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High-res photo of Zuckerberg available

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First Commerce and FSU College of Business present Power Forward with Randi Zuckerberg

Third annual event in Power Forward Speaker Series helps kick-off a variety of Entrepreneurship Month “eMonth” activities in November

TALLAHASSEE, FL – First Commerce Credit Union and the FSU College of Business present the third annual event in the Power Forward Speaker Series on Wednesday, Nov. 4, at 3:30 p.m. This year’s event features Randi Zuckerberg, Founder & CEO of Zuckerberg Media, a *New York Times* bestselling author, host of “Dot Complicated,” and former Director of Marketing at Facebook. She is expected to speak to an audience of more than 900 at Ruby Diamond Concert Hall, including business owners and leaders, entrepreneurs, and students. For the second year, the kickoff event for Entrepreneurship Month will be moderated by Andy Serwer, editor-in-chief of Yahoo Finance.

“In our 75th year as a local strong credit union, we continue to work to keep our business leaders inspired and cultivate entrepreneurship in our community – and we are proud that Power Forward has become Tallahassee’s largest business event in just 2 short years,” said Cecilia Homison, CEO of First Commerce. “Randi Zuckerberg helped change the way we connect, and she is now an entrepreneur in her own right.”

“Florida State University has a new culture of embracing entrepreneurship, creativity and innovation across all disciplines and the College of Business is proud to be a leader in this effort,” said Michael D. Hartline, interim dean of the college. “The Power Forward Speaker Series provides an excellent opportunity for entrepreneur-minded students to learn directly from globally known innovators like Randi Zuckerberg. We are excited to have her kick off a full month of entrepreneurial events.”

Randi Zuckerberg is the Founder & CEO of Zuckerberg Media, a boutique marketing firm and production company working with high-profile clients such as Cirque du Soleil, Conde Nast, and PayPal. She is the author of “Dot Complicated,” a *New York Times* bestseller, which discusses Randi’s personal journey on the front lines of Facebook, and her thoughts on how technology has completely changed our lives. She can currently be heard on the business talk radio show, *Dot Complicated*, on SiriusXM. Named among the Top 50 Digital Power Players by Hollywood Reporter, she created and ran the social media pioneer’s marketing programs from 2005 to 2011. *(And yes, she is also the sister of Facebook Co-founder & CEO Mark Zuckerberg.)*

Randi Zuckerberg is also a television producer and earned an Emmy nomination in 2011 for her innovative blend of online/TV coverage of the U.S. mid-term elections. She regularly appears on the "Today" Show as a contributor discussing life in the digital age. A born performer who once appeared on Broadway, she delivers an interactive, entertaining and informative speech that has delighted audiences around the world. Zuckerberg also has an expanding angel investing portfolio with investments in exciting up-and-coming startups.

Past speakers in the Power Forward Speaker Series have included Steve Wozniak, co-founder of Apple Inc., and Barbara Corcoran of ABC's entrepreneurial hit, "Shark Tank."

The third annual Power Forward event is set for Wednesday, Nov. 4, at 3:30 p.m. at Ruby Diamond Concert Hall. A limited number of tickets are still available at tickets.fsu.edu until 1:30 p.m. on the day of the event (\$50* base price for main level seating and \$40* base price for balcony seating; \$20* for students – student ID required for college students). Tickets also will be sold at the FSU Fine Arts Ticket Office (in the lobby of the Fine Arts Building at 540 W. Call St.) from 11 a.m. to 2 p.m., and then at the door at Ruby Diamond starting at 2:30 p.m.

First Commerce is proud to partner with community organizations on other eMonth events including Domi Ventures on a Power Forward Workshop, "How to Get Started," Wednesday, Nov. 18, and Leon County Government and the Small Business Development Center at Florida A&M University on Finance Fridays starting Friday, Nov. 6. For more information about these and other eMonth events in our area, please visit the Economic Development Council of Tallahassee/Leon County's website at <http://www.taledc.com/emonth/>. Join the conversation on social media by using the hashtag #eMonthTally.

Follow Power Forward with Randi Zuckerberg on Twitter: Hashtags #PwrFwd #eMonthTally, @FirstCommerceCU, @FSUBiz, @randizuckerberg, @serwer

Other sponsors of Power Forward with Randi Zuckerberg include Leon County Government, City of Tallahassee, 850 Business Magazine, ABC 27 WTXL, Tallahassee Democrat, 100.7 WFLA, Comcast Spotlight, and Lamar Advertising. For a full list of the more than 30 sponsors, please visit FirstCommerceCU.org/PowerForward .

For more information about Power Forward with Randi Zuckerberg, visit www.FirstCommerceCU.org .

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ABOUT RANDI ZUCKERBERG: Randi Zuckerberg believes in being a three-dimensional woman of many titles. She is the Founder & CEO of Zuckerberg Media, a boutique-marketing firm and production company, working with high profile organizations and Fortune 500 companies such as Cirque du Soleil, Conde Nast, and PayPal. She is the author of two books. *Dot Complicated*, a *New York Times* bestseller, discusses Randi's personal journey on the front lines of Facebook, and her thoughts on how technology has completely changed our lives. *Dot* a children's picture book, features an energetic little girl who learns to find balance between her gadgets and playing outside with her friends. The Jim Henson Production Company recently optioned the TV rights for *Dot*. She is a TV producer and contributor. In 2011, she was nominated for an Emmy Award for her innovative blend of online/TV coverage of the U.S. mid-term elections. In 2012, she was the executive producer for a TV docu-series on Bravo about Silicon Valley's startup culture, and she regularly appears on camera as a contributor for *The Today Show* to discuss life in the digital age. Randi can currently be heard on the business talk radio show, *Dot Complicated*, on SiriusXM. As a highly sought-after speaker, Randi shares her personal story of success in Silicon Valley and her expert insights on technology, business, and entrepreneurship in the digital age. A born performer, she delivers an interactive, entertaining and informative speech that has delighted audiences around the world. Randi is also a musician and actress. While she has always performed around the Bay Area with her tech cover band, Feedbomb, in Spring 2014, she starred in *Rock of Ages* on Broadway for a 30-show run as 'Regina Koontz.' In her spare time, Randi sits on the board of Professional Diversity Network, a publicly traded company that helps with diversity staffing and training for Fortune 500 companies. In Fall 2014, she launched her first app, Wake Up World!, tasked with teaching children the story of Rosh Hashanah. Randi is also dedicated to expanding her angel investing portfolio with investments in exciting up-and-coming startups. Also you may have heard of her work at, you know, a tiny little internet company called Facebook, where she created and ran the social media pioneer's marketing programs from 2005-2011. But by far, Randi's favorite and most important job is mom. She currently lives in Silicon Valley with her husband Brent, and sons Asher and Simi.

ABOUT ANDY SERWER: Andy Serwer is the editor in chief for Yahoo Finance. He oversees all editorial content for Yahoo Finance, from breaking news to in-depth stories to original video programming. Before joining Yahoo, Serwer was the editor of *Fortune* magazine for eight years – the longest service of any editor since the 1980s – and worked at parent company Time Inc. for 29 years. As editor of *Fortune*, Serwer was responsible for overseeing the magazine and Fortune.com as well as digital media and *Fortune's* conferences. From 1997 through 2006, Serwer wrote a groundbreaking business news blog, "Streetlife," one of the first daily digital newsletters covering the world of finance and business. He is a member of the board of trustees of Bowdoin College and an Emory University Goizueta School of Business presidential fellow. He holds a bachelor's degree from Bowdoin, an M.B.A. from Emory and a master's degree from Columbia University's Graduate School of Journalism.

ABOUT FIRST COMMERCE CREDIT UNION: First Commerce Credit Union has proudly supported the communities we serve for 75 years. Headquartered in Tallahassee, First Commerce is a full-service financial institution currently serving more than 44,000 business and members in Northwest Florida and Southwest Georgia. First Commerce has 10 financial centers – eight in Tallahassee, one in Marianna, and one in Thomasville, Ga. First Commerce was named "Top Credit Union of the Year" for 2014 by the Small Business Administration's (SBA) North Florida District Office. In addition, First Commerce offers a wide range of financial planning and investment services through our subsidiary, Six Pillars Financial Advisors, and commercial & personal insurance through First Commerce Insurance Agency. For more information, visit FirstCommerceCU.org/Business or call (850) 410-3559 or (850) 488-0035. First Commerce is federally insured by the NCUA and is an equal opportunity lender.

ABOUT THE FSU COLLEGE OF BUSINESS: Founded in 1950, the Florida State University College of Business is one of the nation's youngest business schools, yet it has become one of the largest. The college boasts a distinguished full-time faculty of 133, including one Francis Eppes professor, seven eminent scholars, two university-named professors and 28 endowed professors. Accredited by the AACSB, the college offers nine undergraduate degrees (BS) with 13 majors, and the graduate program offers six master's degree programs (MBA, MSF, MSM, MS in MIS, MSM-RMI and MAcc) and seven majors at the doctoral level (PhD). These academic majors are available through the college's seven departments, which include Accounting; Dedman School of Hospitality; Entrepreneurship, Strategy & Information Systems; Finance; Management; Marketing; and Risk Management/Insurance, Real Estate & Legal Studies. The college also is home to 12 research institutes and centers. For more information, visit business.fsu.edu.