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## *Forging Ahead in 2007*

Charlotte Chamber of  
Commerce Diversity Recap



*Bob Morgan*

On behalf of the Charlotte Chamber of Commerce, we thank our sponsors who generously supported our diversity initiatives in the 2006 campaign. Recognizing the continually changing demographics of Charlotte and the Charlotte region, the Charlotte Chamber is working to ensure that diverse communities have an easy point of access in the Chamber and become actively engaged in Chamber activities and priorities.

In 2006, the Charlotte Chamber's diversity initiatives reached across Charlotte's increasingly diverse community to connect and engage differing races and ethnicities, while also building bridges between varying constituencies. The desired end results are demonstrated business relationships yielding a positive business climate for Charlotte.

With your support, your Charlotte Chamber is equipped to build an even stronger Chamber by building diverse relationships across Charlotte and the region. Moving forward in 2007, inclusiveness remains a priority theme. Your continued support in the upcoming 2007 campaign will ensure continued progress.

Again, thank you for your past support of the Charlotte Chamber's diversity programming, as well as in advance for your continued support in 2007.

Sincerely,

*[Signature]*

## Accomplishments in 2006:

### Campaign Support

In the 2006 campaign, donors used their checkbooks to show the importance of the Charlotte Chamber's diversity initiatives. Sixty corporate sponsors contributed nearly \$100,000 in support of diversity. That financial support enabled the Chamber to extend its reach and engage diverse perspectives in shaping the Chamber's activities.

**Standing Behind Diversity**

Logos include: ASEM, Philip Morris USA, COMPASS, NELSON, BOOMERS TO GO, Moore & Van Allen, GMBC FINANCIAL SERVICES, ATrac, REDEP/S/S INC, Tenside, LOPEZ NEGRETE, JONES LANG LASALLE, CENTEX CONSTRUCTION, Charlotte Chamber Diversity Initiative, SunCom, Gensler, Perkin+Will, University of North Carolina, ADE Signs LLC, American Financial Realty Trust, Architectural Design Collaborative, Bester Wholesale, Inc., Brinkley Design, BELL SOUTH, RUSSELL, LITTLE, ADI, LINCOLN HARRIS, GMR, SUNCOM, GENSLER, PERKINS+WILL, PROTECTION SYSTEMS TECHNOLOGIES, SHAW INDUSTRIES, INC., SHAWMUT DESIGN AND CONSTRUCTION, STADDEN, ARPS, SLATE, MUEGLER & FLOEM, UNICO SERVICE COMPANY.

## Accomplishments in 2006:

### Re-vamped Procurement Conference

A signature event for the Charlotte Chamber's Diversity Business Council, the Sixth Annual Procurement Conference is scheduled for Wednesday, March 7 from 8 a.m. – 4 p.m. at the International Trade Center in uptown Charlotte. For more information, please visit [www.charlottedbc.com](http://www.charlottedbc.com).

The event connects Charlotte Chamber Minority and Women-Owned Business Enterprise (MWBE's) members with larger Charlotte Chamber members seeking to increase their supplier diversity spend. This daylong conference provides one-on-one interviews between MWBEs and larger companies relative to specific procurement needs. 2007's luncheon speaker is **Ginger Conrad**, publisher and editor-in-chief of *MBE (Minority Business Entrepreneur)*.

A new feature this year is conference management software that will facilitate the matching process for interviews between MWBEs and major corporations. The software will also generate individualized schedules for each of the conference participants.

If your company or a company you know would like to participate as a major corporation, please contact Tonya Harris at (704) 378-1329 or visit [www.charlottedbc.com](http://www.charlottedbc.com) to register. There is no fee for major corporation participation



## Diversity Business Council

**Tony Perez,**  
*Bank of America – Chair*

**Wendi N. Alston,**  
*Johnson Controls, Inc.*

**Angela Beaver,**  
*Apartment Homes TLC*

**Nikki F. Bradley,**  
*American Product Distributors Incorporated*

**Tonya Brandon,**  
*CB Richard Ellis*

**Emmanuel Choice,**  
*Lincoln Harris, LLC*

**Michael S. Crippen,**  
*Commercial Flooring Solutions*

**John Easton,**  
*Eastonsweb Multimedia*

**Melissa D. Gibson,**  
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**Candace Marie Gipe,**  
*Candace & Associates*

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*Carolina Minority Supplier Development Council, Inc.*

**Chevalle Hardison,**  
*The Siegfried Group, LLP*

**Shondae LeGrand,**  
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**Donnie Moore,**  
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**Vernetta Mitchell,**  
*Rodgers Builders, Inc.*

**Elisa Rodriguez,**  
*Allstate Insurance Company*

**Ursula Strong,**  
*Merrill Lynch*

**Karen Tovar,**  
*Joe Knox Properties*

**Felicia Watlington,**  
*Supplier Diversity Works, Inc.*

**Mark Williams,**  
*Speak Up, Inc.*



## Accomplishments in 2006:

### BPN Strategic Partnerships

To further engage the African American professional community, BPN launched strategic partnerships with several African American professional, local chapter organizations in Charlotte. This alliance provides direct access to emerging African American leadership, and affords increased access for the Chamber and African Americans in the Charlotte corporate community, as well as joint and expanded programming opportunities.

- Current BPN Strategic Partners include:
- Coalition of Young Black Professionals (CYBP)
  - National Association of Black MBAs (BMBA)
  - National Association of African Americans in Human Resources (NAAHR)
  - National Association of Black Accountants (NABA)
  - Urban League Young Professionals
  - Black Data Processors Association (BDPA)
  - In – Roads Alumni

### BPN Events

BPN also held several successful events in 2006:

- **“Welcome to Charlotte”** - Welcomed more than 200 African Americans new to Charlotte and introduced them to the Charlotte Chamber and to other professional contacts/networks in Charlotte.
- **Annual Intern Event** - Welcomed nearly 100 college, summer interns of different races and ethnicities to Charlotte. This annual event is designed to expose interns to people and resources, making Charlotte a desired choice for launching their professional careers and establishing their homes.
- **Professional Networking Events** - Provided several social events, such as Jazz on the Roof and Winter Mingle, to connect African Americans to the Charlotte Chamber and each other in a fun, relaxing

## Accomplishments in 2006:

### The Black Professionals Network (BPN)

In 2006, the Charlotte Chamber's Black Professionals Network (BPN) brought on a new chair, added new members to its steering committee, and reshaped its focus and committee structure. As a primary tool to include African Americans in Chamber activities, BPN renewed its focus on engaging, educating and connecting African Americans on Charlotte Chamber priorities.

Committees include:

**External Relations Committee** - Connect black professionals to each other while supporting the Charlotte Chamber development and diversity initiatives.

**Internal Relations Committee** - Facilitate the inclusion of black professionals on Charlotte Chamber councils and committees.

**Events Committee** - Provide networking opportunities for our constituents through events and seminars.

**Communications Committee** - Communicate the program of work for the Black Professionals Network and the Charlotte Chamber to the business community through media, publications and Web sites.



## **BPN Steering Committee**

- Rahman Kahn,**  
*Compass Group USA – Chair*
- Nicole Bostic,**  
*SouthPark Mall Limited Partnership*
- Coletta Bryce,**  
*Wachovia Corporation*
- Rhonda Caldwell,**  
*The Main Event*
- Emmanuel Choice,**  
*Lincoln Harris, LLC*
- Melissa Gibson,**  
*Cohesion*
- Kimberly Graham,**  
*BB&T*
- Deirdra Henderson,**  
*Allen Tate Company*
- Kennedy Howard,**  
*Jazz Café*
- Wanna Jones,**  
*Solectron*
- Velicia McDowell,**  
*Moore & Van Allen PLLC*
- Carolyn Mints,**  
*Mint Museums*
- Pete Rivera,**  
*Microsoft Corporation*
- Kevin Robinson,**  
*Microsoft Corporation*
- Linda Thomas,**  
*Duke Energy Corporation*
- Kelley Williams,**  
*Minds of Media*
- Kimberly Williams,**  
*Minds of Media*
- Brian Willis,**  
*Wealth Builders*

## **Accomplishments in 2006:**

### **Launch of Hispanic Scholarship Fund**

The Charlotte Chamber partnered with the Latin American Chamber of Commerce to host a press conference for the launch of the local chapter of the Hispanic Scholarship Fund (HS). This national fund is focused on strengthening the Hispanic high school graduation rate and entry into secondary education.

**Pat Martinez;** Executive Director;  
704-944-3590; [www.hsf.net](http://www.hsf.net).



HISPANIC  
SCHOLARSHIP  
FUND



## Accomplishments in 2006:

**Ethnic Chamber Strategic Partnerships**  
Conversations were launched in 2006 with several of Charlotte's ethnic chambers. Exploration began around common themes and opportunities that unite the chambers and extend opportunities to complement and support each other. Chambers currently at the table include:

- The Asian American Chamber of Commerce
- The Black Chamber of Commerce
- The German American Chamber of Commerce
- The Latin American Chamber of Commerce



## Community Scholarships

Community scholarships were provided to a number of diverse audiences to participate in several Charlotte Chamber events including the Board of Directors Annual Retreat, Annual Meeting and the Economic Outlook Conference. Community scholarships provide diverse audiences, like members of the city's ethnic chambers, with an opportunity to become directly aware of and engaged in Charlotte Chamber priorities.

## Forging Ahead in 2007:

**Formation of a Diversity Advisory Council**  
Co-chaired by **Mary Tribble** of Tribble Creative Group and **Vince Berkeley** of Compass Group, USA, the Diversity Advisory Council will serve as an advisory support system to the Charlotte Chamber's leadership to impact decisions by bringing added/diverse perspective given the changed demographic of Charlotte. Key objectives for the Diversity Advisory Council include:

- Create a compelling business case for a diverse and inclusive Charlotte Chamber.
- Establish standards relative to diversity and inclusion in all Charlotte Chamber activities.
- Organize the Charlotte Chamber's resources, providing strategic guidance and linkage.



Mary Tribble



Vince Berkeley

Key objectives:

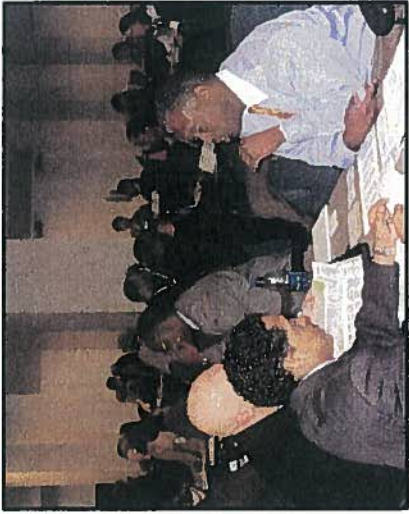
- Increasing diverse membership growth.
- Increasing understanding and capacity to affect matters of diversity/inclusion within the Charlotte Chamber structure.
- Improving and increasing interaction with the Charlotte Chamber among diverse groups.



### **Crossroads Charlotte Experience**

Organized and managed by the Community Building Initiative (CBI), Crossroads Charlotte was launched in

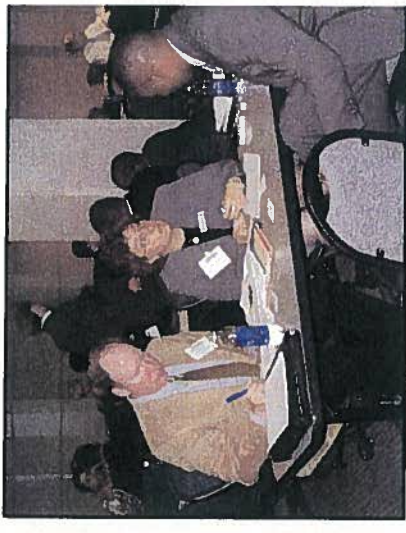
2005 to engage the Charlotte community in finding answers to the question: "What course will Charlotte chart over the next 10 years as our community attempts to deal with issues of access, inclusion, equity and trust for all residents in the social, political, economic and cultural life of the community?"



### **More from the 2007 Diversity Program of Work**

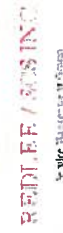
- Continue to build strategic partnerships with ethnic chambers.
- Retool Black Professionals Network.
- Expand Diversity Business Council programming with additional events and services.

Retool the annual Procurement Conference.



Across the Charlotte community, organizations from all sectors have engaged in exploring this question and how their respective organizations will be a force in shaping a future Charlotte that is culturally aware and inclusive. In 2007 the Charlotte Chamber, working with Crossroad leadership, will engage in that exercise. Further details are forthcoming.

# Thank you to our 2007 Procurement Conference Sponsors:



ADK Signs LLC | Art Direction | Design & Collaboration | Print/Key Design | Patel Corporation



Tana & Elisa  
Collaborating since Jan 2005

## bHarmony Find your perfect match - in business

The Diversity Business Council invites you to experience Business Harmony at the 6th Annual Procurement Conference

Wednesday, March 7, 2007  
8:00 a.m. - 4:00 p.m.

International Trade Center



This year's conference has become the "must-attend" event for many CEOs, procurement officers and executive managers who are striving to improve productivity and efficiency by leveraging corporate spending. At this one day event, Corporate participants and MWBE's are matched for three-to-five appointments with the goal of creating sustainable business relationships and building strategic alliances. The journey begins at the 6th Annual Procurement Conference.