

Speaker, educator, strategist and media host

Talia Johnson-Huff

The MWBE Coach

Where Motivation Ends, Structure Begins.

Talia Johnson-Huff is President & CEO of MWBE Constructors, Inc., a New York State certified MBE and WBE firm, and Founder and Executive Director of The RARE Place, Inc. and the Buffalo Niagara MWBE & SDVOB Training Day Conference. A licensed cosmetologist and master barber turned construction professional, she has spent more than 20 years helping underestimated business owners get certified, get ready and get paid. She is the author of *Black in Business*, creator of The Readiness Standard™ and host of Blueprint The Culture™ on Mix 1080 WUFO and Power 96.5 FM.

20+
years in construction

278
attendees at the 2026 Training Day Conference

2,000+
copies of *Black in Business* sold

2026
Black Achiever, nominated by WKBW

Signature talks

The Readiness Standard™
Potential is common. Preparation is rare.

Black in Business™
Build a business in the black that actually makes money.

Turning Your Résumé into Revenue
Put your experience to work as income.

What Did I Miss?™
Dust off your certification and turn it into contracts.

Failing Forward
The art of building, losing, learning and building again.

Blueprint for Access™
Access without readiness is a missed opportunity.

Three ways to work with Talia. **Book her to speak:** keynotes, conferences, corporate events, moderated conversations and emcee work. **Hire her to teach:** workshops on government contracting, certification, business growth and supplier development, and customized training. **Bring her in to build a program:** cohort design, curriculum development, facilitation and capacity-building, like The Readiness Standard™.

Book Talia

Booking inquiries at taliahuff.com

talia@mwbeconstructors.com
(716) 533-9099
taliahuff.com, @themwbecoach

Honors and recognition

2026, nominated by WKBW Channel 7

Black Achiever

City of Rochester, 15 years in business

Business Longevity Award

2025, City of Rochester Regional MWBE Conference

Small WBE Business of the Year

2024, Buffalo Business First

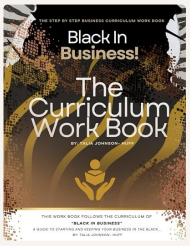
40 Women of Influence

> *"Access without readiness is a trap. Celebrating a certification means nothing if the business never wins a profitable contract."*
>
> Talia Johnson-Huff in The Buffalo Criterion, October 2026

Featured experience

- **The Readiness Standard™:** eight-session certification and contracting-readiness cohort, developed and delivered with the Women's Business Center at Canisius University, completed October 2026
- **What Did I Miss?™:** certification-utilization training, Women's Business Center at Canisius University, November 2026
- **Understanding MWBE Goals & Expectations:** Construction Exchange of Buffalo & WNY, November 6, 2026
- **Buffalo Niagara MWBE & SDVOB Training Day Conference:** founder and event producer; 278 attendees in 2026
- **WNY Women's Foundation Leadership Summit:** Experienced Leaders panel, May 2025
- **The Women and Girls in Tech:** youth leadership presentation

As seen and heard on WKBW Channel 7, WIVB Channel 4, WGRZ Channel 2, BTPM NPR, 93.7 WBLK, Mix 1080 WUFO and Power 96.5 FM, and in Buffalo Business First, The Buffalo Criterion and The Challenger.



Black in Business

A Guide to Starting and Keeping Your Business in the Black

Book and curriculum workbook. More than 2,000 copies sold.

Bring Talia to your event

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Instagram and TikTok @themwbecoach