------|-----------------------|-------|
| End Page _____ | \$500 | Middle Page: _____ | \$300 |
| Full Page _____ | \$125 | One Fourth Page _____ | \$50 |
| One half page _____ | \$75 | Business Card _____ | \$35 |

(Please add \$25 if ad has to be designed)

Vendor Booth Space

EARLY BIRD PRIME Vendor Booth Space

Available February 1, 2019- February 28, 2019

VIP Prime Wall Booth \$450: Prime placement, 2 tables, 2 aprons, electricity, 2-day pass

Prime Wall Space Booth 2-day pass \$400

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

Prime Back to Back/Center Space Booth 2-day pass \$325

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

REGULAR REGISTRATION PRIME Vendor Booth Space- 1 table with apron furnished

Available March 1, 2019 until March 27, 2019

VIP Prime Vendor Booth \$475: Premier placement, 2 tables, 2 aprons, electricity, 2-day pass

Prime Wall Space Booth 2-day pass \$450

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

Prime Back to Back/Center Space Booth 2-day pass \$375

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

EARLY BIRD SECONDARY Vendor Booth Space

Available February 1, 2019- February 28, 2019

VIP Secondary Vendor Booth \$250: Premier placement, 2 tables, 2 aprons, electricity, 2-day pass

Secondary Wall Space Booth Early Bird 2-day pass \$200 *Electricity available

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

Secondary Back to Back/Center Space Booth Early Bird 2-day pass \$175 *Electricity available

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

REGULAR REGISTRATION SECONDARY Vendor Booth Space- 1 table with apron furnished

Available March 1, 2019 until March 27, 2019

VIP Secondary Vendor Booth \$300: Premier placement, 2 tables, 2 aprons, electricity, 2-day pass

Secondary Wall Space Booth Regular 2-day pass \$250 *Electricity available

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

Secondary Back to Back/Center Booth Regular 2-day pass \$225 *Electricity available

Y___ N___ *Electricity needed (Add \$25)

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

****Whole page advertisement in Commemorative Booklet Additional \$75 with booth***

***Vendor space allows for 2 booth overseers. Each additional booth overseer will be an additional \$25.**

*** Vendor space will be assigned on a first come first serve basis. There will be no reserving or re-assigning of booth space day of event. Booth space is limited.**

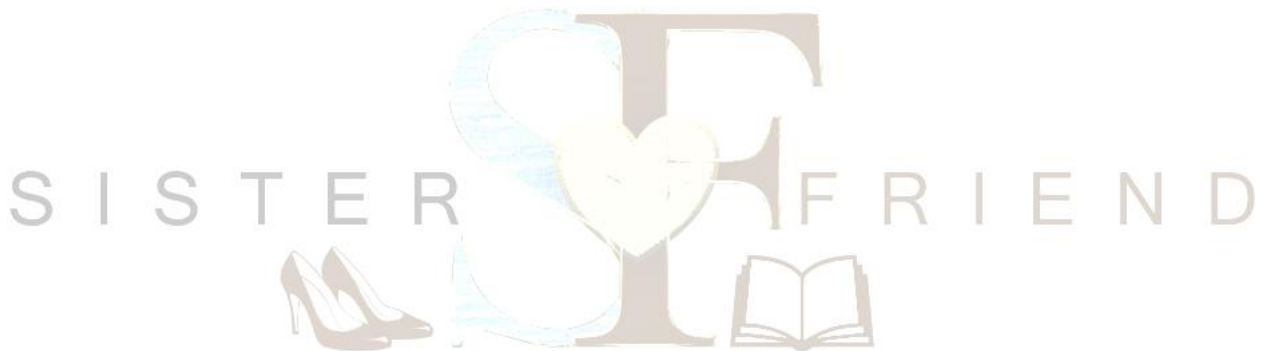
***No 1-day passes offered however it is vendor choice to set up 1 or 2 days. Their space will be secured for both days.**

SWAG BAG

Items to be given out to registrants of the SFEE and/or to be placed at their disposal on an advertisement table.

Per 100 items= \$35

Deadline March 27, 2019





REFORM, INC.

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Website reformarkansas@yahoo.com **Email** 870.872.3676 **Business** [Paypal.me/reformincarkansas](https://paypal.me/reformincarkansas) | EIN:46-2617582
| CASH App: \$ReformInc

Sponsorship Form

Date: _____

Name of Program/Activity: Sister Friend Empowerment Expo

Individual/Community Partner Name: _____

Contact Person: _____ **Email Address:** _____

Address: _____ **Website:** _____

City: _____ **State:** _____ **Zip Code:** _____

Phone Number(s): _____ **Business** _____ **Cellular** _____

Please check all that apply: Population: Women _____ Men _____ Seniors 65+ _____ Youth/YoungAdult _____

Contribution: Number of items contributed: _____ Amount Donated: _____

Type of items: Health _____ Hygiene: _____ Books: _____ Healthy Snacks: _____ Water: _____
In-Kind: _____ Volunteer hours: _____ Other: _____

Areas of Interest: (please check all that apply): Social Skills Life Skills Financial Literacy
 Educational Volunteerism Events Other (please explain) _____

Sponsorship Level:

_____ **Platinum Level (Presenting Sponsor Title) Contribution of \$10,000 or more**

_____ **Gold Level Sponsor Contribution of \$7,500**

_____ **Silver Level (Partner) Contributions of \$5000**

_____ **Diamond Level (Partner) Contributions of \$3500**

_____ **Pearl Level (Partner) Contributions of \$2000**

_____ **Premiere Bronze Level \$1000**

_____ **Glass Level \$600**

_____ **Friends Level \$350**

Name of Vendor Participants: _____

How did you learn about our organization? _____

Please complete the Commemorative Advertisement Booklet Form and attach your pre-designed advertisement by paper clip. This advertisement will not be returned. Submission can also be made by email in PDF form to reformarkansas@yahoo.com by March 16, 2019. Email is the preferable method of delivery. NO REMINDER WILL BE SENT.

Signature: _____ Title: _____ Date: _____

Please complete form and retain a copy for your records. Thank you for your participation and/or donations to make the Sister Friend Empowerment Expo a success.

FOR OFFICE USE ONLY: Received by: _____ Date: _____

Items received: _____

S I S T E R F R I E N D

Needed and who was notified? Include date, time, and method of contact. _____

Payment Method: _____



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Website reformarkansas@yahoo.com **Email** 870.872.3676 **Business** [Paypal.me/reformincarkansas](https://www.paypal.com/paypalme/reformincarkansas) | EIN:46-2617582

Ad Booklet Form

REFORM, Inc. appreciates your donations in support of our organization. To show our thanks, we would like to display your support in our Commemorative advertisement booklet in accordance with your donation. Your business/agency/organization/personal ad will appear in our Sister Friend Empowerment Expo Booklet on April 5-6, 2019. Please consider this as a personal invitation to publicly support REFORM, Inc.

Business/Organization/Personal Information:

NAME (as you would like it to appear): _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Telephone Number: _____

Support information: Email Address: _____ Website: _____

End Page _____ \$500 Middle Page: _____ \$300

Full Page _____ \$125 One Fourth Page _____ \$50

One half page _____ \$75 Business Card _____ \$35

(Please ad \$25 if ad has to be designed)

Do you need artwork designed? _____ Did you attach all information you desire on ad? _____

(Please email or attach ALL logos, pictures, phrases, mottos, contact information or information desired to be listed to this form with a paper clip upon submission. *There will be NO modifications after March 15, 2019.* REFORM, Inc. reserves the right not to display inappropriate messages or ads.)

If not, did you attach artwork as you would like it to appear? _____

Please email artwork to reformarkansas@yahoo.com or attach with a paperclip to this form. Deadline for all completed forms and artwork is March 16, 2019. Please make all checks or money orders payable to REFORM, Inc. If you have any questions, please contact Melrita M. Johnson, President (870.872.3676). Thank you!

Signature: _____ Title: _____ Date: _____

Please complete form and retain a copy for your records. Thank you for your participation and/or donations to make the Sister Friend Empowerment Expo a success.



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VENDOR FORM

Date: _____

Name of Program/Activity: Sister Friend Empowerment Expo 2019

Individual/Community Partner Name: _____

Contact Person: _____ **Email Address:** _____

Address: _____

Website: _____

City: _____ **State:** _____ **Zip Code:** _____

Are plugs needed? _____ **Is a table cloth needed?** _____

Phone Number(s): _____ **Business** _____ **Cellular** _____

Please check all that apply: Population: Women _____ Men _____ Seniors 65+ _____ Youth/Young Adult _____

Contribution: Number of items contributed: _____ Amount Donated: _____

Type of items: Health _____ Hygiene: _____ Books: _____ Healthy Snacks: _____ Water: _____

Other: _____

Areas of Interest: (please check all that apply): Social Skills Life Skills Financial Literacy

Educational Volunteerism Events Other (please explain) _____

EARLY BIRD PRIME Vendor Booth Space

Available February 1, 2019- February 28, 2019

_____ **VIP Prime Wall Booth \$450: Prime placement, 2 tables, 2 aprons, electricity, 2-day pass**

_____ **Prime Wall Space Booth 2-day pass \$400**

Y___ N___ ***Electricity needed (Add \$25)**

_____ **Extra Tables needed (Add \$25 for EACH table and apron needed)**

_____ **Prime Back to Back/Center Space Booth 2-day pass \$325**

Y___ N___ ***Electricity needed (Add \$25)**

_____ **Extra Tables needed (Add \$25 for EACH table and apron needed)**

REGULAR REGISTRATION PRIME Vendor Booth Space- 1 table with apron furnished

Available March 1, 2019 until March 27, 2019

_____ **VIP Prime Vendor Booth \$475: Premier placement, 2 tables, 2 aprons, electricity, 2-day pass**

_____ **Prime Wall Space Booth 2-day pass \$450**

Y___ N___ **Electricity needed (Add \$25)*

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

_____ **Prime Back to Back/Center Space Booth 2-day pass \$375**

Y___ N___ **Electricity needed (Add \$25)*

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

EARLY BIRD SECONDARY Vendor Booth Space

Available February 1, 2019- February 28, 2019

_____ **VIP Secondary Vendor Booth \$250: Premier placement, 2 tables, 2 aprons, electricity, 2-day pass**

_____ **Secondary Wall Space Booth Early Bird 2-day pass \$200 **Electricity available***

Y___ N___ **Electricity needed (Add \$25)*

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

_____ **Secondary Back to Back/Center Space Booth Early Bird 2-day pass \$175 **Electricity available***

Y___ N___ **Electricity needed (Add \$25)*

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

REGULAR REGISTRATION SECONDARY Vendor Booth Space- 1 table with apron furnished

Available March 1, 2019 until March 27, 2019

_____ **VIP Secondary Vendor Booth \$300: Premier placement, 2 tables, 2 aprons, electricity, 2-day pass**

_____ **Secondary Wall Space Booth Regular 2-day pass \$250 **Electricity available***

Y___ N___ **Electricity needed (Add \$25)*

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

_____ **Secondary Back to Back/Center Booth Regular 2-day pass \$225 **Electricity available***

Y___ N___ **Electricity needed (Add \$25)*

_____ Extra Tables needed (Add \$25 for EACH table and apron needed)

Name of Vendor Participants: _____

How did you learn about our organization? _____

Please complete the Commemorative Advertisement Booklet Form and attach your pre-designed advertisement by paper clip. This advertisement will not be returned. Submission can also be made by email in PDF form to reformarkansas@yahoo.com. Deadline to submit is March 16, 2019.

Signature: _____ Title: _____ Date: _____

Discount for Vendors

**Whole page advertisement in Commemorative Booklet Additional \$75 with booth. Please complete Ad Booklet Form along with vendor form.*

*Vendor space allows for 2 booth overseers. Each additional booth overseer will be an additional \$10.

* Vendor space will be assigned on a first come first serve basis. There will be no reserving or re-assigning of booth space day of event. Booth space is limited.

*No 1-day passes offered however it is vendor choice to set up 1 or 2 days. Their space will be secured for both days.

* Tickets to the SFEE event are not included in the above packages unless indicated.

Please complete form and retain a copy for your records. Thank you for your participation and/or donations to make the Sister Friend Empowerment Expo a success. All donations are NON-REFUNDABLE.



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2nd Annual REFORM, Inc. presents Sister Friend Empowerment Expo Registration Form

Date: _____

Name: _____ Sex: M/F _____

Race: _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number(s): _____

Email Address: _____

Are you a Student? If so, _____

Grade/Year: _____ School/College: _____

Track 1: _____

Track 2: _____ If Track 2: What is your Licensure (RN, SW, LPC, etc.) How many Continuing Education Units are you interest in completing (12 max)

Where are you employed? _____

Would you like more information on upcoming events and CEU opportunities presented by REFORM, Inc. or The Chosen One Professional Services, LLC. (TCOPS)? _____

How did you learn about our REFORM, Inc. presents Sister Friend Empowerment Expo?

Are you interested in learning more about REFORM, Inc., it's programs, or your family being involved in the program? _____

If yes, Areas of Interest/Improvement (please check all that apply):

Social Skills Life Skills Financial Literacy Educational Aspirations Leadership Other (please explain) _____

Does your family receive public assistance? _____ If yes, what programs are your family enrolled?

- WIC SNAP/Food Stamps Medicaid Medicare
- Housing Assistance

Are you or do you have a child(ren) enrolled in Special Services in school?

If yes please mark the appropriate box.

- IEP 504

Are you a Federal Worker that has been affected by the Government Shutdown? _____

REGISTRATION COST:

Track 1:

Early Bird Registration- February 1, 2019 – February 28, 2019: \$50 for 2 days or \$30 for 1 registrant- per day

Regular Bird Registration March 1, 2019- March 29, 2019: \$70 2-day
\$40 1-day

Track 2:

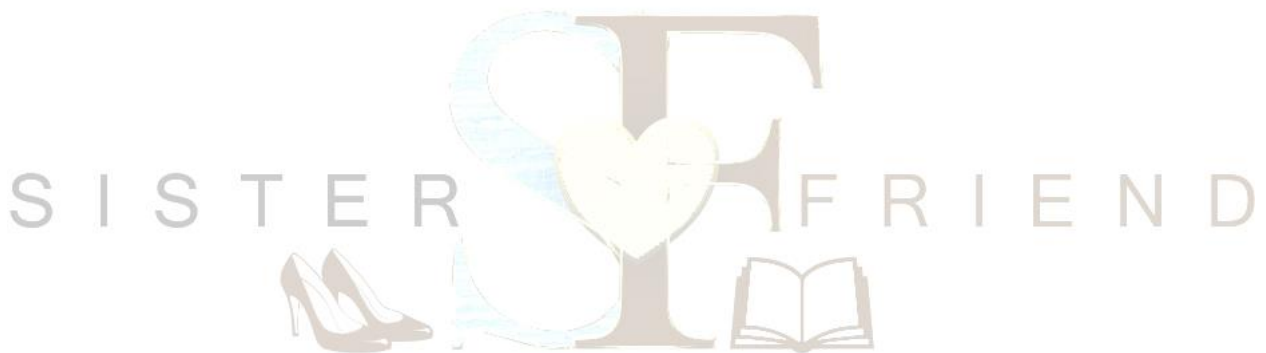
Early Bird Registration February 1, 2019 – February 28, 2019: \$150

Regular Bird Registration March 1, 2019- March 29, 2019: \$200

Thank you for your participation. It is greatly appreciated. We look forward to seeing you on April 5-6, 2019, in Pine Bluff, Arkansas!



Dreams can be realized with proper planning, support and action



Like us on:

REFORM, Inc.



Facebook

REFORMInc



Instagram

REFORMInc



Twitter

Thank you for your participation and/or donations to make the Sister Friend Empowerment Expo 2019 a success. We look forward to seeing you April 5-6, 2019.