

# The Forum

THE OFFICIAL NEWSLETTER OF THE CALIFORNIA BLACK CHAMBER OF COMMERCE

Fall Issue

October - December

## CBCC ELEVATES CONVENTION BAR

On August 23<sup>rd</sup> through the 25<sup>th</sup>, the California Black Chamber of Commerce in concert with the Orange County Black Chamber celebrated it's fifth anniversary Statewide Business convention in Anaheim at the beautiful Disneyland Pacific Hotel in Disneyland.

Entitled *Fast Forward into a New Century*, the Chamber placed heavy emphasis on e-Commerce technology application and a renaissance of the entrepreneurial spirit. For the 260 plus attendees the location, weather and ambiance could not be challenged.



The convention activities lead off with the annual golf classic held at the lovely Coyote Hills Golf Club in Fullerton, California. The tournament set the tempo for the excitement of the next two and one half (2 1/2) days of activities. The Golf Classic and opening reception was co-hosted by the Orange County Black Chamber.



The Thursday morning Power Breakfast recognized the accomplishments of three outstanding male business leaders/community activists, in their respective regions of California, who are making significant difference in their communities. Award recipients were: Fred Jordan, President of Jordan Engineering, Don Harris, President/CEO and Founder of the Nehemiah Corporation and Buddy Jones of Jones General Contracting.

The degree of business information ran the gambit from Federal/State contracting to home base business management with maximizing bank relationships, low cost marketing ideas and IPOs in the middle. Woven throughout the convention from beginning to end was the constant emphasis on the appreciation of technology to improve production, reduce cost and increase the bottom line.

Speakers such as Fred Jordan, Don Harris, Dr. Sonia Jarvis and John Bryant

placed their individual brand on the convention, challenging, conjoining and pushing the attendees to assume a new progressive attitude regarding their economic destiny and new century attitude.



(continued on page 8)

### Table of Contents

President's Message . . . . .	.2
Entrepreneur Training . . . . .	.5
CBCC Opposes 30% Solution . . . . .	.6
Youth Entrepreneurship . . . . .	.6
Community Award . . . . .	.10
Calendar of Events . . . . .	.16

## President's Message



Aubry Stone, CBCC President/CEO

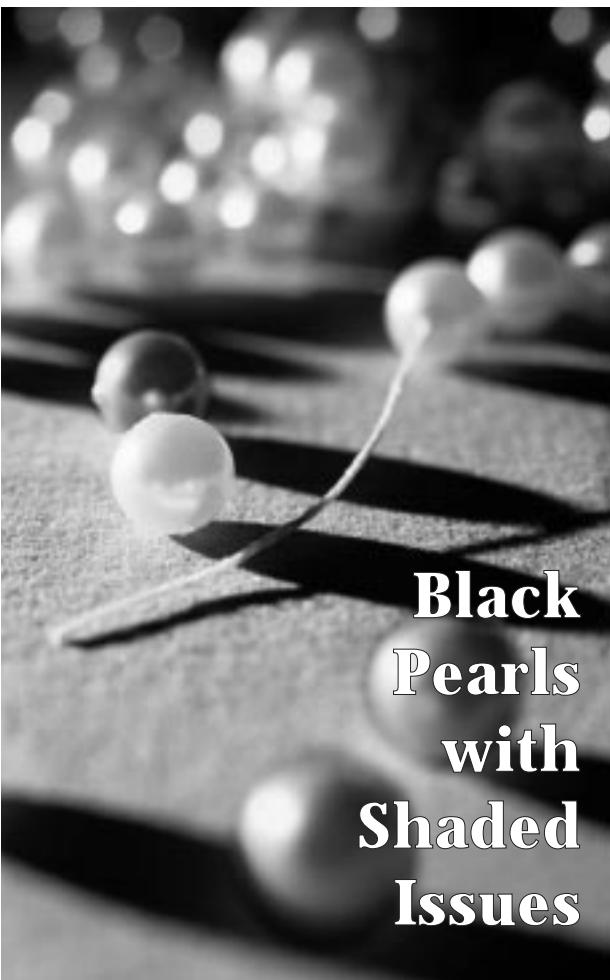
As the Chamber and Chamber Foundation gear up for the activities of 2001, we can reflect with pride on the accomplishments and continued growth throughout 2000. First was the selection of Mr. Charles Fantroy, to the board as the Board Chair. A more dedicated, energetic ambassador could not have been chosen. His insightful reflection on direction and method has stirred new excitement. Most notable being, the reconstruction of the board and broadening of the process to capture the energy and talents of businesspersons throughout the state.

Beginning with the first legislative reception in 2000, the Chamber set the tone to be the integral influence in all statewide activities, effecting the economic empowerment of African Americans in both business and community.

Rapid fire Chamber activities followed, which included the San Jose Leadership Congress, Legislative Day/Trade Mission, Juneteenth Community Awards Luncheon, Statewide Entrepreneurial Training and the outstanding Annual Statewide Business Convention held in Anaheim, CA. In between, the Chamber changed locations, initiated the foundation for a business technical lab, and began the creation of a web portal.

All in all, the trend lines pointed in the right direction. Everything accomplished was a team effort, from staff to corporates to member organizations to general members.

The CBCC wishes to thank everyone who played a positive role.



**Black  
Pearls  
with  
Shaded  
Issues**

## March 30 & 31 California Black Chamber Foundation 2001 African American Leadership Congress

### *Identify – Discuss – Resolve*

#### Issues of:

- Education
- Crime
- The Political System
- Health Care
- Technology
- The Church & Community Economics
- Affordable Home Ownership
- Community Wealth Building

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**For more information:**

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# California Black Chamber Foundation Entrepreneur Training Goes to High Desert

**O**n November 9<sup>th</sup> 2000, the California Black Chamber of Commerce Foundation journeyed for the second time to California's high desert region to conduct entrepreneur training workshops to regional chamber and small business affiliates.

The session focused on the application of technology and e-Commerce as effective tools to efficiently operate businesses in the 21<sup>st</sup> century. The training was conducted by Ms. Lisa Andrews of the Concurrent Technologies Corporation, headquartered in Oakland, CA. Fifty three members, friends and affiliates of the Victor Valley African American Chamber soaked up her every word and ideas from the purchase of low cost high tech equipment, to the receipt of free tutorial online training. Ms. Andrews emphasized that all information and exposure was for the sole purpose of being competitive in the marketplace. She emphasized that technology was a tool and only a tool. Quality service and professionalism can not be replaced by computers.

The Entrepreneur Training Series is a component of the California Black Chamber Foundation's Renaissance 2000 Project, *Rekindling the Spirit*.

To date, the Chamber Foundation has brought invaluable training to statewide locations with four sessions scheduled for 2001 in Fresno, Long Beach, San Francisco and Sacramento.

The Chamber wishes to thank Mr. Fred Lona of AT&T for being our major training sponsor. In addition, the Chamber wishes to acknowledge the support of Pacific Bell, Kaiser Permanente, Verizon, Washington Mutual, California Bank & Trust, Wells Fargo, PG&E and Southern California Edison. This team has made the Renaissance 2000 Project a reality.

Before leaving Victor Valley, the California Black Chamber of Commerce Foundation awarded a technology grant to support the ongoing development of the Victorville Chamber Technology Center.



CBCC President/CEO Stone presents a foundation grant to Victor Valley President Gaines to continue development of Technology Center.



E-Commerce trainer, Lisa Andrews.

# California Black Chamber of Commerce (CBCC) Takes Strong Position on 30% Solution

The California Black Chamber of Commerce has joined with regional and national leaders to publicly condemn the so called *30% solution* adopted by the National Minority Supplier Development Council (NMSDC), which would allow non minority investors to assume up to a 70% ownership position in minority firms yet still allow the company to be classified as minority owned.

Many National Regional business and civic leaders are opposed to this critical issue including Earl Graves of Black Enterprise, Hugh Price of the National Urban League, Kweisi Mfume of the NAACP, Dorothy Height of the United Council of Negro Women and the San Francisco based Greenlining Institute.

The Chamber concurs with the comments of Mr. Graves "that no single organization should attempt to change a category of minority ownership, which is contrary to the law of the land."

Much of the concern stems from the fact that if adopted, minority firms become nothing more than front operations for white investors, underlying this proposition is the real possibility of the last of ownership by minorities.

Secondly, the chamber feels there must not be *any* erosion in the accepted standards. Having personally witnessed the backlash of Proposition 209 in the state of California, Chamber President, Aubry Stone, insists that there be no compromise on this issue because com-

promise only leads to more compromise. Stone insists that the entire process was established for the convenience of major majority firms either too lazy to seek out minority suppliers or ill equipped for broker joint venture opportunities. With either option, being more logical than assuming, a 70% permanent equity position in a minority firm.

The California Black Chamber urges all concerned business owners and community leaders to write their respective state and federal legislators to voice their displeasure and concern. Remember.... they do not know if you do not tell them.

**THE 30% SOLUTION IS NOT  
THE ANSWER.**

## Youth Entrepreneurship and Cultural Appreciation

*Entrepreneurship and Cultural Awareness* is a critical and crucial concept of the Renaissance 2000 Project of the CBCC Foundation. Youth Entrepreneurship and Cultural Awareness prepares our youth to organize, operate, be resourceful, ambitious, educate, elevate and empower their cultural awareness and entrepreneurial skills to a level of perfection for the new millennium.

Our much-needed concept of Cultural Appreciation helps us classify the needs of the community. Planning trips and reviewing programs with African Culture backgrounds is the education and knowledge that will help us determine how we can meet the many requirements of our community. Identifying the diverse talent of our youth will give back that much-needed

contribution that our community is demanding. If our youth and we know who we are, then we will have pride in knowing where we are going.

Entrepreneurship with the emphasis on youth is the area where, if you are educated to accept the risk of being an IBO (Independent Business Owner), then you will be successful no matter what direction you choose. This direction is not for everyone. If you choose a career you enjoy with the correct components of structure and discipline, then you will be very successful.

The CBCCF "Renaissance 2000" 's direction of education in Cultural Appreciation and Entrepreneurship is partnering and involving:

- Corporate America
- Successful Private Business

- Sector/Owners
- Non-Profits
- Training Classes (statewide)

The California Black Chamber of Commerce Foundation 's conclusion is ... With the above composition such as: displaying good work/personal ethics, pride, self-esteem, education, community service and being trained in how to successfully start/run a business, will provide the much-needed emphasis on victory. If you have the right provisions to begin with and you know exactly what's involved in being an entrepreneur, there is no doubt you will be predetermined for achievement, while you are building a strong foundation for longevity and still focusing on the cultural appreciation of giving back to your community.

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The Chamber wishes to give a special thanks to California Bank and Trust President, Robert Sarver, not merely for being one of three title sponsors, but for the warm, open comments and emphasis on the need to rely more on each other than outside parties. Additionally, the Chamber wishes to thank Secretary of State, Bill Jones, for his attendance and reception comments. Special thanks to Disney for sponsoring a special viewing of *Remember the Titans* for CBCC attendees.

The 2<sup>nd</sup> annual Ron Brown Memorial Awards Dinner was a convention highlight from the memorial video on Ron Brown to the launching of the State



Chamber's Web Portal, the special guest performance of Gerald Albright, with all the significant award winners in between.

The California Black Chamber of the Year Recipient was the Victor Valley

African American Chamber. They were chosen for their outstanding effort to build lasting business coalitions in the high desert region of the state and the development of a technology business lab within the confines of it's facility. The VVAACC is establishing business relationships, which will last well into the 21<sup>st</sup> century.

Another highlight of the awards dinner was the recognition of the Black Business Listing of Oakland and Phoenix Books of San Bernardino as the 2000 Small Business Award recipients. Both of these companies not only performed well as businesses but also



expanded their influence throughout their respective communities.

The Corporate recognition went to Patricia Scates, Sr. VP of Wells Fargo Bank. Throughout the state of California, Wells Fargo has continually demonstrated Corporate Community Leadership.

The chamber chose John Bryant, President/Chairman/CEO and founder of Operation Hope for its Visionary Award recipient. Anyone in the State of California would be extremely hard press to find an individual more dynamic or more deserving of this award when asked about the Annual 2000 Statewide Business Convention. Bryant simply stated, "I can't wait for San Francisco."

The chamber wishes to thank the entire Disney team for being captivating host. The M/WBE unit under the



direction of Ms. Beverly Cole provided the opportunity for all attendees to view "Remember the Titans" starring Denzel Washington before it's nationwide opening. Obviously, we were excellent critics, because it has been highly successful in the theatre. That coupled with theme park tickets made Anaheim a different and unique convention site.

Although the curtain rang down on the CBCC State Convention, August 25 2000, one thing was certain — things will never be the same again — size, scope, intensity and highlights. It's not known how the staff of CBCC will top 2000, but I'm sure they will!

**A two-set video  
of the 2000 CBCC  
Statewide Business  
Convention, *Fast  
Forward Into A New  
Century*, may be  
obtained by writing  
or calling  
the CBCC at  
**916-364-2400****



Visionary Award recipient, John Bryant of Operation Hope.



Banquet sponsor, Kaiser Permanente, is represented by Ms. Ola Sires.



*Turning Point* magazine Editor-in-Chief, Pat Means, performs as banquet Mistress of Ceremonies.



Brian Townshend receives Black Press Award for Cloves Campbell, Jr., West Coast Black Publishers President.



Victor Valley A.A. Chamber President, Robert Gaines, receives Chamber of the Year Award from CBCC President Aubry Stone. Members of VVAACC accompany Mr. Gaines.



CBCC Chairman, Charles Fantroy, addresses the banquet audience.



CBCC Chair, Charles Fantroy, accompanied by San Bernardino Region School Superintendent acknowledge the Small Business efforts of Phoenix Books of San Bernardino.



The youth had a night to remember.



Entertainment provided by the world renown Gerald Albright.



Small Business Award recipient, C. Dianne Howell, Editor-in-Chief of northern California's *Black Business Listing*.

**See You in San Francisco • August 22 - 24, 2001**

For more information or early registration, call CBCC at 916-364-2400

# Corporate Community Leadership Award

The modern authoritative dictionary of the English language defines a *leader* as a guiding or directing head or principal player. The California Black Chamber of Commerce is honored to salute such a remarkable superior female. A female that has elevated the word *leadership* to the most exalted, level of the three "Rs" .... Reverence, Regard and Respect. In Anaheim, California on August 25, 2000, a dynamic leader was honored. Congratulations to Patricia Scates, senior vice president of Wells Fargo Bank, the winner of the California Black Chamber of Commerce's *2000 Community Leadership Award*, at our 5<sup>th</sup> Annual Statewide Business Convention. Wells Fargo's eminent leader was very proud and humble to receive this recognition from the Chamber. She said, "I'm just doing my job and serving the community to the best of my ability. That is what being a leader is all about."

When asked why being recognized is important, Pat replied, "It isn't. You get recognition when someone says to you

thank you for helping them. If you are looking for personal recognition, then you are missing the boat. This includes using your knowledge and contacts to assist others."

Scates indicated Wells Fargo Bank is here to help African Americans and other minority owned businesses grow and succeed. Patricia, with her 27 years of employment with Wells Fargo Bank, wants to make the dreams of African Americans and new minority business owners become a reality. She understands the needs of small businesses, and has helped hundreds of them succeed. Scates states, "You can accomplish your business needs with the help of Wells Fargo." Below are some thoughts from Pat on how to be prepared before going to Wells Fargo or any other lending institution. There are many avenues to prepare you for the lending process such as:

- SBA (SBA guarantee & direct lending programs)
- Non Profit Counseling & Consulting Programs

- Entrepreneur Programs
- Always Be Confident, Self Assured, but realistic

Pat says when asked to give a presentation on personal success, she replies, "One should always have these two thoughts in mind:

"Find something passionate to surround you. Commercial Lending has always been my passion. When you follow your passion, it will lead you to success. Secondly, always be prepared on a personal level with continuing education so that when an opportunity presents itself you are prepared for the challenge."

Pat closes her interview by remarking she will continue her personal commitment to the CBCC of always giving back, which is giving to her community.

Congratulations again Pat.... *ON A JOB WELL DONE!*

For more information, Pat Scates' email address is [scatesp@wellsfargo.com](mailto:scatesp@wellsfargo.com).



Corporate Leadership Award recipient Patricia Scates, Senior Vice-President, Wells Fargo Bank

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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.

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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](http://www.cpuc.ca.gov)
- Communications Office

### Consumer Protection

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

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# CALENDAR OF EVENTS

## January

**23** Welcome Back Legislators  
*Sacramento*

**27** Victor Valley African American  
Chamber Awards Dinner  
*Victor Valley*

## February

**24** Youth trip to Allensworth

## March

**30-31** African American Leadership Congress  
*Sacramento*

## April

**TBA** Legislative Day at Capitol Hill  
*Sacramento*

## May

**18-20** Minority Chamber Executives Conference  
*Washington, D.C.*

## June

**19** Annual Juneteenth Community  
Awards Luncheon  
*Sacramento*

## August

**22-24** CBCC Statewide Business Convention  
*San Francisco*

## September

**12-15** Congressional Black Caucus  
*Washington, D.C.*

## December

**TBA** Holiday Reception

**TBA** Annual Planning & Board Meeting

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California Black Chamber of Commerce  
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Sacramento, CA 95827

*The California Black Chamber of Commerce wishes to thank PG&E for their support in publishing this edition.*