

# *Michael S. Robinson* **the show**

Every Saturday at  
2:00 PM  
on



Also streaming  
on



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## Michael S. Robinson

### Biography

**A**n entrepreneur, author, talk radio host and sought after public speaker, Michael S. Robinson is truly a Renaissance man.

After years of being a senior financial analyst on Wall Street, in 1990 Michael Robinson resigned from his position with Barclays Bank PLC and founded New York Staffing Services, Inc. (NYSSI) to fill a void in the financial staffing market. NYSSI soon grew to add Fortune 100 companies and financial institutions to its list of clientele. Six months later, growth demanded that he open offices in the financial district of Manhattan, with branches in Florida, New Jersey, and a presence in twelve other states across the United States. By 1999, NYSSI boasted over 450 employees nationwide.

"We are committed to innovative, outside the box strategies and finding new ways of doing old things better," says Robinson.

Nearly a decade later, Robinson and his company were tested by the

horrific events of September 11, 2001. Companies were forced to stop hiring. However, Michael sprang into proactive leadership mode and partnered with various Twin Towers Job Placement efforts to carefully research candidates, find opportunities, provide referrals and offer career development forums for workers affected by the events of 9/11.

In 2006, Robinson launched his second company, Microbin, Inc. An Internet based Workforce Capital Management firm with onsite capabilities at major corporations, it streamlines the staffing process while saving clients time and money.

Inc Magazine recognized Robinson's achievement and designated New York Staffing Services, Inc. as one of the fastest

growing privately held companies in the U.S. in 2003. Robinson received many other awards, including but not limited to the Award for Outstanding Business Enterprise by the National Minority Business Council, Inc. in April 2009 and

the New York Enterprise Report's Diverse Supplier of the Year Award in October 2010.

In 2013, his new book, One Hundred Pennies, shook Americans with a wakeup call by highlighting the ineffective governmental approaches to small businesses, jobs and the economy and offering concrete solutions to fix them. He was soon picked up for a radio show by the same name (now called The Michael S. Robinson Show) on AM970 The Answer.

Currently, Robinson sits on the Board of the National Minority Business Council, Inc., where he serves as the Treasurer.

Robinson has been featured on the CBS Evening News, ABC's Here and Now, News 1 New York and in Forbes Magazine.

Robinson holds GCE O and A Levels from the University of Cambridge, UK and both Bachelors and Masters Degrees in finance from Brooklyn College, New York.

# The Michael S. Robinson Show

America needs a wakeup call. Did you know that almost 60 cents of every 100 pennies tallied up in our country's GDP comes from small businesses? Michael S. Robinson did—and the fact that big government consistently spends precious few resources on the industries and companies fueling our economy moved him to write his first book *One Hundred Pennies*.

Provocative and witty, Robinson's work quickly received positive media and consumer reception. However, Robinson knew he wanted needed to do more.

ENTER THE MICHAEL S. ROBINSON SHOW NOW AIRING SATURDAYS AT 10AM EST ON AM970 THE ANSWER!

## America Needs A Wake Up Call!

Michael S. Robinson  
the show

The Michael S. Robinson Show (#MRShow) is a cutting-edge talk radio show that aims to educate its listeners, raise awareness about important economic issues and give voice to small businesses and the public as they face this tough economy and competitive jobs market.

MSRS provides fundamental solutions for getting our nation back on track and brings fresh perspectives to Americans concerned with the financial, political and social agendas responsible for a shrinking pocketbook and wounded national morale.

MSRS invites its listeners to be a part of the national dialogue. Each week, Robinson and his high-profile

guests incite lively conversations about the actionable measures needed to steer our nation down "Progressive Avenue." Robinson tackles our nation's unemployed and underemployed dilemma in an effort to drive solutions beyond the problems. He also enlists world-renowned musicians and artists to offer sage advice about their experience with the American Dream to inspire the masses.

At its core, MSRS aims to put the country's complex economic issues into layman's terms. It is the go-to source for answers and how-to's for everyday citizens—our entrepreneurs, inventors and innovators. MSRS equips its audience with

invaluable tools for navigating through emerging markets so they might engage and revitalize their dreams.

Each week, Robinson draws from his endless network of public and private sector decision-makers,

prominent business leaders, politicians and government officials to create a healthy mix of strong opinions on AM970 The Answer. To date, Dr. Ben Carson, Brookings Institute's Allan Friedman, Dionne Warwick, Congressman Chris Gibson, Steve Tyrell, The Honorable Nan Hayworth, Congressman Peter King, Melba Moore, menswear designer Duncan Quinn, Michael Reagan, NYS GOP Chair Ed Cox, and former NFL star Ricky Williams have all joined Robinson on the air!

A true maverick in his own right, Robinson overcame the peculiarities tied to navigating his own companies through difficult economic times. He was one of the few small business owners able to rebuild and emerge more successful than ever following the tragedy of 9/11. INC Magazine even distinguished Robinson's New York Staffing Services Inc. as one of the fastest growing privately held companies in the U.S. in 2003.

So, join Michael S. Robinson (#MRShow) every Saturday at 10AM EST as he brings his experience, economic savvy and spiritual flavor to The Michael S. Robinson Show on AM970 The Answer.

the  
Michael S. Robinson  
show

## Past Guests



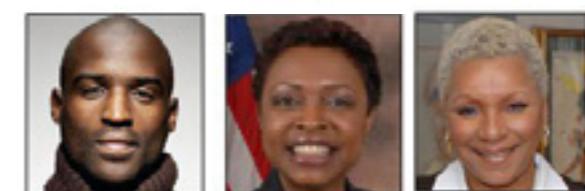
Above: Frequent guest on the Michael S. Robinson Show, Grammy award winner, R&B singer, and actress Melba Moore co-hosts as we discuss personal branding in today's world.



Erin Bode Stevie Holland Luba Mason



Nan Hayworth Steve Tyrell Dionne Warwick



Ricky Williams Yvette Clarke Audrey Smalz



Carla Harris Dr. Ben Carson Chris Gibson



Jaimee Paul Desirée Rogers Gloria Loring



Hilary Kole Jane Monheit Michael Regan



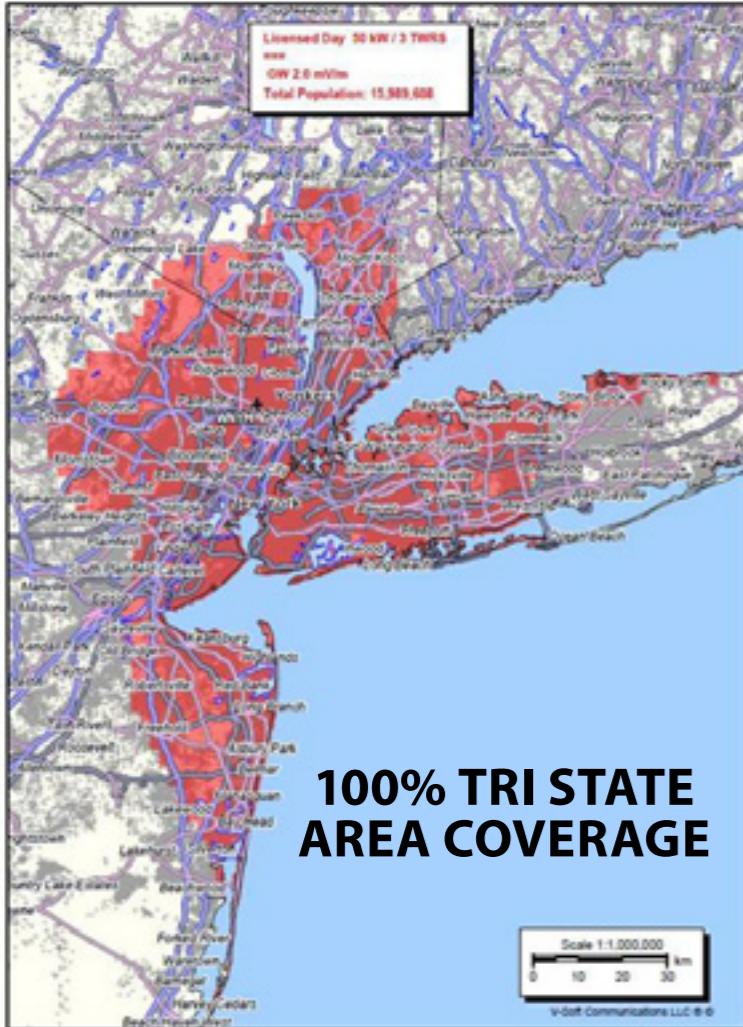
Jay Forte Peter King Dr. Chris Conover



Above: Preparing for another Michael S. Robinson Show on AM970 The Answer

56.2% between the ages of 35 and 64 *Vigorous*  
 68% Men *Male*  
 49% Working Full Time *Active*  
 45.7% White Collar *Upmarket*  
 71% Own Their Own Home *Stable*  
 59.4% with income \$75,000 Plus *Wealthy*  
 42% College Grad or Higher *Educated*  
 15 million tuning in

WNYM 970 AM Hackensack, NJ



# LIS TEN ERS

Michael S. Robinson  
**the show**

The core of **THE ANSWER**

New York has a new place for stimulating and intelligent talk at  
**AM 970 THE ANSWER.**

The tri-state area NEEDS a stimulating place to go to hear about the constant development. That's where **THE ANSWER** comes in.

Our line-up features some of the most influential names in politics and entertainment. Full listener service, breaking news, traffic, stock and world market reports keeps listeners tuned in.

The listener profile of **THE ANSWER** is one that advertisers crave - educated home-owners with enough disposable income to provide for their families while taking the time to enjoy life. They have careers, drive cars and earn some of the highest incomes in the country all the while tuning in to **THE ANSWER** for their news and information.

We're not just Talk, we're **THE ANSWER!** Weekends feature specialty programming in a magazine format.



"**THERE MAY BE OTHER TALKERS ON THE MARKET, BUT WE ARE WHAT NEW YORK IS TALKING ABOUT!**"

**TUNE INTO AM970 THE ANSWER**

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**THE ANSWER**  
 NEWS. OPINION. PASSION.

# One Hundred Pennies

Small businesses are the number one job creators in this country. Why does the government treat them as an afterthought?

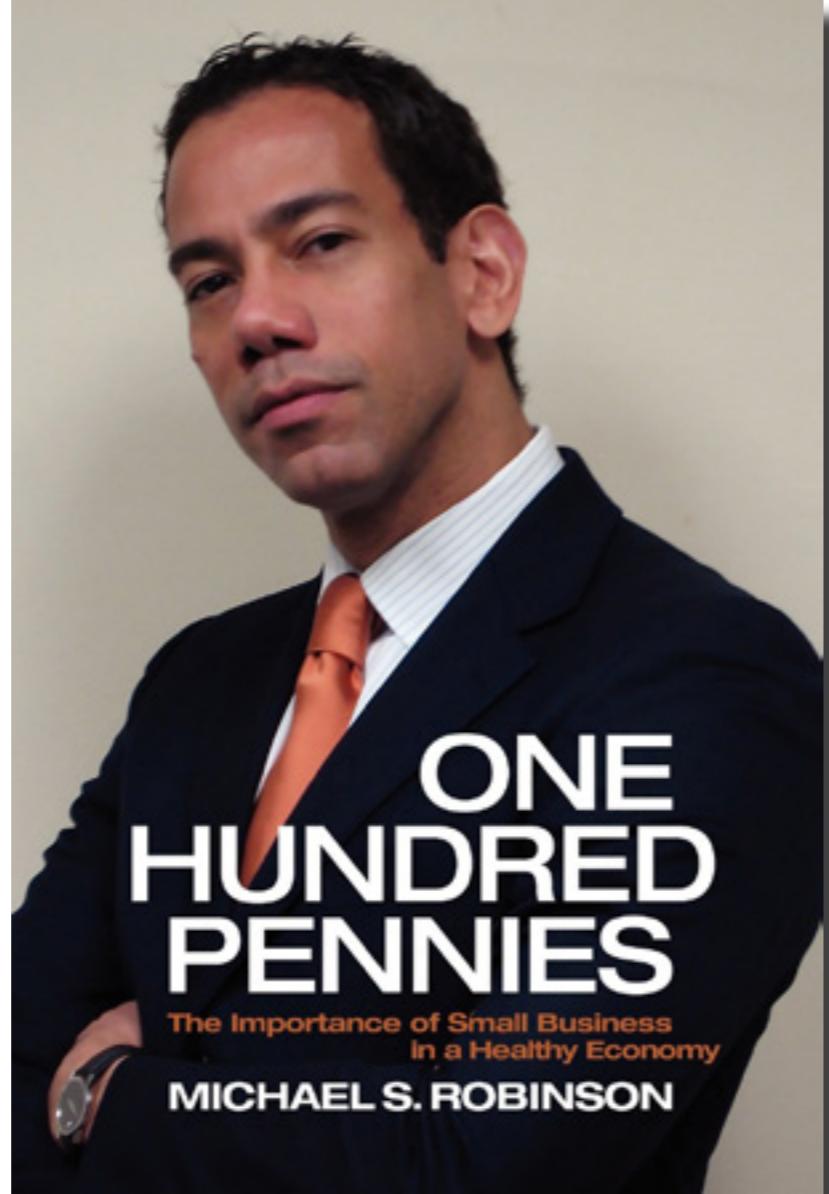
How can we build better infrastructure to support small businesses?

**For every one hundred pennies generated from our GDP, almost sixty cents comes from small businesses.**

One Hundred Pennies was written to shed light on just how valuable small businesses are to a healthy U.S. economy. Author Michael S. Robinson has more than twenty years of experience as an entrepreneur, building corporations, hiring thousands of employees over the years and successfully navigating his company through difficult economic times. One Hundred Pennies outlines the economic problems that stagnate our economy and provides basic solutions that will get our nation back on track.



Above: Michael S. Robinson at his 2013 Barnes and Noble book signing for One Hundred Pennies



## Stay connected throughout the week

Check out my blog at [www.mikesrobinson.com](http://www.mikesrobinson.com) and join in the twitter conversation by tweeting with the hashtag #MRShow. You can also catch up on old shows by downloading my podcasts on iTunes.

@MSRobinsonNY



/michaelsrobinsonNY



Michael S. Robinson



/michaelsrobinsonCEO



mikesrobinsonCEO



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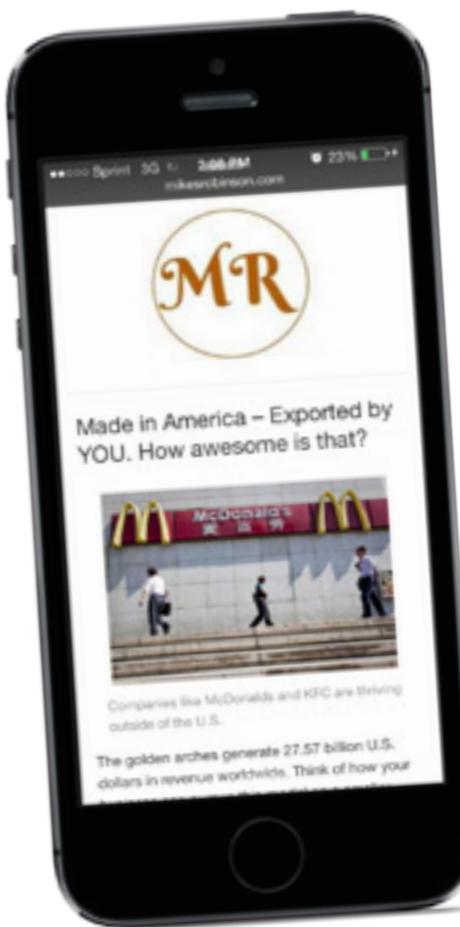
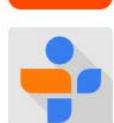
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Michael S. Robinson



Microbin Radio



*Michael S. Robinson*  
**the  
show**

- Entrepreneur
- Founder & CEO
- Author
- Talk Show Host
- Motivational Speaker



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NEWS. OPINION. PASSION.