

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: CA BLACK CHAMBER OF COMMERCE JUNE 26, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>CALIFORNIA BLACK CHAMBER OF COMMERCE &amp; CHAMBER FOUNDATION</b>
Name(s) of Principal(s) and Complete Titles	Aubry Stone, President & CEO
Contact Information (complete)	<b>2951 Sunrise Blvd. Suite 175 , Rancho Cordova, CA 95742 916-463-0177</b>
Name of Program or Project (if different from organization)	<b>Renaissance 21<sup>st</sup> Century Project</b>
Geographic Location or Focus of Program or Project	State of California – Small, emerging, minority, and women owned businesses within the state of California.
Demographic Overview of Focus Community or Population	According to the US Department of Commerce, small businesses employed 6,565,327 or 53.1 percent of the State of California's 12,356,363 employees (non-farm private sector) in 1999. Proprietors' income—a partial measure of small business income—totaled \$127.0 billion in 2001, an increase of 5.6 percent over 2000 (Source: U.S. Dept. of Commerce). Women owned 27.3 percent of the state's firms in 1997 and generated \$121.2 billion in revenues. Of the state's total women-owned businesses, 14.7 percent had employees. The latest (1997) Census data indicate that minority-owned businesses totaled 738,000 and made up 28.8 percent of the state's businesses, of which 20.6 percent were employer firms.
Description of Program or Project named above	The vision and the role, which the CBCC perceives it plays, is reshaping African American economics in the State of California. The goal is the significant (real) increase of African American and other minority business opportunities in the private and public sector, education/ training, and access to the political process. The Chamber strongly feels this is reflected in two simple words – ACCESS and ACCOUNTABILITY.
o Goals	
o Objectives	<ul style="list-style-type: none"> <li>o <b>CULTURAL AWARENESS AND APPRECIATION</b> <ul style="list-style-type: none"> <li>o To assure every opportunity possible to educate and train the young African American population on their rich cultural history. Specifically, to make them aware of the valuable contributions that African Americans have made to the American story.</li> <li>o To establish and elevate self-worth, dignity, pride, unity and integrity.</li> </ul> </li> <li>o <b>ELECTRONIC DATA ASSEMBLY:</b> <ul style="list-style-type: none"> <li>o To locate and identify business entities, and organizational leaders and their families throughout the state of California.</li> <li>o To ensure workforce development and contract procurement opportunities.</li> <li>o To create the most seamless interior of communications available.</li> </ul> </li> <li>o <b>ENTREPRENEURIAL TRAINING SERIES:</b></li> </ul>

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	<ul style="list-style-type: none"> <li>○ Continuous provision of regional entrepreneurial training and education to prepare both small disadvantaged business owners and potential business owners for greater confidence and access to the multitude of opportunities available to them so as to foster prosperity and to become financial forerunners in their respective communities.</li> <li>○ <b>STATEWIDE LEADERSHIP FORUMS:</b> <ul style="list-style-type: none"> <li>○ To conduct forums on business and community leadership throughout the state of California.</li> <li>○ To train and develop businesses, community leaders and engage economic development.</li> <li>○ The establishment of a single voice on public policy and community leadership-training activities.</li> <li>○ To help obtain affordable homeownership and the creation of community wealth building</li> <li>○ Education, Training and Youth Development Education</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>○ Strategies</li> </ul>	<p>The <u>Cultural Awareness and Appreciation</u> component provides the heart and soul of the Renaissance 21<sup>st</sup> Century Project. This component allows the CBCCF to provide youth with visits to historical locations, participation in cultural events, as well as civic and educational opportunities. The objective is to create an awareness of, and an appreciation for, their history and their cultural background. Classes in cultural awareness and appreciation are designed to teach cultural history in a context that emphasizes responsibility to community, state and country.</p> <p><u>Electronic Data Assembly</u> is the most labor intensive and costly activity of the Renaissance 21 Century Project because, unlike many data systems in currently in existence, the CBCCF conducts an annual 100% validation of the information it gathers into the system. This activity alone, through human and electronic resources, runs into thousands of dollars annually.</p> <p>The <u>Entrepreneurial Training Series</u> has afforded the opportunity to travel to urban communities with corporate partners and present “on-site” real world business training to emerging and potential small businesses. This training continues to encompass everything from “How to DO IT” to the structural design of their respective business.</p> <p>The annual African American <u>Leadership Congress</u> creates the backdrop to resolving the critical issues, which stifle urban development initiatives. With our “Renaissance” approach creating a “can-do” spirit-the Congress allows for a forum in which ‘best practice” issues and examples can be presented, discussed and applied. The Congress includes community leaders from across the state with experience, excellent educational background criteria and expertise in addressing the barriers that hinder <b>Community Economic Development</b> progress.</p>
<ul style="list-style-type: none"> <li>○ Actions</li> </ul>	<p>Outreach &amp; Membership Drives – Events, telephone solicitations, radio sponsorship.</p>
<ul style="list-style-type: none"> <li>○ Outcomes</li> </ul>	<p><u>Cultural Awareness and Appreciation</u> - The “Juneteenth Celebration” is to recognize and honor youth who have made significant strides in their chosen field of pursuit, and who serves as role models for other youth. For example, the 2001 Juneteenth Luncheon Keynote Speaker was Farrah Gray, a 16 -year-old millionaire entrepreneur who created his wealth through real estate. Mr. Gray also launched ICE (Inner City Entertainment) magazine in September 2002. Most recently, he founded a Wall Street company that provides support for budding young entrepreneurs. The 2002 Juneteenth Keynote Speaker was an outstanding 15-year-old, community activist, named Derrick Blassingame. Mr. Blassingame currently writes a column for the Citizens</p>

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	<p>Report on such topics as police brutality, justice and racism and lastly for our 2003 Juneteenth, the Keynote speaker was Ms. Kenya Jordana James, a 13-year -old community activist and entrepreneur that started her own company when she was nine years old. She is now the owner and publisher of Blackgirl Magazine. A magazine that focuses on educating female youth on teen issues for African American females.</p> <p><u>Electronic Data Assembly</u> - In partnerships with corporate members, this activity has resulted in numerous contract procurement opportunities. It allows small and emerging businesses to increase their success by providing access to a tight corporate market, while concurrently, allowing corporate partners to positively penetrate a market while meeting their corporate community and social responsibility mandates. Everyone involved agrees it is “good business”.</p> <p>The <u>Entrepreneurial Training Series</u> -The CBCCF has trained over 1500 small emerging businesses. Together with proper certifications and technical assistance has accounted for \$18,000,000.00 of the \$70,000,000.00 in 2002 awarded contracts.</p> <p>The African American <u>Leadership Congress</u> Educational Forum subjects have included: Accessing the Political Process, Creating Affordable Housing/Homeownership, Creating Community Wealth, Improving Health and the Family Structure, Improving Urban Education, Reducing Crime, the Faith-Based Community’s Role in Economic Development and <u>Transferring Technology to Urban Regions</u>. In 8 years CBCC has enlightened, educated, and involved more than 5,000 organizations in its target population.</p>
<p>o Brief History (when was the organization founded or when was the program launched?)</p>	<p>In 1994, a group of business and civic leaders from across the state met in San Francisco to form an organization dedicated to business empowerment, community, economic and youth entrepreneur development. Their secondary purpose was to improve critically important communications between local community economic development agencies, chambers of commerce and business associations.</p> <p>In a remarkably short period of time the California Black Chamber of Commerce (CBCC) became engaged in virtually every issue which affected business and the quality of life in California. Some of these issues included strong positions on propositions 187, 209, 5 and 9 bank acquisitions, mergers and utility deregulation, currently stand at the forefront of the presidential charge to engage new and emerging urban markets.</p> <p>This new organization immediately began forming partnership alliances that encompass more than 55,000 civil politicians and faith-based leaders throughout the state and country. This has allowed them to advocate and lobby from a position of strength for small businesses, community growth and development. These bonds and partnerships have been established from the halls of the State Legislature, where former State Senator Dianne Watson was named the first lifetime member of CBCC and has been followed by Senator Kevin Murray, former Chair of the Legislative Black Caucus to Grantland Johnson, the current Secretary of Health/Human Services. Chamber receptions have honored such notables as the past Congressional Black Caucus Chair, Maxine Waters and the Honorable Rodney Coleman, Under Secretary of the Air Force.</p>

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	In 1998, the CBCC Foundation, Incorporated was created as a public charity dedicated to education, training, community growth and youth entrepreneurial development. The Foundation has formed unique and viable partnerships with many private corporations, which have allowed the Foundation’s “Renaissance 21 <sup>st</sup> Century Project” to flourish across the state and beyond its borders. The Renaissance projects include database design for private and public sector needs, entrepreneur training, cultural appreciation, statewide leadership forums and it’s state renowned Leadership Congress, of which written reports assist state and community leaders, shape program policies for community economic growth and elevation.
<ul style="list-style-type: none"> <li>o Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	5,400 in direct membership database 57,000 in affiliate memberships 1,000 student interns, volunteers, and scholarship recipients
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	\$1M, 4 staff members
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	Corporate Partners, Grants, Private donations, Membership Dues Wells Fargo, PG&E, AT&T, Southern California Edison, Arrowhead Credit Union, Sempra Energy, Verizon Business, Altria, etc.
<ul style="list-style-type: none"> <li>o Results and Evidence of Success             <ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul> </li> </ul>	Membership continues to grow Access to the political process in CA has been realized for its constituency Increased earnings have been reported by 2% of the membership
<ul style="list-style-type: none"> <li>• Change in Outcomes or Metrics Over Time</li> <li>• How long does it take to secure results for the program above?</li> </ul>	The program above is a 10 year old program. Participation and membership have increased during this time period.

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