



**Charlene T. Fralin & Iris Rivera,  
New Heights 4 Biz Managing Partners  
A2 Entertainment Consultants**



**Charlene T. Fralin** *I attained a hard earned and celebrated Master of Human Services degree from "The Lincoln University of Pennsylvania"! Graduating from Lincoln University provided a beacon of direction as I started out. Over the years, I acquired knowledge and skills and of various components in business, with experiences starting out in entry level positions and advancing to senior management statuses.*

*In 2010, I started to become involve with business owners and organizations, encouraging ideas and strategies that could contribute to efficient operations and future growth. In July 2017, I introduced Millennials Financial Innovations, LLC., as a registered entity, offering services of creating and preparing capital request presentations, to start-up and existing businesses.*

*Fast forward to TODAY...I have partnered with Iris Rivera-Gay, of RandG Consulting, a talented professional with remarkable skills. Together, we have created New Heights 4 Biz, as an ingenious and qualified entity whose primary goal is to help organizations and businesses realize their goals. We are excited and look forward to working with YOU!*



**Iris Rivera-** My experience started in sales. I got into sales, in 1990, for job security. I believe that, *"if you are good in sales and you achieve or over exceed your goals, you will always have a job"*. I also wanted to help individuals improve the quality of their lives both professionally and financially. So, I got into education sales.

I then wanted to start my own business for financial security. I believe that, *"the only way to achieve my financial goal is to be in control of the services I offered"*. So, my husband Walter Gay and I (god rest his sole) started RandG Consulting a sales and marketing consulting firm focused on education sales. Through my years in sales and consulting I ran across individuals that want to start a business but were not sure where to start, or have started a business but have not been able to grow, or have an established businesses and were looking to continuously grow.

For all these reasons, I partnered with Charlene Fralin, of Millennials Financial Innovations, to bring affordable resources to small, mid and large corporations through our new business initiative New Heights 4 Biz.