

The Forum

THE OFFICIAL NEWSLETTER OF THE CALIFORNIA BLACK CHAMBER OF COMMERCE

Spring 2001 Issue

CHAMBER'S LEADERSHIP CONGRESS EXPANDS AGENDA

The State Chamber through its Foundation hosted its third African American Leadership Congress in Sacramento, CA March 30 & 31.

The Congress continues to assume a lead role in educating communities and developing 21st century leaders. 2001 saw the addition of affordable home ownership as a critical addition to the congressional agenda. Foundation Director, Aubry Stone stated that affordable

community wealth, stability are essential for luring businesses to any given community.

Understanding and applying the political process to community building took center stage on day one as the only plenary session. The political session was facilitated by E. Dodson

Wilson, state legislative parliamentarian. The session emphasized how critical it was to engage the system and not merely be a bystander. To do whatever is necessary to have representation from local government to the state capitol. It was stated; to identify, train and mentor young adults toward political careers. The lasting thought that the panel wanted to leave the audience with was the fact that everything and every situation is political and to achieve your desired objectives,



Religious Panel

community leaders must be political! *(continued on page 12)*



Leadership Reception guest speaker, State Lt. Governor Cruz Bustamante

home ownership is vital to creating the foundation for establishing

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President's Message



Aubry Stone, CBCC President/CEO

June 2001...where did the time go? As the Chamber prepares for its annual Juneteenth celebration, June 19th at the Radisson Hotel in Sacramento and its 6th Annual Statewide Business Convention, August 22-24 at the beautiful Cathedral Hill Hotel in San Francisco, I am glad to report that all is well on the western front.

The Chambers' Annual Welcome Reception in January 2001 was a resounding success with over 250 chambers, members, affiliates and community leaders mixed and mingled with California legislators. The overriding issue of the day, of course, was the California energy crisis and the unresolved question of what Governor Gray Davis and

state legislators would do to lessen the effects on small businesses and communities across the state. The chamber has individually and collectively taken a strong position to quickly and professionally resolve the crisis, including several testimonies in front of the California Public Utilities Commission.

The reception gave the Chamber the opportunity to publicly recognize and thank several legislators for their unselfish efforts to make California a better place for all of its citizens. This year the CBCC recognized the Legislative Black Caucus Chair Rod Wright, Assemblymembers Anthony Pescetti and Darrell Steinberg. Also introduced and recognized were administrative governor appointees, among them the appointment to the key position of Chief Deputy Director of the Department of General Services, Ms. Rosamond Bolden.

I had the privilege of traveling to and supporting activities of chambers' business organizations in Victor Valley, Fresno, Oakland, and Seaside/Monterey.

Congratulations go out to Fresno for the vision, courage and conviction to create and develop an African American Chamber of Commerce to support business growth and development of black businesses in the community within the Fresno/Central Valley region.

We are especially excited about our 4th Juneteenth luncheon and the guest appearance of Mr. Farrah Gray, the 16 year old Wall Street investment broker who has donated much of his time, energy and money to youth entrepreneurial development.

We are pleased with the progress of the 6th Annual Statewide Business Convention hosted together with the San Francisco Black Chamber for the necessary education and networking opportunities to take your business to the next level. This is a can't miss event!

Information and registration for all upcoming CBCC events can be obtained at our new and improved website at www.calbcc.org. GO TAKE A LOOK!

**AMERICAN
AIRLINES
AD**

Fresno Celebrates Chamber Opening

The place is Fresno, California, the date is March 27, 2001 and the African American business and community leaders of this San Joaquin Valley city now have a chamber of their own. After months of research and preparation, President Ken Blackwood and his board of Directors launched its

State Chamber President/CEO, Aubry Stone spoke briefly about the entire San Joaquin Valley region from Stockton to Bakersfield and how important it was to build business in the region.



Board of Directors



Ribbon Cutting

President Ken Blackwood and board accepted the acknowledgement and the thanks of the more than 200 persons in attendance, but he also reflected on the great responsibility ahead; primarily, that of being a beacon of

region's much needed center of African American Business Development.

Both city and county officials acknowledged this great achievement with letters and proclamations of approval.

light for business growth and development, but he has acknowledged he felt both he and the board were up to the task.

Congratulations to the newly formed San Joaquin Valley Black Chamber of Fresno.

The SJVBCC can be reached at 559-441-7929 or at their website www.sjvbcc.org.



City leaders enjoy festivities.

Be in San Francisco for the
**California Black Chamber of Commerce
State Convention**

August 22 - 24 • Cathedral Hill Hotel

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the Solution*

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application on page 18.

In an atmosphere of high tension and anxiety over electrical shortages, state legislators took a brief reprieve to attend the California Black Chamber's annual Legislative Welcome Reception, held at the lovely California Dental Association building in Sacramento, California.

Legislators from both sides of the aisle and both the assembly and senate came to meet, greet and speak with chamber members and regional community leaders.

Kaiser Permanente, P G & E, and Washington Mutual sponsored the reception. The Chamber was determined this event would be a critical activity in its on-going objective in the statewide political area. This point was emphasized over and over by, Charles Fantroy, CBCC Board Chairman, and Aubry Stone, President/CEO.

Fantroy highlighted the current energy crisis as an area requiring joint community/legislative action



President Stone and
Assemblyman Anthony Pescetti

to resolve. He emphasized the "economic trickle effect" this crisis will have on continued business growth, minority business in general and African American business development in particular.

Many of California's governor appointment were introduced to the public. Among them being the highly acclaimed appointment of Ms. Rosamond Bolden, Chief Deputy Director of the Department of General Services/Procurement Division. The chamber wishes to increase African American participation in the state contracting area.

The CBCC took the occasion to rec-



CBCC Chair greets guest



E. Dodson Wilson - State Parliamentarian

Chamber and Community Welcome State Legislators

ognize legislators who are constantly affecting the lives of state citizens through their leadership and proposed legislation. The chamber chose to recognize the actions of Assembly member Darryl Steinberg, Anthony Pescetti, and Rod Wright. Darryl Steinberg was recognized by the chamber because of his tireless efforts to improve education for all students, but especially the under served communities across the state. Anthony Pescetti was recognized for his sincere sensitivity of small business development. The chamber extends a special thanks to Assembly member Pescetti for his active involvement in CBCC activities.

Assembly member Rod Wright, Chairman of the Legislative Black Caucus, was recognized for doing whatever necessary to project the agenda of the caucus.

The 250 guests had the opportunity to meet and speak with the many legislators they will be supporting during the rest of the year on issues such as: educational funding, utilities, community economics, housing and state contracting. The guest and legislative members alike acknowledged the importance of building relationships for the future.

The chamber wishes to again thank the sponsors, Kaiser Permanente, PG&E, and Washington Mutual, who made this event possible.



Event Sponsor John Garcia of Kaiser Permanente



Rosamond Bolden, Chief Deputy Director Department of General Services



Assemblyman Steinburg addresses guests

Chamber Entrepreneur Training Travels to Fresno



Steve Machado of PG&E explains how easy it is to navigate the procurement system.



Oral Washington of the Dept. of General Services, explains State C-MAS procedures.



AT&T Fred Lona emphasizes being ready for high tech opportunities. AT&T, together with Kaiser-Permanente, sponsored this session in Fresno.

On the heels of its recent grand opening, the California Black Chamber Foundation traveled to Fresno to conduct its first 2001 training session with the San Joaquin Valley Black Chamber of Commerce. Accompanying the CBCCF to the valley were AT & T (sponsor), DGS (State Contracting), and PG & E.

The attendees received intense orientation on conducting business. All presenters provided step by step requirements to do business with their respective companies.

The CBCCF provided an operational grant to the San Joaquin Valley Black Chamber to assist in their operational development. President Ken Blackwood thanked both the foundation and the presenters for making their growth and development a priority. Blackwood also indicated that CBCC's faith in their organization was well founded.

The entrepreneur training series is a component of the Foundation's "Renaissance 2000 Project". To obtain training information or to make foundation contributions call 916-364-2400.



San Joaquin Black Chamber board members greet the more than thirty guests who attended the Entrepreneur Training.

A few seconds.
A few inches.
A few centimeters.

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“attempting” and “winning”
can often be measured in
small increments.

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Chamber Issues First Corporate "Report Card"

In an unprecedented move the CBCC together with Greenlining and the State Hispanic Chamber issued its first "Report Card" on corporate businesses doing business with small/minority businesses throughout California.

The report card reflects that major utilities reporting to the California Public Utilities Commission award five to seven times more contracts to minority owned companies than their counterparts in corporate America.

In contrast Pacific Bell/SBC, Edison, and Verizon achieved results seven

times better due in large part to their community outreach commitments, and community pressure created by a regulated and verifiable reporting system. The report includes specific utilization of minority vendors by race and ethnicity.

The report also identifies major threats to the CPUC program of full voluntary minority contract reporting. The current, Ward Connerly "Race Privacy" initiative, which would bar government agencies from collecting any data by race or ethnicity, thereby eliminating corporate accountability.

Other threats include a national corporate effort to create minority business fronts by allowing 70 percent; white owned businesses to qualify for minority status. Most utilities led by PG & E, Edison, and Verizon oppose this initiative.

California Black Chamber President/CEO, Aubry Stone, indicated the coalition of chambers joined by the National Council of Asian Business Association and The Greenlining Institute will continue monitoring and reporting the activities of these corporations.

Corporation	Percent of contracts to Minorities	Grade
Pacific Bell	23.7%	A
Edison	22.9%	A
Verizon	21.6%	A-
AT&T	20.6%	A-
San Diego Gas & Electric	19.3%	B+
So. Gas Company	17.1%	B
PG&E	17.0%	B
WorldCom	8.2%	C
National Corporation Average	3.0%	F

Highlight your business around the world!

Advertise your business on the

California Black Chamber of Commerce's

exciting interactive website!

www.calbcc.org

The CPUC Was Created to Protect Consumers

CPUC history began in the 1850s when railroad companies started laying tracks across the nation and California. Laws were passed throughout the country to ensure consistent pricing and fair practices. In 1873, the California Legislature, realizing how complicated the railroad industry had become, created the State Board of Transportation Commissioners. By 1912, electric, telephone, and water service industries were rapidly growing as well, and new investor-owned companies were formed to deliver those services. California Legislators passed the Public Utilities Act of 1912, creating the Railroad Commission (renamed the California Public Utilities Commission (CPUC) in 1946) to regulate privately-owned utility and transportation industries in California and ensure reasonable rates, safety standards, and reliability of service.

Municipally-Owned Utilities Are Not Under CPUC's Jurisdiction

Companies created to provide utility services under the jurisdiction of local city governments or under publicly-owned district agreements are not under the jurisdiction of the CPUC.

TELEPHONE NUMBERS TO KEEP CLOSE



Consumer Affairs Branch - 1-800-649-7570

Investigates and resolves complaints about utilities or service providers.

Public Advisor (SF) - 1 (415) 703-2074

Public Advisor (LA) - 1-213-897-3104

Assists consumer participation in Commission proceedings.

Electric Restructuring Education Call Center 1-800-253-0500

Provides accurate, unbiased information about changes in the electric industry.

CPUC ORGANIZATION

- * 5 Commissioners are appointed by the Governor, confirmed by the Senate for 6-year staggered terms.
- * 847 employees serve in nine divisions with an \$80 million annual budget.
- * Commissioners issue decisions that control many aspects of utility service and pricing following proceedings involving utilities and ratepayer organizations.
- * Serving at the pleasure of Commissioners are the Executive Director, General Counsel, Chief Administrative Law Judge, Public Advisor, and Director of Strategic Planning.
- * Serving at the pleasure of the Executive Director are the Division Directors of 9 divisions: Energy, Telecommunications, Water, Rail and Safety Carriers, Consumer Services, Legal, Administrative Law Judge, Strategic Planning, Information and Management Services, regulating and overseeing investor-owned electricity, water, gas, telecommunications, and transportation industries.
- * Office of Ratepayer Advocates (ORA), responsible for consumer advocacy in formal Commission proceedings, is headed by a Director appointed by the Governor and confirmed by the Senate.

CPUC ACTIVITIES:

Formal Regulatory Process

- Ratesetting proceedings to review and set fair and reasonable rates
- Rulemaking proceedings to review policies, service standards, connection practices, service quality assurance, and technical specifications
- Complaints may lead to decisions to resolve formal disputes about rates or service

Information

- Legislative activities (Office of Government Affairs)
- CPUC Website: www.cpuc.ca.gov
- Communications Office

Consumer Protection

- Consumer Affairs Branch resolves informal consumer complaints
- Investigations of fraudulent activities and enforcement of rules



John Bryant of
Operation Hope

Concurrent workshops were conducted in the areas of Reducing Crime, African American Health Issues and the Family Structure and Technology and its Practical Application.

The Crime reduction panel was facilitated by Captain David Cole of the Stockton Police Department. The panel challenged faith based organizations to assume a greater role in providing young adult outlets, especially in the 4pm - 7 pm time frame when parental supervision is missing due to parents work schedules. Dr. William Baker, Chief of Urology lead an intense panel discussion on Health and Family Issues attributing many family structural failures to current economics. Issues of prostate cancer in African American males, teen pregnancies and breast cancer in black women stretch the limits of African American Society. This coupled with below average health services is cause for grave concern. The panel insisted that community leaders get involved — to create change!

The application of Technology

panel was unique under the watchful leadership of Ralph Kindred of the Kindred Group, determined that the challenges were twofold, first, that technology in itself was not the cure all for the African American community, rather just a tool and that the biggest challenge facing us isn't a lack of hardware/software but proper attitudes.

The highlight of the congressional reception were the comments by the state Lt. Governor, Cruz Bustamante who spoke with pas-



Golden Gate Medical Executive Director,
Don Richie, and guests.

sion about collaborative activities to improve all communities across the state. The reception provided an excellent back drop to unveil the 'Afternoon in the Park' portrait on health, sponsored by Pittman & Associates, along with noted Orange County artist Michael Cunningham and to acknowledge the many corporate sponsors who made the congress possible. Saturday began with an outstanding plenary session, 'The Church and its Role in Community Economic Development'. Church leaders from Northern and Southern California

including West Angeles and Allen Temple AME outlined methods and strategies to influence the growth of their communities. The panelist emphasized that the discussion of should or shouldn't churches be actively involved is resolved. They should and must be involved. The panelist also emphasized the importance of joint efforts or collaboratives in the development of additional Community Development Corporations (CDC's).

Concurrent workshops were conducted in Affordable Home Ownership (newly added) Community Wealth Building and Improving the Delivering of Education. The Affordable Home Ownership panel under the direction of Sharron Bailey (HUD) emphasized the need for one million additional homes (nation-wide) in the African American community. The panel concluded that home ownership was the glue

to community sta- ▶▶▶▶▶▶▶▶▶▶



Sharron Bailey,
Community HUD Director

bility which in turn creates business growth, improves employment,



Technology Panel

increases tax base, improves schools and produces a more qualified human resource. Community Wealth Building was directed by Clarence Williams, President of



Larry Sharp, CEO,
Arrowhead Credit Union

California Capitol small business corporation. Although several critical points arose, the necessity to recycle money was prominent.

This, coupled with collaborative ventures to purchase property/businesses and manage their growth/development. The

Delivery of Education goes to the very heart of the future of African American communities. Mrs. Mertie Shelby, elementary school principal within the Sacramento Unified School District, summed it up best by stating our children need to know we care and project that caring through stan-

dards of performance. She further stated, if done properly, they will respond.

The closing luncheon was highlighted by a fiery presentation by John Bryant, Chairman and Founder of Operation Hope (Los Angeles). Mr. Bryant incited the audience of 200 attendees to stay focused, be determined and have faith.

Exit surveys reflect that the Foundation is doing the right thing. Training and developing community leaders. The congress created such a stir that members of the San Bernardino/Riverside community volunteered to host the 2002 session rapidly followed by Richmond in 2003.

The Leadership Congress is one of the four components of the CBCC Foundation's *Renaissance 2000 Project* – Rekindling the



Unveiling "Afternoon in the Park"

'can do' spirit. The other components of the project are: Electronic Data Management; Cultural/ Historical Preservation; and Entrepreneur Training. Videos of the Leadership series may be purchased from the Chamber for a tax deductible contribution of \$15.00 made to the Foundation. Congressional Reports may also be obtained by writing to the Chamber Foundation.



Lt. Governor Cruz Bustamante and
artist Michael Cunningham

Aubry Stone Meets with Community Leaders in Seaside/Monterey Area

Chamber President, Aubry Stone, traveled to Seaside/Monterey, California to enter into intense discussions about the formulation of a Black Chamber. Mr. Stone met with the city's mayor, community leaders and small business owners.



Jerry Smith, Mayor of Seaside

The series of meetings were organized by Mr. Willie Howard, Publisher of the *Seaside Post*, who expressed an urgency and concern about the isolation of the region. Mr. Howard expressed the desire for the community of Seaside/Monterey to be actively connected to more statewide political and business activities.

Chamber President Stone applauded the vision of community members who realize that community business

growth and development is the key to the resolution of other community illnesses. He further stated that economic power drives changes of social situations and not the reverse. The California Black Chamber of Commerce pledged to assist in the development of a business organization that would allow every business person to reach their full business potential.



Community member attendees.

California Black Chamber Business Convention *San Francisco*

August 22 - 24, 2001

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**WELLS FARGO AD
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Chamber Prepares for Grand Convention in San Francisco, August 22 - 24, 2001

Working with San Francisco Black Chamber, the California Black Chamber readies itself for the state business convention in San Francisco.

Chamber President, Aubry Stone, states that after the outstanding 2000 Anaheim convention, San Francisco could be the only venue within the state to surpass the 2000 convention. He is positive that San Francisco is the location to accomplish that objective.

The traditional convention golf classic will be held at the spectacular, upscale "STONE TREE" Golf and Country Club in Novato, California (Marin County) followed by a convention highlighting: technology, state, federal and private opportunities, business banking, and investments.

Connecting the Dots for Business Growth and Development — there's no other way for small and emerging businesses to grow and develop. Come to the 2001 Statewide Business Convention to insure that you have all the dots connected. The CBCC is excited to join with the San Francisco Black Chamber, the oldest black chamber in the state of California. Together we intend to provide to you all the information and guidance you need to improve your bottom line. The misconnection of one dot can mean the difference of success or failure in your business. On balance, San Francisco provides the perfect backdrop to engage in this process.

The convention has been designed to provide you ample opportunity to learn, relax, and network in a business-friendly and professional environment.

Convention activities will close with the CBCC's Ron Brown Memorial Awards Banquet. Convention events will be held at the Cathedral Hill Hotel. Entertainment will be by renowned jazz musician Everett Harp. For convention information contact the CBCC at (916) 364-2400. You can also go to our website: www.calbcc.org.

Lastly, the CBCC has chosen this year to emphasize business opportunities in franchises. Meet, greet and question franchise executives on the ways and means to be an owner.

Remember, "You can't do business, if you're not where business is being done!"

**PG&E AD
P/U LAST ISSUE**

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Type of Business/Agency:

Individual (non-business) — \$75.00

Small Business — \$200.00

Non-Profit Agency — \$300.00

Government agency (city, county, state, federal) — \$500.00

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CBCC, Membership, 9851 Horn Road, Suite 160, Sacramento, CA 95827

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CALENDAR OF EVENTS

June

19 Annual Juneteenth Community Awards Luncheon, Radisson Hotel
Sacramento

August

22 Annual Golf Classic
Stone Tree Golf and County Club
Novato

22-24 CBCC Statewide Business Convention
Cathedral Hill Hotel
San Francisco

September

26-29 Congressional Black Caucus
Washington, D.C.

October

28-31 National Minority Suppliers

December

TBA Holiday Reception

TBA Annual Planning & Board Meeting

California Black Chamber of Commerce
9851 Horn Road, Suite 160
Sacramento, CA 95827