New Age Communications CEO strives to offer first-class service experience

BY MELISSA LOWERY

Tawana Bain is the CEO of New Age Communications, a rapidly growing business with 14 full-time employees. Headquartered in Louisville, Ky., NAC is a full-service marketing support services firm that provides companies with advanced research and benchmarking services. It also provides back-office administration, technical writing teams and event logistics for trade shows and specialty events. NAC offers an advanced service compared to traditional marketing and advertising firms as its niche in marketing is support services. A traditional firm typically focuses specifically on design or advertisement. Bain’s firm offers resources in those areas and also provides direct and extensive support in market research, strategy and other areas necessary to meet clients’ needs.

She shared that there have been several keys to her success — her mother’s work ethic, relentless mentors and a bull-headed approach to perseverance. The child of a single parent who herself became a young mother, Bain never accepted that she would follow a predetermined path. Her desire for success started early. “Even as a small child growing up in Rochester, N.Y., I was determined to prove that I was destined for success,” she said. “I’m not certain where it came from. It just always stayed with me. Throwing in the towel and becoming a statistic was not an option.”

Inspired by her mother’s work ethic, Bain saw her own challenges as motivation. She knew they might present some struggles, but they were never going to prevent her from pursuing her dreams and making a better life for her family. After college and growing a successful business for someone else, Bain hit an impasse when that employer wanted to hire a new boss to manage her. She decided it was time to go out on her own and try her hand at business. Knowing that her skills could be better utilized by heading her own initiative, she opted to take the road less traveled and become the head of her own company and brand.

She remembered the day she made the final decision to start her own business and how easy she thought it would come. “Oftentimes, when the going gets tough, I remind myself of a conversation I had with Rosa Santana, a woman I admire who also owns her own business,” Bain said. “I remember asking her, ‘When it gets bleak what do you do?’ She said, ‘Focus — laser focus. It doesn’t matter what’s falling around you, the rugs pulled from under your feet or the obstacles thrown in your way — laser focus.’ Failure is simply not an option.”

Bain acknowledged that while challenges are memorable, so are successes. “The greatest reward is the look of satisfaction and accomplishment on my colleagues’ faces when we overcome a challenge or we are rewarded for staying the course,” she said. “Sometimes risky and unconventional ideas work.”

She finds humor in the education she chose. Earning a French degree with a minor concentration in computer science, Bain didn’t expect to be the leader of her own enterprise. She thought she’d end up the chief information officer of a French company. Certainly, her role at NAC requires her language skills to remain sharp.

“Studying French helped me understand the global market because it helped me eliminate biases about other nations,” she said. “I saw the world in a whole new light. People have the same dreams and aspirations that I do: to care for their families, keep them safe, make a decent living, improve their communities and leave a legacy.”

Bain recognizes that she had support to make it to where she is. She chooses to make a difference in her community because she understands how that can change lives. The founder of a new nonprofit called Charity and Love Increasing Faith and Hope, or CLIFH, she intends to make the struggle a bit easier for fatherless children.

“As a fatherless child, I understand the struggles our adolescents face with finding their way,” she said. “I intend to continue leveraging my resources to provide an outlet that can serve my mission to take proactive measures in developing fatherless adolescents into confident beings through teaching the importance of community and charity initiatives, self-love, education and work-life skills.”

As the head of a company and a woman in the business world, Bain knows that having the right people in her corner will continue to help open doors and create opportunities for NAC.

“If you can dream it, if you can see it, then you can be it. PERIOD,” she said. “Anyone can start his or her own business and follow a dream.”.

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