

# Biographical Description for The HistoryMakers® Video Oral History with Sonjia W. Young

PERSON

Young, Sonjia W., 1941-

**Alternative Names:** Sonjia W. Young; Sonjia W. Young

**Life Dates:** October 6, 1941-

**Place of Birth:** Baton Rouge, Louisiana, USA

**Residence:** Atlanta, Georgia

**Work:** Atlanta, Georgia

**Occupations:** Civic Leader

## Biographical Note

Founder of Eventions, Inc., one of the first minority and female owned full-service communications companies, Sonjia Waller Young was born Sonjia Amar on October 6, 1941, in Baton Rouge, Louisiana. Her parents, Bernadette Louise Honore Amar and Apollonare Germain Amar, were both of Creole heritage. Young attended St. Francis Xavier School and McKinley High School. When her parents passed away, she moved in with her sister at Southern University. She graduated from Southern High School in 1959 and went on to earn her B.A., B.S. and Masters degrees in educational counseling from Southern University.

When she was seventeen years old, Young was asked to join the Ebony Fashion Fair as a model when it came to Baton Rouge. After touring with the Ebony Fashion Fair, Young married the late Walton Waller, a United States Air Force pilot, and lived for a while in Germany. In 1970, she married Dr. Walter Young and moved to Atlanta, Georgia, where she worked as a teacher and counselor at Atlanta Junior College, Clark Atlanta University, and Georgia State University. During these years, Young also worked as an interior designer. In 1982, she founded Eventions, Inc., which has become one of the top event planning/communications companies in the Southeast. Eventions' clients include: The Coca Cola Company, Georgia Pacific Corporation, AME Conferences, Coors Brewing Company, DeKalb International Training Center and the Pan African Conference. Young has also worked with Maya Angelou, Oprah Winfrey, Harry Belafonte, Dick Gregory, Andrew Young, Muhammad Ali, and others. Eventions renovated the Wachovia Bank Building in East Point, Georgia, as the company's headquarters.

Young is the recipient of numerous awards. Among these are: “One Hundred Top Business Owners in Georgia,” Women Looking Ahead Magazine’s “Blue Print Award,” the Atlanta Business League’s “Diamond Award,” the Atlanta Tribune’s “Salute to Black Business Owners Award,” ITC’s “James Costen Award,” and the Atlanta Media Women’s “Public Relations Award.” Frequently appearing as an inspirational speaker in the Atlanta area schools, Young, who has four grown children, is an avid supporter of educational efforts for youth. A member of Atlanta’s First Congregational Church, Young enjoys golf and yoga in her spare time.

## Related Entries

**Southern University Laboratory School** [STUDENTOF]  
[from ? to ?]

**St. Francis Xavier Catholic School** [STUDENTOF]  
[from ? to ?]

**McKinley Senior High School** [STUDENTOF]  
[from ? to ?]

**Southern University and Agricultural and Mechanical College** [STUDENTOF]  
[from ? to ?]

**bachelor's**

**Southern University and Agricultural and Mechanical College** [STUDENTOF]  
[from ? to ?]

**master's**

**Samuel Whiteman and Associates** [EMPLOYEEOF]  
[from ? to ?]

**Ebony Fashion Fair** [EMPLOYEEOF]  
[from 1958 to ?]

**Model**

**Events, Inc.** [EMPLOYEEOF]  
[from 1982 to ?]

**Founder**

**Andrew and Walter Young Family YMCA** [MEMBEROF]  
[from ? to ?]

**First Congregational Church** [MEMBEROF]  
[from ? to ?]

**Member**

