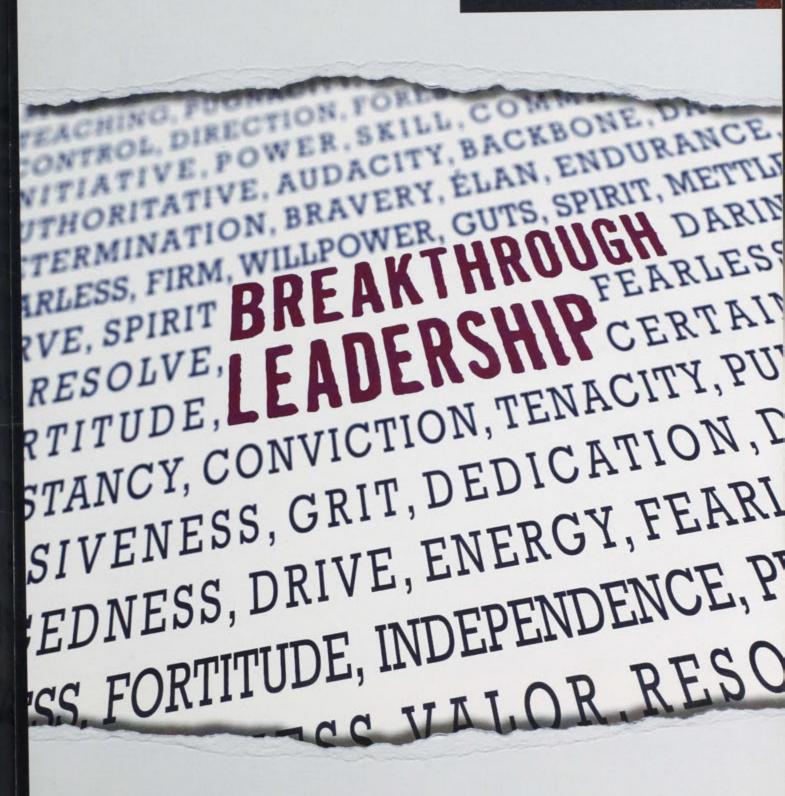
the 37th Annual

H. Naylor Fitzhugh Conference March 6–8, 2009 Harvard Business School



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#### CONFERENCE AGENDA

	FRIDAY, MARCH 6, 2009
:00pm to 10:00pm	Conference Registration Governor's Room
5:00pm to 7:00pm	Pre-MBA Program Reception with representatives and alums from Toigo, MLT, and MBA Jumpstan Winthrop/Leverett Room
5:00pm to 7:00pm	Welcome Reception Endicott/Bradstreet Room
7:00pm to 8:30pm	TownHall Meeting
,	After the White House, What's Next? The New Black Leadership Agenda  Governor's Room
9:00pm to 1:30am	Official Conference Party Ballroom
	SATURDAY, MARCH 7, 2009
8:00am to 2:00pm	Conference Registration Ballroom
8:00am to 9:00am	Continental Breakfast Ballroom
9:00am to 10:30am	Panel Session #1
	The Future Of Mediums, Messages And Leadership In Media & Entertainment  Endicott/Bradstreet Room
	Learning to Lead: Successful Leadership Across Sectors Winthrop/Leverett Room
	Risks and Rewards of Entrepreneurship in the New Economy  Governor's Room
10:45am to 12:15pm	Panel Session 2
	Breakthrough Leadership in Education  Endicott/Bradstreet Room
	Fireside Chat - Alphonso Jackson Winthrop/Leverett Room
	Managing the Turbulence: Will America Sustain Its Financial and Economic Stance?  Governor's Room
12:30pm to 1:30pm	Annual Service Luncheon
	Keynote: Renée Glover CEO, Atlanta Housing Authority Ballroom
1:30pm to 2:15pm	Dessert Networking Receptions sponsored by <b>Deloitte</b> and <b>FBI</b> A'hui/Ballroom Foyer

#### **CONFERENCE AGENDA**

2:30pm to 4:00pm	Panel Session 3
	Entrepreneurial Ventures Competition Winthrop/Leverett Room
	Fireside Chat - Carla Harris Endicott/Bradstreet Room
	The Way Forward: Breakthrough Leadership and Political Change Governor's Room
4:00pm to 5:30pm	Panel Session 4
	Managing Your Career Through the Recession  Governor's Room
4:00pm to 6:30pm	Company Networking Sessions
7:00pm to 8:00pm	Pre-Gala Reception  Ballroom Foyer
8:00pm to 9:30pm	Closing Gala
	Co-Keynotes & Alumni Award Winners  Ballroom
	THE BERT KING AWARD FOR SERVICE
	Quintin Primo Co-Founder & Co-Chairman, Capri Capital
	THE PROFESSIONAL ACHIEVEMENT AWARD
	Edward Lewis Chairman and Founder, Essence Communications, Inc.
9:30pm to 12:00am	Evening Reception Governor's Room
	SUNDAY, MARCH 8, 2009

with Reverend Jonathan Wilkins (MBA/M. Divinity 2009) and Harvard University's Kuumba Singers

3

Gospel Brunch

Governor's Room

9:30am to 11:30am

"Extraordinary events-positive or negative-are temporary openings for breakthroughs in personal growth, development, and human progress. Breakthrough leaders seize these moments to explore a world of new possibilities for themselves...for society."

Professor Wayne Baker, Stephen M. Ross School of Management, University of Michigan

Welcome to the 37th Annual H. Naylor Fitzhugh Conference! Named for Harvard Business School's first African-American graduate, the conference is an enduring memorial to a distinguished servant of the School. As a pioneering marketer at the Pepsi-Cola Company and an activist in Washington DC's Black business community, Fitzhugh embodies this year's conference theme, "Breakthrough Leadership." During what would have been Fitzhugh's 100th year, we have witnessed the historic election of President Barack Obama and are in the midst of a serious economic crisis; therefore, we believe breakthrough leadership is more important than ever.

Each year the conference has grown to attract over 300 guests. Attendees include students from the Boston and Harvard communities, professionals, alumni, and countless others. The conference aims to bring together individuals at all stages of their leadership journey to connect with each other and to engage in education, thought-provoking discussion, networking, and personal and professional development.

The 2009 Conference Leadership Team has worked hard to capture a wide variety of topics relevant to our attendees. We hope the perspectives that our presenters and attendees bring this weekend will help illuminate the challenges and opportunities that our community faces today.

On behalf of the H. Naylor Fitzhugh Conference, we would like to thank the conference leadership team, the African-American Student Union, HBS staff and faculty, speakers and panelists, alumni, our sponsors, and all conference attendees for their support in making this event one to remember. We invite you to participate fully in the weekend's events, and it is our sincerest hope that you leave us engaged, inspired, and ready to take the lead in these critical times.

Sincerely,



Lionel Lynch, Arianne Graham, Kedra Newsom The 2009 H. Naylor Fitzhugh Conference Co-Chairs

#### AASU PRESIDENTS' WELCOME

Greetings to Our Extended Family,

On behalf of the members of the Harvard Business School's African American Student Union (AASU) family, we welcome you to the 37th Annual H. Naylor Fitzhugh Conference. We are excited to have this opportunity to fellowship with you as we embark on this unprecedented era of change for our community and our world.

As each of us plays our role in navigating this community's ship through today's rough and unpredictable political and economic waters, it is important that our focus be two-fold. First, we must continue to strengthen the foundation that the leaders who came before us toiled and sacrificed to build, while simultaneously leveraging their wisdom to avoid setbacks. Second, and more relevant to this conference's theme of "Breakthrough Leadership," it is imperative that we exhaust our capacity to embrace and encourage our community's new line of leaders. One thing is certain in this new era of Obama: our values, beliefs, actions and progress will be scrutinized, questioned and tested now, more than ever.

We believe that this year's conference will offer you invaluable opportunities to learn from and celebrate our past, identify and embrace our present and tackle the tough questions around how we will prepare our community for sustainable future success. We anticipate that each of you will find this year's program offerings to be robust, thought-provoking and inspirational.

Further, we believe the 37th Annual H. Naylor Fitzhugh Conference benefits the wide cross-section of individuals that are in attendance. Alumni - welcome home and we hope you will enjoy seeing your classmates. Recently admitted students - congratulations on your acceptance! We look forward to meeting you throughout the conference. Prospective students - we hope you take this opportunity to meet alumni, faculty and current students of the Harvard MBA Program. Current students - your hard work paid off! Please take the time to enjoy the events you have planned and gain knowledge from the panels and workshops you have organized. Friends of AASU - we are glad you are connecting (or reconnecting) with the AASU community.

Once again, we would like to thank you for your attendance and we are excited to spend this weekend engaging in fellowship with you. We truly hope you enjoy this memorable weekend!



Lauryn Hale AASU Co-President

Damien Hooper-Campbell AASU Co-President

#### Dear Friends.

I am delighted to welcome you to the 37th Annual H. Naylor Fitzhugh Conference sponsored by the African American Student Union (AASU) at Harvard Business School. This year's theme - Breakthrough Leadership - reflects both the challenges and the opportunities facing business in the years ahead. At a watershed moment in our nation's history and in the world economy, the need for leadership has never been greater, nor has the possibility for positive impact.

Each year, the AASU conference brings together many hundreds of students, prospective students, alumni, and African American business and community leaders for an enriching program of intellectual engagement, networking, and personal development. This year's conference chairs, Lionel Lynch, Kedra Newsom, and Arianne Graham, and the entire student organizing panel have worked tirelessly over the past few months to put together a truly outstanding program of panels, workshops, keynote speeches, and activities I know you will find engaging. From the opening Town Hall to the fireside chats to the gospel brunch, I am confident you will have a wonderful time. Enjoy!

Best regards,

May C. Light

Jay O. Light
Dean; Dwight P. Robinson, Jr. Professor of Business Administration
Harvard Business School

#### AASU 2008-2009 Officers

#### Co-Presidents

Damien Hooper-Campbell Lauryn Hale

#### Treasurer

Thomas Stewart

#### Admissions

Andrea Alexander Christine Phillpotts

#### **Alumni Relations**

Vincent Benjamin Everett Miles

#### Career Development

Monique Saint-Louis

#### Conference

Kedra Newsom Arianne Graham

#### Historian

Karibu Nyaggah

#### Webmaster

Aduke Thelwell

#### Community Service

Justin Steele Jonathan Wilkins

#### **Student Affairs**

Akilah Rogers Garry Thaniel

#### Education

Seb Eriksson Giwa Tiffany Singleton

#### Social

Alliah Agostini Jeremiah Jackson

#### Corporate Relations

Michael Haynes Tyson Clark

#### Conference Committee

#### Design

Karibu Nyaggah Erica Harris

Angelica Smallwood

#### Entrepreneurial Ventures

Competition

Tiffany Singleton

Darryl Wyse

Yaw Agyenim-Boateng

Taiwo Ajayi

Bryant Harrison

Brandon Jones

Christine Phillpotts

Erin Teague

#### Hospitality

Marcus Newman

Andrea Alexander

Caroline Baker

Khalilah Bey

Jeanine Barnett

Jeanine Dame

Alana Davis

Marcelia Freeman

Damien Hooper-Campbell

Ai-Ling Malone

Brittani Rettig

Yves Sejour

Erin Teague

#### Logistics

Adora Asonye

#### Marketing & PR

Garry Thaniel

Khalilah Bey Bryant Harrison

#### **Panels**

Alliah Agostini

Lena Sene

Andrea Alexander

Tiera Brown

Shawn Crockett

Danielle DiPenti

Erica Harris

Elica Harris

Jean-Claude Homawoo

Damien Hooper-Campbell

Anna Johnson

Nana Kankam

India Kalikai

Lionel Lynch

Ai-Ling Malone

Dorian Morris

Charlotte Newman

Saundra Quinlan

Monique Saint-Louis

#### Registration

Lauryn Hale Tiffany Craig

Brooke Jenkins

.

#### Sponsors

Tyson Clark Michael Haynes

#### Class of 2009

Temitope Abereoje Raphael Afaedor Alliah Agostini Andrea Alexander Adora Asonye Souleymane Ba Gabrielle Banbury **Bobby Barnes** Jeanine Barnett Dan Beck Eric Benjamin Mendi Blue Charles Boatin Samuel Bright Eric Brown Tiffany Burns Omowale Casselle Robert-Earl Clark Tamara Cooke Shawn Crockett

Linda Dempah Lancine Diaby Nii Dodoo Thomas Ferede Brian Ford Ashley Gaillard Sebastian Eriksson Giwa Arianne Graham Aaron Gray Lauryn Hale Deidre-Ann Harper Michael Haynes Christine Henry Jananda Hill Damien Hooper-Campbell Jeremiah Jackson Angela Johnson Mariama Keita Benjamin Kennedy Shilla Kim-Parker

Grace Licorish Lionel Lynch **Everett Miles** Mumo Muthengi Ousseynou Nakoulima Marcus Newman Kedra Newsom Marlene Ngoyi Karibu Nyaggah Nana Ekua Osam-Tewiah Favelle Ouane Christine Phillpotts Justin Pinchback Irfan Pirmohamed Danielle Prout Dalia Rahman Aleem Remtula Jemine Rewane Randolph Rodrigues Akilah Rogers

Monique Saint-Louis Tereh Sayles Yves Andre Sejour Lena Sene Tiffany Singleton Fred Smith Justin Steele Naila Stephens Thomas Stewart Natasha Telesford Garry Thaniel Aduke Thelwell Akaniyene Udoh Graham Ward Jonathan Wilkins Darryl Wyse Desiree Yee-Barnes



#### Class of 2010

Yaw Agyenim-Boateng Taiwo Ajayi Caroline Baker Seke Ballard Courtney Bass Khalilah Bey Damali Brown Tiera Brown Ray Chambers Tiffany Craig Reginald Crawford Alana Davis Danielle DiPenti Nick Doering-Dorival

Marc Farrell
Marcelia Freeman
Brandon Gayle
Vivian Gibson
Kaneisha Grayson
Kareem Hall
Erica Harris
Bryant Harrison
Jean-Claude Homawoo
Jen Jackson
Brooke Jenkins
Anna Johnson
Brandon Jones
Nana Kankam

Venus Kennedy Adesina Lalude Nicole Laws Ai-Ling Malone Tanaka Maswoswe Taku Mhlanga Cameron Morris Dorian Morris John Moses Charolette Newman Nii Ofosu-Amaah Kayode Ogunro Ade Okunubi Joe Onuegbusi Kobby Osei-Kusi Saundra Quinlan Danelle Radney Brittani Rettig Lisandra Rickards Miguel Sanchez Sean Scott Farai Shonhiwa Angelica Smallwood Toya Stallworth Erin Teague Jules Walter Tori Watley Marissa Wilson



CONTROL DIRECTION SKILL CONTROL DIRECTION SKILL BACKBON STANCE AUDICATION, BRAVERY, ELAN, ENDURANTE ARLESS, FIRM, WILLPOWER, GUTS, SPIRIT, METTLE RESOLVE, RESOLVE, LANGER SHIP CERTAIN FEARLESS.

RTITUDE, LANGER SHIP CERTAIN STANCY, CONVICTION, TENACITY, PURSTANCY, CONVICTION, CONVICTI

Town Hall Meeting Keynote Speaker Alumni Awards

# BREAKTHROUGH LEADERSHIP

## TOWN HALL: AFTER THE WHITE HOUSE, WHAT'S NEXT? THE NEW BLACK LEADERSHIP AGENDA

Friday March 6, 7:00-8:30pm, Governor's Room

With President Obama in the White House, the United States, the Black community, and people the world over are operating under a new context - an United States of America with an African American President. What does this mean for the Black community? What does this mean for Black leaders in the public and private sector? How do we take part in the new Black leadership agenda?

Panel Coordinators: Damali Brown (MBA 2010), Lionel Lynch (MBA 2010) & Kedra Newsom (MBA 2009).

#### MODERATOR



#### **Professor David Thomas**

Professor, Harvard Business School

David Thomas is H. Naylor Fitzhugh Professor of Business Administration at Harvard Graduate School of Business Administration. He joined the HBS faculty in 1990 and became a tenured professor in 1998.

David Thomas is a recognized thought leader in the area of strategic human resource management. His research addresses issues related to executive development, cultural diversity in organizations, leadership and organizational change. His research has appeared in leading academic journals and practitioner oriented periodicals. He is the 1998 recipient of the Executive Development Roundtable's Marion Gislason Award for Contributions to Executive Development Theory and Practice.

He is co-author of the Best Selling Harvard Business Review article "Making Differences Matter: A New Paradigm for Managing Diversity." His book *Breaking Through: The Making of Minority Executives in Corporate America* (with John Gabarro) has met with critical acclaim in reviews by academics and journalists, and is the recipient of the Academy of Management's George R. Terry Book Award for outstanding contribution to the advancement of management knowledge. It explores the career advancement and development of minority executives in large multinational corporations.

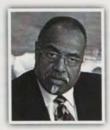
Professor Thomas served as Course Head for the Harvard Business School's required first-year MBA course, Leadership and Organizational Behavior. He was the faculty chair for the HBS Executive Education program. Strategic Human Resource Management, and teaches in the Public Education Leadership Program. For seven years, he taught and developed materials for the popular second-year elective course, Self-Assessment and Career Development. He is a frequent presenter in executive education programs as well as a consultant to private sector corporations, government agencies and not-for-profit organizations.

Professor Thomas received his Bachelor of Arts (1978), Master of Philosophy (1984) and Doctor of Philosophy (1986) degrees from Yale University. He also holds a Master of Arts (1981) in Organizational Psychology from Columbia University.

Prior to joining the faculty of the Harvard Business School, he was on the faculty of the Wharton School of Finance. Professor Thomas sits on the boards of several organizations, among them Cambridge Trust Company, Brigham and Women's Hospital and the Posse Foundation.



#### **PANELISTS**



Charles G. Adams Professor, Harvard Divinity School

Charles G. Adams, one of the most prominent ministers in the United States, joined the Faculty of Divinity as the first Nickerson Professor of the Practice of Ethics and Ministry in July 2007, starting a five-year term. Adams, an acclaimed preacher and expert on ministry and urban revitalization, had previously been senior pastor of Hartford Memorial Baptist Church in Detroit since 1969. Under his leadership, the church was nationally noted for establishing social, educational, and recreational programs for a congregation numbering at more than 10,000 members, as well as broader economic development initiatives that have helped revitalize much of northwest Detroit. He has been president of the Detroit branch of the NAACP and holds memberships on numerous boards across the United States, including those of the National Council of Churches and Morehouse College. In a more global arena, he has been integral to the World Council of Churches' efforts to combat racism around the world, and in this regard addressed the United Nations on South African apartheid. In 1994, he accompanied President Bill Clinton to Jordan to witness the signing of the peace accord between Jordan and Israel. He has honorary doctorates from many American institutions, including Morehouse, Dillard University, and Tuskegee University, and has received many awards, including the Katzenstein and Black Alumni/ae awards at HDS, where he has also been a central teacher for the Summer Leadership Institute for faith-based community and economic development.



Ann Fudge

Former Chief Executive Officer Young & Rubicam Brands/Board of Directors, GE and Novartis

Ann Fudge is Former Chairman and CEO of Young & Rubicam Brands, a global network of pre-eminent companies across the full range of marketing communications. Young & Rubicam Brands companies include Y&R (advertising), Burson-Marsteller (public relations/public affairs), Wunderman (direct and database marketing), Landor Associates (brand consulting and creative design), Sudler & Hennessey (strategic healthcare communications) and Cohn & Wolfe (public relations) among others.

Prior to Young & Rubicam Brands, Ms. Fudge served as President, Beverages, Desserts and Post Division – a \$5 billion unit of Kraft Foods. She served on Kraft's Management Committee and has managed many businesses including Maxwell House Coffee, Gevalia Kaffe, Kool Aid, Crystal Light, Post cereals, Jell-O desserts and Altoids. Before joining General Foods, she spent nine years at General Mills, where she began as a Marketing Assistant and rose to the level of Marketing Director.

She serves on the Board of Directors of General Electric and Novartis. She is on the Harvard Board of Overseers, the Board of Morehouse College, and is a trustee of the Brookings Institution. Ms. Fudge also serves on the Boards of the Rockefeller Foundation, the Council on Foreign Relations, and is Chair of the U.S. Program Advisory Panel for the Gates Foundation. She was a recipient of the NY Executive Council's Ten Awards, given for leadership and innovation in business and was named one of *Time Magazine's* Global Business Influentials.

Ms. Fudge has received the Matrix Award for Advertising from New York Women in Communication. Among her other honors are Leadership Awards from the Minneapolis and New York City YWCA, an Alumni Achievement Award from Harvard Business School, a Lifetime Achievement Award from Ebony magazine, and a Legacy Award in Business from Black Enterprise magazine. She has been profiled in Black Enterprise, Business Week and The New York Times, among others and named by Fortune magazine as one of the 50 most powerful women in American business.



David Rawlinson White House Fellow

David Rawlinson is currently serving as a White House Fellow. In this nonpartisan appointment, he works with the White House Chief of Staff and other senior Administration officials. Before the election, he helped to lead the outgoing transition effort, including the establishment and operation of the Presidential Transition Coordinating Council. In the Obama Administration he has continued to work within the Chief of Staff's Office. He also serves as the Special Advisor to the Director of the White House National Economic Council.

Before the Fellowship, David attended Harvard Business School. While attending Harvard, he served as the Editor-in-Chief of The Harbus, and as the class commencement speaker. Prior to enrolling in business school, David practiced with the law firms of Locke Lord Bissell & Liddell, and with K&L Gates. His practice included representing Fortune 500 companies before domestic and international agencies and courts. He frequently presents on subjects related to his legal expertise, including submitting testimony to the U.S. Congress.

David received a J.D. from the University of South Carolina. He received his B.A. in Political Science from The Citadel. David was appointed in 1997 to the White House Conference on Youth, Drugs and Violence. He also served on the Dallas Tax Increment Finance Board, graduated from Leadership Dallas, and is a Truman Scholar. He has also served on numerous non-profit boards of directors, including the board of Bryan's House, a pediatric HIV/AIDS organization.



John Rogers

Founder, Chairman and Chief Executive Officer, Ariel Investments and Co-Chair Presidential Inaugural Committee

John W. Rogers, Jr. is founder, chairman and chief executive officer of Ariel Investments, a Chicago-based money management firm that serves individual investors and 401(k) plans through its no-load mutual funds and manages separate accounts for institutional clients. In 1983, at the age of 24, John founded the firm with an investment philosophy grounded in patience, discipline and independent thinking. Twenty-five years later, his original philosophy still guides Ariel Investments today. John is the lead portfolio manager of the firm's flagship Ariel Fund as well as its mid-cap counterpart Ariel Appreciation Fund. Additionally, as the firm's chief investment officer, he manages Ariel's small, small-mid and mid-cap institutional portfolios.

John serves as a corporate board member of three public companies: Aon Corporation, Exelon Corporation and McDonald's Corporation. Also dedicated to giving back to the community, his civic affiliations include serving as a director of the Chicago Urban League, a trustee of the University of Chicago as well as a member of the John S. and James L. Knight Foundation. In addition, he is a past president of the Board of the Chicago Park District. John received an AB in economics in 1980 from Princeton University where he was also captain of the Varsity Basketball Team. In 2008, John was awarded Princeton's highest honor, the Woodrow Wilson Award, bestowed annually on a graduate whose career embodies a commitment to national service.

His investment expertise has brought him to the forefront of media attention. He is a regular columnist in Forbes magazine and is frequently quoted in various news and business publications including USA TODAY. The New York Times, Black Enterprise, BusinessWeek and SmartMoney. In addition, he has made guest appearances on television shows ranging from CNBC to Fox News and has also spoken at many academic institutions.

## RENÉE LEWIS GLOVER



Renée Lewis Glover Chief Executive Officer, Atlanta Housing Authority

Renée Lewis Glover joined the Atlanta Housing Authority (AHA) as CEO in September 1994. Since that time, she has been widely acknowledged for her business leadership and strategic approach to community redevelopment. At AHA, Glover pioneered master-planned, mixed-finance, mixed-income residential development where families of all socio-economic profiles live next to each other in the same amenity-rich community.

Glover has been nationally recognized for her role in transforming U.S. urban policy. By introducing mixed-income communities into our cities, she has improved not only housing, but also public schools, transit access and employment opportunities. In fact, the model Glover created at AHA is now used as the redevelopment blueprint by the U.S. Department of Housing and Urban Development.

Renée Lewis Glover has received numerous recognitions over the years. Glover is being honored with the Turner Broadcasting Downtown Community Service Award in March 2007. On December 17, 2005, the "Masked" Award was presented to Ms. Glover by the United Negro College Fund, Inc. and the African Heritage Foundation, in appreciation for her support of UNCF and the 22nd Anniversary Mayor's Masked Ball. In July 2003, Renée Glover was chosen by the Atlanta History Center as one of Atlanta's Defining Women. She was named Public Official of the Year 2002 by *Governing Magazine*. In June 2002, a collaboration among the Center for American Women and Politics, the Ford Foundation and the Council for Excellence in Government recognized Glover as one of the top ten American women in government. Glover has also been featured in *Atlanta Women Speak*, an anthology of speeches from Atlanta's political and corporate leadership. She was also honored with the Dan Sweat Community Leadership Award from the Urban Land Institute in 1998.

Prior to joining the Atlanta Housing Authority, Glover was a corporate finance attorney in Atlanta and New York City. She received her Juris Doctorate from Boston University, her Master's degree from Yale University and her Bachelor of Arts from Fisk University.

# THE BERT KING AWARD FOR SERVICE



Quintin Primo (MBA 1979)

Chief Executive Officer of Capri Capital Partners, LLC

Mr. Primo serves as Chairman and Chief Executive Officer of Capri Capital Partners, LLC, a real estate investment management firm headquartered in Chicago that he co-founded in 1992. The firm has approximately \$4.4 billion in total real estate assets under management and is an active investor in all major property sectors and markets throughout the United States. Capri is currently expanding overseas, with major real estate development projects in India and the Middle East.

Mr. Primo has 30 years of experience in real estate investment and capital markets. Prior to the formation of Capri Capital Partners, he was Managing Director of Q. Primo & Company, Inc., a real estate investment banking firm established in 1988 specializing in foreign and domestic private placements. Prior to forming Q. Primo & Company, he was employed with Citicorp Real Estate, Inc., where he was Vice President in the commercial lending and real estate investment banking divisions.

Mr. Primo received a Master of Business Administration degree from Harvard University Graduate School of Business Administration and a Bachelor of Science degree in Finance, with honors and high distinction, from Indiana University. Within the real estate industry, he is a member of the Urban Land Institute, a board member of the Pension Real Estate Association and Real Estate Roundtable, Chairman of the Real Estate Executive Council, and a former trustee of AMLI Residential, a NYSE-listed company taken private by Morgan Stanley.

Mr. Primo is active in civic and charitable organizations. He is a member of The Economic Club of Chicago and a former member of the Federal Reserve Bank of Chicago Seventh District Advisory Council. He serves as a member of the Executive Committee of the Chicago Community Trust, as a trustee of the (Episcopal) Church Pension Group, and is a former trustee of the University of Chicago Hospitals and Ravinia Festival. He is currently Chairman of the Primo Center for Women and Children, a transitional shelter serving the homeless.

Mr. Primo has been featured in national publications, such as *The Wall Street Journal, Fortune Magazine, The New York Times* and *Black Enterprise Magazine*, and has made frequent guest appearances on network television and cable news and radio programs, including CNN, MSNBC and National Public Radio. He has received numerous awards and has been highly recognized for his professional, civic and philanthropic contributions.

Mr. Primo and his family reside in the Chicago area.

# THE PROFESSIONAL ACHIEVEMENT AWARD



#### Edward Lewis (OPM 1982)

Founder and Chairman, Essence Communications, Inc.

Edward Lewis, Founder and Chairman of *Essence* magazine, is one of America's foremost African American entrepreneurs, community leaders, political activists, and philanthropists. Over the past three decades, Lewis has established *Essence* as the number one brand for black women and built a multi-media empire spanning magazines, TV, the web, festivals, conferences and retail catalogues to expand its inspirational message of empowerment.

Born in New York's South Bronx, Lewis the son of a janitor and a beautician and factory worker, graduated from DeWitt Clinton High school in 1958. Armed with a football scholarship, he went to the University of New Mexico where he received his B.A. in political science in 1963 and an M.A. in political science and international relations in 1967. Understanding the importance of education, Lewis spent a year at Georgetown Law School in '65 and in the late 60's nearly completed his Doctorate in Public Administration at NYU at night while he worked by day as a credit analyst at Citibank. In 1982, he completed Harvard Business School's Small Business Management Program.

On November 8, 1968 in the wake of the Civil Rights movement, Lewis attended a meeting with other young businessmen to discuss ways to provide more economic opportunity for African Americans. On that fateful day, the idea was born for a black women's magazine, inspired in part by the undervalued work and invisible achievements of women like Lewis' mother and aunts, his "sheroes". Lewis realized that there was no magazine where black women's images and voices could be seen and heard to encourage and educate a whole new generation of women who were marginalized and underserved. With \$13,000 in start up capital and a dream, Lewis abandoned his doctoral thesis and promising career as a banker to start *Essence* magazine.

John Whitehead, Chairman, Lower Manhattan Development Corp., one of his mentors and early investors states, "When I met Ed Lewis and heard about his vision for a magazine dedicated to black women over 30 years ago, I immediately believed in the brilliance of the idea and in him. Its enormous success today makes me proud to have been one of his early supporters."

For over 35 years, Lewis, as CEO and Publisher, nurtured *Essence* into a media powerhouse and the pre-eminent brand for a national sisterhood of black women 7 million strong. He also radically changed Madison Avenue's perception of black women and awakened corporate America to their achievements and massive purchasing power in the multi-billions of dollars. Lewis and one of his publishing colleagues, John Johnson, were relentless in championing the moral imperative and business sense in taking this powerful consumer seriously. Lewis's efforts influenced companies like Estee Lauder, L'Oreal, P&G, GM, Kraft, Ford and Bank of America to place black women front and center in their advertising.

#### GALA AND ALUMNI AWARD WINNERS

Saturday March 7, 8:00-9:30pm, Ballroom

#### **PRESENTER**



Careina Williams

Principal, Investments, Capri Capital Partners, LLC

Careina Williams joined Capri Capital Partners, LLC ("CCP") in 2003 and is a Principal responsible for origination, investment structuring, and asset management of mezzanine and structured equity investments. Ms. Williams has been responsible for leading many of the firm's urban investment projects, including The Metropolis, a mixed-use development project in Chicago, Illinois and Baldwin Hills Crenshaw Plaza, an approximate 860,000-square foot regional mall in Los Angeles, California that will be substantially redeveloped. Ms. Williams has specialized in urban investments since joining the firm in 2003 and has helped shape Capri's urban investment strategy.

Prior to joining CCP, Ms. Williams specialized in debt, equity and mergers and acquisitions-related transactions within the Investment Banking Division's Retail and Corporate Finance Practice Groups of Goldman Sachs.

Ms. Williams holds a BA in Economics with Honors from Harvard College and a Masters in Business Administration from the Harvard University Graduate School of Business. She is a member of the Urban Land Institute and the International Council of Shopping Centers (ICSC).

Harvard Business School



## H. NAYLOR FITZHUGH CONFERENCE HISTORICALLY BLACK COLLEGE TRIP FUNDRAISER

FUNDRAISING GOAL: \$10,000

WASHINGTON D.C. COLLEGE TRIP: To supplement Boston Public Schools (BPS)

students' exposure to local colleges in the New England area and to complement the work the African American Student Union (AASU) has done with 8<sup>th</sup> graders through the Citizen Schools program, we are in search of funding to create at least ten scholarships for our students to participate in a trip to an Historically Black College and University (HBCU) in Washington D.C. The cost per student is \$850.

The selection process will be competitive and the trip will take place from Saturday, April 18<sup>th</sup> to Monday, April 20<sup>th</sup> during Boston Public Schools' Spring Break. The trip will be chaperoned by Citizen Schools staff and AASU volunteers, and it will include a full-day at Howard University and a full-day touring Washington D.C.



AASU COMMUNITY SERVICE: Each Saturday the Harvard Business School (HBS) African American Student Union travels to the Roxbury neighborhood of Boston and partners with Citizen Schools to teach an apprenticeship on branding to fifteen Black and Latino 8th grade students from Boston Public Schools. Utilizing HBS cases, interactive projects, and one-on-one mentoring, AASU seeks to connect the personal brands of these urban youth to careers and college. 31 AASU members volunteered at least once over 10 weeks during the Fall of 2008. See below for a description of our curriculum.

CITIZEN SCHOOLS 8<sup>th</sup> GRADE ACADEMY: AASU has partnered with Citizen Schools, a national nonprofit provider of after-school education programs. The Citizen Schools 8th Grade Academy helps approximately 100 Boston Public Schools students transition from middle school to high school, college and beyond through "apprenticeships" taught by local volunteers, afterschool academic help, and enrichment activities like trips to local colleges.



**DESIRED IMPACT**: AASU's community service goal is to grow the pipeline of minority youth in the Boston area who possess both the qualifications and the desire to join the future Harvard Business School Class of 2025. We are focused on addressing two major hurdles to achieving this goal:

- High School Graduation: Over 35% of Black 8<sup>th</sup> graders entering BPS high schools will eventually drop out of high school.
- College Attainment: Over 90% of Black 8th graders entering BPS high schools will fail to attain a 2year or 4-year college degree.

#### APPRENTICESHIP CURRICULUM

Week 1 - HBS Mountain Dew Case

Week 2 - HBS Truth Campaign Case

Week 3 - Marketing Exercise

Week 4 - Social Clique Branding

Week 5 - Celebrity Brands

Week 6 - Career Assessments

Week 7 - Brand You: Life Stories

Week 8 - Brand You: Personal Brand

Week 9 - Brand You: Personal Brand

Week 10 - WOW! Presentation at HBS

PRIMARY CONTACT: African

American Student Union Community Service Co-Chair:

Justin Steele, MBA/MPA Class of 2010 isteele@mba2009.hbs.edu

Photo: AASU volunteers with our Fall 2008 "apprentices"





NITIATIVE, AUDACITY, BAN, ENDURANTHORITATIVE, AUDACITY, BAN, ENDURANTED BRAVERY, ELAN, ENDURANTE ARLESS, FIRM, WILLPOWER, GUTS, SPIRIT, METTLE RVE, SPIRIT BREAK THROUGH CERTAIN RESOLVE, EARLESS ARE ARTITUDE, EARLESS ARE ARTITUDE, CONVICTION, TENACITY, PURSTANCY, CONVICTION, TENACITY, CONVICTION, CONVICTION,

### **Panel Session 1**

9:00am-10:30am

- The Future Of Mediums, Messages And Leadership In Media & Entertainment
- Learning to Lead: Successful Leadership Across Sectors
- Risks and Rewards of Entrepreneurship in the New Economy

# BREAKTHROUGH LEADERSHIP

## THE FUTURE OF MEDIUMS, MESSAGES AND LEADERSHIP IN MEDIA & ENTERTAINMENT

9:00-10:30am, Endicott/Bradstreet Room

Will old fashioned mediums become obsolete as emerging technologies become more prevalent? As media content and consumption becomes more targeted, how will messages and images adapt? What opportunities exist for leadership in this changing landscape?

Panel Coordinators: Nana Kankam (MBA 2010) & Saundra Quinlan (MBA 2010)

#### MODERATOR



#### Sheila Marmon Founding Partner, UrbanAdserve

Sheila Marmon is a Founding Partner of UrbanAdserve, a digital advertising network and marketing firm. UrbanAdserve utilizes the latest interactive advertising technologies to reach affluent multicultural consumers online. Recent clients include Black Entertainment Television, Home Box Office and State Farm among others.

Prior to launching UrbanAdserve, Sheila served as the Director of Digital Development and Brand Strategy at Essence where she helped launch the magazine's online advertising business and craft integrated marketing campaigns for clients including Unilever and Tiffany & Company. While at Essence Sheila was also on the launch team of Suede Magazine - the first fashion publication for "multicultural fashionistas." Prior to Suede, Sheila developed strategies for magazine brands such as People, Real Simple and Popular Science in the Time Inc. Strategic Planning Department.

Sheila grew to love the media industry during her time at Morgan Stanley in the Media Corporate Finance practice. Focusing on publishing, cable networks and digital media, she completed numerous debt and equity financings for Fortune 500 clients and growth technology companies.

Sheila holds an MBA from Harvard Business School where she was named a Bert King Scholar. She also graduated cum laude with a BA in Politics from Princeton University.

Outside of the office, Sheila serves on the Young Professionals Advisory Group of A Better Chance, Inc. and is a member of the NextGen Network, an affiliate organization of the Executive Leadership Council. She is a native of Los Angeles and resides in Venice Beach.

#### **PANELISTS**



Amy DuBois Barnett

Print and Online Media Executive

Amy DuBois Barnett is an award-winning print and online media executive, writer and brand consultant. She is the author of *Get Yours! How To Have Everything You Ever Dreamed Of And More*. Most recently, she was the Deputy Editor-in-Chief of *Harper's Bazaar*. Prior to *Harper's Bazaar*, Barnett was the Managing Editor of *Teen People*, where she implemented the brand's first mobile initiative and became the first African American woman in the country to head a mainstream consumer magazine.

Prior to *Teen People*, Barnett served as Editor-in-Chief of *Honey* magazine. She also launched *Honeymag.com* and integrated the brand's online and print content. Before *Honey*, Barnett was with *Essence* and also on the launch team of *FashionPlanet.com* and Managing Editor of *Fashion Almanac*.

Barnett has appeared weekly as an on-air correspondent for CNN's American Morning and regularly on NPR's News and Notes program, and has been featured on numerous national television shows including The Today Show, Good Morning America, and various programs on VH1, MTV and BET as an expert on pop culture, politics, style and social issues.

A Brown University graduate, Barnett has an M.F.A. degree in Creative Writing from Columbia University.

Barnett's book was nominated for a 2008 NAACP Image Award, and she received the Beacon Award from the National Coalition of 100 Black Women, the Trailblazer Award from the New York Association of Black Journalists, an Aldo award for fashion journalism, and a Hurston/Wright award for creative writing.

She currently resides with her husband and son in Montclair, New Jersey.



#### Leonard E. Burnett Jr.

Co-Chief Executive Officer & Group Publisher, Uptown Media Group

Len Burnett is an industry veteran and highly successful entrepreneur with over 20 years of publishing experience. As a pioneer in the urban media space, Len has been at the forefront of transforming marketer's perception of the importance of reaching this growing audience. Len's expertise in advertising sales and marketing leadership has enabled him to successfully launch 7 major magazines with exceptional advertising growth.

Burnett serves as Co-Founder and Group Publisher of *UPTOWN Magazine*, a quarterly publication for urbanites focusing on the lifestyle and culture of Affluent African Americans (AAA) in New York, Chicago, DC and Atlanta. A National edition is also published. Uptown Media Group also comprises UptownLife.net, the interactive website as well as Uptown's signature upscale events.

Previously, Burnett was Group Publisher of VIBE, the nation's leading urban music and culture magazine, and its spin-off, VIBE Vixen, the fashion and beauty title for women, in June 2005. Burnett was with the magazine during its inception as Associate Publisher before leaving in 1999 to Co-found the urban publishing company Vanguarde Media, where he was Group Publisher of Honey, Heart & Soul, Impact and Savoy. Burnett returned to Vibe one more time from 2005 - 2007.



#### Marve Frazier

Chief Executive Officer, Moguldom Media Group

Marve Frazier is currently the Chief Executive Officer of Moguldom Media Group, a fast-growing media company anchoring its success on a portfolio of niche celebrity entertainment sites, social networks, and its latest venture, merchandising. Moguldom Media Group was founded in May of 2007, originating with its flagship online property Bossip.com, which Marve joined in September of 2006. Since then, the company has grown from a 2 person staff blog into a 20+ organization.

In her pre-Moguldom days, Marve has spent much time working with under privileged children at a YMCA funded after school program and assisted in the growth of an emerging sports management company. In her spare time Marve enjoys yoga and spending time with her family.

#### MEDIA & ENTERTAINMENT

Saturday March 7, 9:00-10:30am, Endicott/Bradstreet Room



Leea Nash Director of Business Planning, Fox Digital Media

Leea Nash is Director of Business Planning for Fox Digital Media, a division of the Fox Entertainment Group. Based in Los Angeles, California, Leea is responsible for supporting the digital initiatives of Fox's cable, television, and film divisions. With strategic and operational responsibilities, Leea is focused on driving the growth and evolution of Fox's digital media strategy, developing revenue opportunities in the entertainment vertical, and implementing ground-breaking initiatives across new media platforms.

Leea came to Fox from Booz & Company, where she was an engagement manager in the firm's Global Media & Entertainment practice. While at Booz, Leea led engagements for C-suite clients across all major media and entertainment sectors. Earlier in her career, Leea was a Senior Consultant at American Management Systems, a global management consulting firm. Leea began her career at Elektra Records in Marketing and A&R.

Leea is a member of NextGen Network, an affiliate of the Executive Leadership Council. In her free time, Leea volunteers her time to non-profit organizations and currently serves on the Jobs & Scholarship Committee of South Central Scholars. Leea is a Charter Member of the HBS Women's Association of New York, served on the Board of the Harvard Black Alumni Society, and co-founded the Battery Park City Resident's Association. Her work as President, earned her the "Community Hero" award and recognition as "a leader who served the community and made a huge difference in the lives of individuals".

Leea earned her Masters of Business Administration from Harvard Business School and a Bachelor of Arts with honors from Harvard University.



#### **Guy Primus**

Head of Interactive Media, Overbrook Entertainment

Guy Primus is Head of Interactive Media at Overbrook Entertainment, a production and artist management company whose partners include Will Smith, James Lassiter and Ken Stovitz. Over the past ten years Overbrook films, including "Ali," "Hitch," "Lakeview Terrace," and "I Am Legend," have grossed over \$2 billion at the box office—Guy was tapped by Overbrook's partners to deliver a similar level of success via Overbrook's digital initiatives.

In addition to leading Overbrook's interactive business, Guy serves as an advisor to PluggedIn Media, an online service that offers free-to-consumer streaming of over 10,000 HD and broadcast quality music videos, and Interactive One, the leading online platform serving the African American Community through news, information, entertainment and social networking. Prior to joining Overbrook, Guy was Director of Digital Media at Starbucks Entertainment in Los Angeles. In this role, Guy was responsible for setting the strategic direction of Starbucks' digital entertainment initiatives including the development of the product plan for and negotiation of Starbucks' groundbreaking deal with Apple iTunes.

Guy has also served as Group Product Marketing Manager for Microsoft's MSN Entertainment, where he oversaw revenue advertising and development of go-to-market plans for MSN Entertainment properties. Guy got his start in entertainment as Vice President of Strategy & Planning at Bad Boy Marketing, the marketing and advertising agency founded and led by entertainment mogul Sean "Diddy" Combs. Guy also spent several years as a management consultant, most notably at A.T. Kearney where he was instrumental in the development of National Public Radio's program pricing strategy. Guy is the author of the much quoted "What is Urban?" research report that defined and quantified the economic and political impact of the multi-cultural urban market.

Guy earned his MBA from Harvard Business School and his bachelor's and master's degrees in industrial engineering from Georgia Tech. Guy his wife, Heather, and their son, Grant, reside in the Miracle Mile area of Los Angeles.

#### MEDIA & ENTERTAINMENT

Saturday March 7, 9:00-10:30am, Endicott/Bradstreet Room



Randolph Sturrups

Co-founder and Chief Executive Officer, Minna Mae Productions, LLC

As co-founder and CEO of Minna Mae Productions LLC, a multi-media production company based in New York City, Randolph Sturrup has combined his business acumen, media experience, and entrepreneurial spirits. Through Minna Mae, Randolph has brought BET's newest reality series, *Harlem Heights* to which he serves as the Creator and Executive Producer. In addition, his company has several television, theater, film and animation projects in development.

Prior to starting his own company, Randolph served as the Manager of Production and Development for *Dora the Explorer, Go Diego, Go!, The Wonder Pets* and the *Upside Down Show* at Nick Jr. and Noggin. While at Nickelodeon, he was the recipient of the Parents' Choice Television Silver Award for his work as co-producer of the 2005 Nick Jr. Black History Month Interstitials. Prior to Nickelodeon, he was the Business Manager/Senior Production Accountant for MTV and VH-1. During this time, he was on the team that was responsible for projects including: *Laguna Beach* (pilot), *Room Raiders, Madonna Live Onstage* and *On the Record, Legends - Jimi Hendrix and Sam Cooke*, and *Divas Live* featuring Aretha Franklin.

Randolph's tenure in the media and entertainment business began as he worked in the Worldwide Accounting Division at HBO. In 2007, he was a Diversity Fellowship Recipient for the National Association of Television Program Executives.

Randolph is a member of the National Academy of Television Arts & Science, National Association for Multi-Ethnicity in Communications and the Independent Feature Project NY. Randolph is a graduate of Florida A&M University.

# BREAKTHROUGH LEADERSHIP

### LEARNING TO LEAD: SUCCESSFUL LEADERSHIP ACROSS SECTORS

9:00-10:30am, Winthrop/Leverett Room

What defines breakthrough leadership and breakthrough leaders? Do they share common traits? What is core to leadership and what is contingent? How does a leader identify opportunities and transform professional challenges into career enhancing triumphs? This panel of established leaders and rising stars will share the defining moments from their careers which took them to a new level.

Panel Coordinators: Danielle DiPenti (MBA 2010) & Dorian Morris (MBA 2010)

#### **MODERATORS**



#### Tsedal Beyene

Assistant Professor, Harvard Business School

Tsedal Beyene is an Assistant Professor in the Organizational Behavior area at Harvard Business School. She currently teaches the first-year Leadership and Organizational Behavior (LEAD) course in the MBA program.

Professor Beyene's research focuses on the challenges that international collaborators face when attempting to coordinate work across national and linguistic boundaries, with special emphasis in the impact of language on social dynamics. In particular, she examines the effects of internationalizing firms' policies requiring employees of diverse skill-set to adopt English as their common business language, or *lingua franca*. In addition to *lingua franca* adoption behaviors, she studies the influence of cross-cultural intelligence in heterogeneous work environments.

Before her academic career, Professor Beyene spent ten years in industry working for companies like Lucent Technologies and The Forum Corporation in various capacities including strategies for global customer experience, 360 degree performance software management systems, sales force/sales management development, and business flow analysis for telecommunication infrastructures. With extensive international experience, Professor Beyene is fluent in four languages.

Professor Beyene received her Ph.D. from Stanford University's Department of Management Science and Engineering specializing in Organizational Studies. Professor Beyene was a Stanford University School of Engineering Lieberman award recipient for excellence in teaching and research.



#### Erika James

Associate Professor, Harvard Business School

Erika James is a Visiting Associate Professor at the Harvard Business School and the Bank of America Associate Research Professor of Business Administration, at the Darden School of Business, University of Virginia.

Professor James is an expert in crisis leadership. Her work explores the competencies necessary to lead organizations throughout the life cycle of a business crisis. She examines the personal attributes of executives as well as numerous organizational factors that allow some firms to seize opportunity from crisis - including the opportunity for organizational growth, innovation, resilience, and change.

Professor James' work on crisis leadership was born out her research in workplace diversity, and in particular discrimination lawsuits. Her diversity research has explored gender and racial inequities in the workplace, the various human and social capital reasons for those inequities, and firm strategic responses to allegations of discrimination.

As a result of her combined interest in crisis management and workplace diversity Professor James frequently works with executives to develop skills for decision making under pressure, managing the change process, fostering a diverse and inclusive environment, and building workplace trust. She has produced a number of course development materials and simulations to facilitate learning and executive development in these areas.

Professor James serves on the editorial board of the Journal of Management. She, or her research, has been featured in numerous media outlets including the Wall Street Journal, National Public Radio, Business Week, Washington Post, and Woman MBA.

#### **PANELISTS**



#### Donald A. Coleman

Chairman and Chief Executive Officer, GlobalHue

Donald A. Coleman is an advocate of ethnic and multicultural marketing. Throughout his career, his firm has been a conduit for companies to speak to cultural markets using nontraditional messages that appeal to their values and beliefs.

After graduating from the University of Michigan, Coleman postponed the world of advertising and marketing for a career in the National Football League's New Orleans Saints and later, the New York Jets. While sidelined by knee injuries in 1977, Coleman earned an MBA from Hofstra University and then retired from the game. The former linebacker began his communications career at Campbell-Ewald Advertising in Warren, Michigan, where he held a number of positions including senior vice president.

Upon leaving Campbell-Ewald, Coleman fulfilled his dream of starting his own minority focused advertising agency, launching Don Coleman Advertising in 1988. In 2002, he united with Hispanic agency Montemayor y Asociados and Asian agency, Innovasia Communications to form Global Hue.

Today, with more than 330 employees and annual billings of \$720 million (2007), GlobalHue is the nation's largest minority-owned, full-service marketing communications agency. GlobalHue has assembled a Fortune 500 client list that includes Verizon, Chrysler LLC, Wal-Mart, Bermuda Department of Tourism, US Census Bureau, US Navy, Abbott Laboratories and Subway.

Coleman is a member of several organizations' boards, including the A.C. Nielsen Center Marketing Research Business School External Advisory Board, The Howard University John H. Johnson School of Communications Board of Visitors, Board of Trustees for the Charles H. Wright Museum of African American History and the Louis Carr Internship Foundation.



#### Cheryl Howard

Vice President of Marketing, Simmons College

Cheryl E. Howard, Vice President of Marketing, Simmons College, leads university-wide marketing efforts to raise brand awareness, competitively position the College, drive admissions inquiries and increase alumni support. Cheryl oversees marketing publications, public relations, advertising and online marketing. Cheryl, a Simmons College undergraduate alumna, joined Simmons in September 2007 with 19 years in marketing & brand management experience at The Gillette Company and 4 years of marketing and customer relationship experience at Digital Equipment Company.

Cheryl is on the Board of Directors and the Audit Committee of The Partnership Inc, a leadership development organization for professionals of color in Boston. She is on the Board of Directors of The Efficacy Institute, a consulting group providing services to urban public school systems and community/human services agencies.

Cheryl has experience as an adjunct professor teaching courses in marketing, consumer behavior and new product development at the graduate and undergraduate level at Northeastern University, Simmons College and Boston University.

She received a BA from Simmons College and a MBA and DBA from Harvard University. Her awards include Visionary Women of 21st Century - National AKA, the American Marketing Association Edison Gold Award, *Dollar & Sense Magazine* Top 100 Professional Women Award, and a Marketing Achievement Award - Digital Equipment Company and Boston Partners in Education Honors Award. She is a member of the Middlesex County Chapter of Links, Inc.

Cheryl has two grown children, Mora, a Reading Literacy Specialist & teacher in the Cambridge MA public schools and Henry, a young real estate developer. Cheryl is married to Dr. Jeffrey P. Howard. They live in Reading, MA.



#### Sandra Jordan

Director of Women's Wholesale, Salvatore Ferragamo USA

Sandra Jordan was born and raised in Detroit, MI and is a fashion industry veteran having started her career twenty years ago in New York City. Among her many professional accomplishments, Jordan has been recognized in the fashion industry for her ability to build a brand by prospecting new retail business while expanding existing sales volume and market share. She currently serves as Director of Women's Wholesale for Salvatore Ferragamo USA Inc.

After studying merchandising and business administration at Howard University, Jordan began her fashion career in retail with Italian designer Gianni Versace as assistant store manager then went on to manage the women's bridge department at Macy's Herald Square, which included familiar brands like DKNY, Ellen Tracy, Elie Tahari and Adrienne Vittadini. Jordan's expertise in retail management was later complemented by positions held at Calvin Klein, Kenneth Cole and Gant USA where she managed the wholesale aspects of the company's business by influencing direction of design and collections, merchandising plans, sales strategies and management of stand-alone boutiques and department store business.

A year ago, Jordan joined the luxury Italian house Salvatore Ferragamo to help restructure their women's wholesale business to be competitive with European luxury brands in the United States. She is responsible for the sales, development and expansion of Ferragamo womens distributed throughout the USA.

Jordan serves on the Board of Art's Horizon an organization putting art programs in schools for children to help improve education. She resides with her husband in New York.



Dr. Kase Lawal

Chairman and Chief Executive Officer, CAMAC International Corporation

Dr. Kase L. Lawal is the Chairman and CEO of CAMAC International Corporation, a global energy services business that specializes in oil and gas exploration and production, crude oil and natural gas trading and transportation services. He is the Chairman of Allied Energy Corporation and Vice Chairman of the Unity National Bank Board of Directors, the only licensed and federally insured African American owned bank in Texas. He is a major shareholder in the bank.

CAMAC was featured on the 2006 and 2007 Forbes Magazine list of the 400 largest privately-owned corporations in the United States; was designated the 2006 Company of the Year by Black Enterprise Magazine; and was named the eighth largest privately owned companies in 2007 by the Houston Chronicle. CAMAC has affiliate offices located in Bogotá, Colombia; London, England; Lagos, Nigeria; and Johannesburg, South Africa. The corporate headquarters is located in Houston, Texas. CAMAC's annual revenues in 2008 were \$2.43 billion.

Dr. Lawal provides key leadership on several boards and commissions in Houston, including as a Commissioner on the Port of Houston Authority Board. He also serves on the Board of Directors for the Houston Airport System Development Corporation (HASDC) and as the Vice Chairman of the Board, the fourth largest Airport system in the United States.

Dr. Lawal is a graduate of Texas Southern University with a bachelor's degree in chemistry and Prairie View A&M University with a master's degree in business administration, finance and marketing. He was awarded an honorary doctorate in philosophy from Fort Valley State University.



**Dan Reed**President, NBA Development League

As President of the NBA Development League (NBA D-League), Dan Reed is responsible for all NBA D-League business and basketball operations.

The NBA D-League has enjoyed a sharpened focus and significant growth under Reed's leadership, experiencing a 20% increase in average team attendance, strong growth in team sponsorship revenues and website traffic, and the addition of two expansion teams to bring the league to 16 total teams. Under his guidance, a record number of NBA D-League players were promoted to the NBA in 2007-08, as former NBA D-League players now number 15 percent of all NBA players on 2007-08 NBA rosters.

Reed spearheaded a number of key initiatives in his first year which contributed to this success, including the NBA/D-League Affiliate Partner Program, designed to deepen partnerships between NBA teams and their NBA D-League affiliates; NBA Futurecast, the first free live web-streaming initiative of any professional sports league; Dream Factory Friday Night, an innovative new event held during NBA All-Star Weekend designed to showcase the NBA D-League's impressive collection of talent; and the creation of a formal mission, values, and brand positioning for the league.

Prior to being named President of the NBA D-League, Reed was the NBA's Senior Director of Team Marketing and Business Operations where he advised and worked hand-in-hand with NBA teams in all areas of the team business. Reed was instrumental in many key NBA accomplishments, including achieving all-time records in overall attendance, ticket sales revenue, season ticket retention, sponsorship sales and database growth.

Before joining the NBA, Reed was a management consultant with A.T. Kearney in San Francisco and Washington, D.C., where he focused on strategic development, sales and marketing planning, and operational redesign on behalf of both start-up and Fortune 500 companies.

An Ann Arbor, Mich., native, Reed received an MBA from Harvard Business School, where he was awarded the prestigious Dean's Award for outstanding leadership. He earned a bachelor's degree in Economics and American Studies from Northwestern University.

# BREAKTHROUGH LEADERSHIP

#### RISKS AND REWARDS OF ENTREPRENEURSHIP IN THE NEW ECONOMY

9:00-10:30am, Governor's Room

While focusing on the challenges and opportunities facing minority entrepreneurs, the panelists will share their personal experiences with launching new businesses. The entrepreneurship panel aims to help us understand what new minority entrepreneurs can expect in an increasingly competitive environment.

Panel Coordinators: Tiera Brown (MBA 2010) & Jean-Claude Homawoo (MBA 2010)

#### MODERATOR



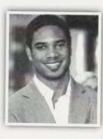
#### Omar Wasow

Co-founder of BlackPlanet.com

Omar Wasow, 37, is pursuing a doctorate in African American studies and political science at Harvard. In addition to his graduate work, Omar is the co-founder of BlackPlanet.com and an on-air technology analyst. Under Omar's leadership BlackPlanet.com became the leading site for African Americans, reaching over three million people a month. Omar also works to demystify technology issues through regular TV and radio segments on shows like NBC's Today, CNN's American Morning and public radio's Tavis Smiley show. Similarly, Omar tutored Oprah Winfrey in her first exploration of the Net in the 12-part series 'Oprah Goes Online'.

In 1999, as a result of his active participation in a number of social issues, particularly the charter school movement, Omar was selected to be a fellow in the Rockefeller Foundation's Next Generation Leadership program. In Fall 2003, a K-8 charter school that Omar helped found opened in his hometown of Brooklyn. In 2007, in recognition of the promise of his academic research, the National Science Foundation selected him for a Graduate Research Fellowship. Most recently, the Aspen Institute selected him for their Henry Crown Fellowship that recognizes emerging leaders. He received his BA in Race and Ethnic Relations from Stanford University. He can be reached at owasow@gmail.com.

#### **PANELISTS**



#### Sheldon Gilbert

Founder and Chief Executive Officer Proclivity Systems

A graduate of Yale University with a Bachelor of Arts in molecular biochemistry and biophysics, Sheldon Gilbert is the founder and CEO of Proclivity Systems (www.proclivitysystems.com), a predictive behavioral targeting platform that transforms customer interactions into targeted, high-revenue generating communication. Having deferred his graduate education in computational genomics to found Proclivity, Sheldon provides the vision for Proclivity and its clients to bring them closer to how their customers will behave in future transactions. He directs strategic sales and leads product development with his passion for the emerging field of predictive behavior.



Kerry S. Harris

Founder, President, and Chief Executive Officer of I.H.T. Technology, Inc. Founder, President, and Chief Executive Officer of K. Harris R&D, LLC

Kerry S. Harris is the founder, President, and CEO of I.H.T. Technology, Inc., and K. Harris R&D, LLC. Kerry invented and patented the Integrated Power System (I.P.S.) while serving as a Navy pilot-stationed in Japan. The I.P.S. is a total product philosophy for crash helmets enabling helmets to be upgraded or used in conjunction with just about any electronic feature imaginable. Upon leaving the Navy, Kerry leveraged the I.P.S. in his own line of advanced motorcycle helmets and accessories (Akuma helmets), and leads the only African American owned motorcycle helmet company in the world. Akuma enjoys the distinction of not only being the most technologically advanced helmets in the world, but has also been voted "Helmet of the Year" 2006-2007 and was voted best helmet by the largest trade show in North America 2008. Akuma helmets and technology have been featured in publications such as Black Enterprise, US Business Review, Popular Mechanics, Popular Science, The Robb Report, USAA magazine, R&D magazine, and Entrepreneur to name a few. Akuma helmets are sold by over 500 retailers in 25 countries and average 3-6 new dealers weekly.

Kerry has not limited his innovative products to just the motorcycle and power sports industries, he has also partnered with cutting edge and forward thinking companies to produce innovative products useful in other industries such as extreme sports, bicycling, law enforcement, military, and public works.

Kerry is a member of the National Honor Society of Psychology, Inductee of the Black inventions museum, inductee of the Byrd Aviation and Inventions museum, and is a fully licensed commercial pilot.



Yves B. McMullen

President/Chief Executive Officer, CornerStone Diabetes & Medical Supplies, LLC

Yves B. McMullen is the President/CEO of CornerStone Diabetes & Medical Supplies, LLC. Prior to founding CornerStone Diabetes & Medical Supplies, LLC in 2006, Mr. McMullen held several positions within the healthcare industry. Mr. McMullen's past experiences include licensing assets for a large pharmaceutical company, managing a growing business segment within Diabetes Care for a global healthcare company, and leading the corporate acquisition strategy for a diversified healthcare company.

In his current role, Mr. McMullen has led the company from a start-up to a sustainable medical supplies distribution company; serving patients with diabetes throughout the Mid-west. Founded on the principles of providing patients with an easy and convenient way to obtain their diabetes supplies, CornerStone now serves over 3,000 patients. Additionally, CornerStone has contributed to improving the health status of the communities which it serves by bringing awareness and education to patients with diabetes via the "Too Sweet for Your own Good" conference.

Mr. McMullen holds a M.B.A. from Duke University's Fuqua School of Business, a Masters of Health Services Administration (MHSA) from The University of Michigan, and a B.B.A. in Finance/Accounting from The University of Michigan.

H. Naylor Fitzhugh Conference

### **Panel Session 2**

10:45am-12:15pm

- Breakthrough Leadership in Education
- Fireside Chat-Alphonso Jackson
- Managing the Turbulence: Will America Sustain Its Financial and Economic Stance?



### BREAKTHROUGH LEADERSHIP IN EDUCATION

10:45am-12:15pm, Endicott/Bradstreet Room

This panel will explore various innovative leaders who have approached education reform in untraditional ways. The panel's reach will include change agents from within the traditional school establishments to visionaries outside of this framework. The dynamic panel will discuss their view on the future trends and expectations in this industry, their biggest challenges, and much more.

Panel Coordinators: Andrea Alexander (MBA 2009) & Ai-Ling Malone (MBA 2010)

#### MODERATOR



#### Jamaal Bowman

Founding Principal, Cornerstone Academy for Social Action Middle School

Jamaal A. Bowman, founder of In The Clutch Inc. in 2001, received his Master's Degree from Mercy College in Guidance Counseling. He holds a Bachelors Degree from the University of New Haven where he majored in Sports Management. He is a New York State Certified School Counselor, and Business Teacher, and is also a certified coach for the Public School Athletic League.

He has worked with various community based organizations in facilitating parent workshops, curriculum development, pilot programming, events planning, and club advising. His professional experiences also include teaching literacy and mathematics to elementary school students, teaching health and economics to high school students, counseling at-risk students and athletes of all levels, coaching basketball and fencing, facilitating professional development for teachers, creating school wide discipline codes and crisis management plans, and litigating suspension hearings. Jamaal has also worked with career consultants, the New York Giants, and the Chicago Bears in proctoring psychological tests and interviewing college football players entering the National Football League.

Jamaal is a member of Edutopia, the United Federation of Teachers, and the American Federation of teachers. In January 2009, Jamaal completed his licensure in school building leadership from New Leaders for New Schools, and became the founding principal of Cornerstone Academy for Social Action Middle School in the Bronx, New York.

#### **PANELISTS**



#### Akil Bello

Vice President of Educational Development for Bell Curves

Akil is Vice President of Educational Development for Bell Curves. He is responsible for development of programs and materials, as well as the training of teaching staff. Akil has spent the last 13 years working in test preparation for various test preparation companies, training teachers and developing each link in the educational chain. His particular brand of attention to content detail and insistence on stimulating and exciting teaching has been effectively mimicked by hundreds of successful teachers across the country. He has lectured on test preparation at various universities, including NYU and Columbia, and at many educational forums, including the Thurgood Marshall Scholarship Fund Leadership Institute and the PhD Project. Akil is a credited contributor to *The Princeton Review's Cracking the GMAT*. He holds a B. A. from Pratt Institute.

#### BREAKTHROUGH LEADERSHIP IN EDUCATION

Saturday March 7, 10:45am – 12:15pm, Endicott/Bradstreet Room



**Dr. Tiffany Cooper Gueye** Chief Executive Officer, BELL

Dr. Tiffany Cooper Gueye is CEO of BELL (Building Educated Leaders for Life). BELL serves 12,000 scholars in over 70 schools in Baltimore, Boston, Detroit, New York, and Springfield, MA. As former Chief Operating Officer, Field Operations, Dr. Cooper Gueye led all program development, service delivery, assessment and evaluation activities, and policy-related initiatives. Through her leadership, BELL's programs, outcomes and evaluation methods have been nationally recognized as examples of best practices. Most recently, Dr. Cooper Gueye assisted Senator Barack Obama's office in the development of legislation to establish summer learning programs to children throughout the country. She is regarded as an authority on out-of-school-time learning, measurement, and evaluation, and has presented at several conferences including the Grantmakers for Education National Conference and the Center for Summer Learning National Conference. She has been honored for her work by the Massachusetts Conference for Women and received Boston College's Donald J. White Teaching Excellence Award. Additionally, Dr. Cooper Gueye has served as an instructor at Johns Hopkins University and at Boston College.

Dr. Cooper Gueye holds a B.A. degree in Psychology and a Ph.D. in Educational Research, Evaluation and Measurement, both from Boston College. She began with BELL in 1998 and has served in several capacities including Site Manager, Director of Evaluation, Chief Program Officer and Chief Operating Officer.



Matthew Mugo Fields

Co-founder and President Rocket Learning

Founded in 2005, Rocket Learning partners with struggling public schools to deliver supplemental tutoring programs and has served over 80,000 students nationally. Previously, Mr. Fields was the founder and CEO of BEST Education Partner, Inc. (BEST), an education services company focused on restructuring public schools and delivering tutoring services to students in need. In early 2003, BEST was acquired by Platform Learning Inc. and Mr. Fields joined the executive management team of Platform. He served as the company's Vice President of Operations and managed its largest territory, which served over 40,000 students and employed more than 2,000 professional staff.

Mr. Fields started his career as a consultant in the Telecommunications and Strategy practices of Deloitte Consulting. Mr. Fields is an honors graduate of Morehouse College and earned a Masters Degree in Business and Education at Harvard.



John King Managing Director, Excellence and Preparatory Networks of Uncommon Schools

John King is the Managing Director of the Excellence and Preparatory Networks of Uncommon Schools, a non-profit charter management organization. Dr. King is a Co-Founder and former Co-Director for Curriculum & Instruction of Roxbury Preparatory Charter School, a nationally recognized urban college preparatory public school that closed the Massachusetts racial achievement gap and was recognized by the U.S. Department of Education as one of eight top charter schools in the country. Prior to co-founding Roxbury Prep, he taught high school history at City on a Hill Charter School in Boston and Saint John's School in San Juan, Puerto Rico. Dr. King earned a B.A. in Government from Harvard University, an M.A. in the Teaching of Social Studies from Teachers College, Columbia University, a J.D. from Yale Law School, and an Ed.D. in Educational Administrative Practice from Teachers College, Columbia University. In addition, Dr. King serves on the faculty and Board of Directors of New Leaders for New Schools and is a 2008 Aspen Institute-NewSchools Entrepreneurial Leaders for Public Education Fellow.

## FIRESIDE CHAT ALPHONSO JACKSON



#### The Honorable Alphonso Jackson

Director of the Center for Public Policy and Leadership, Hampton University

Secretary Alphonso Jackson is the Director of the Center for Public Policy and Leadership and also serves as the Distinguished University Professor at Hampton University.

From 2004-2008, Secretary Alphonso Jackson guided the U.S. Department of Housing and Urban Development (HUD) in its mission of providing affordable housing and promoting economic development, an assignment to which he brought more than 25 years of direct experience in both the private and public sectors.

In nominating Jackson, President George W. Bush chose a leader with a strong background in housing and community development, expertise in finance and management, and a deep commitment to improving the lives of all Americans.

Alphonso Jackson first joined the Bush Administration in June of 2001 as HUD's Deputy Secretary and Chief Operating Officer. As Deputy Secretary, Jackson managed the day-to-day operations of the \$32 billion agency and instilled a new commitment to ethics and accountability within HUD's programs and among its workforce and grant partners.

The U.S. Senate unanimously confirmed Jackson as the nation's 13th Secretary of HUD on March 31, 2004.

Immediately preceding his appointment at HUD, Jackson served as President of American Electric Power-TEXAS, a \$13 billion utility company located in Austin, Texas.

From January 1989 until July 1996, Secretary Jackson was President and CEO of the Housing Authority of the City of Dallas, Texas, which consistently ranked as one of the best-managed large-city housing agencies in the country during his tenure. Prior to that, Secretary Jackson was Director of the Department of Public and Assisted Housing in Washington, D.C., and also served as Chairperson for the District of Columbia Redevelopment Land Agency Board.

In 1977, Jackson became the Director of Public Safety for the City of St. Louis. Jackson also served as executive director for the St. Louis Housing Authority, a director of consultant services for the certified public accounting firm of Laventhol and Horwath-St. Louis, and special assistant to the chancellor and assistant professor at the University of Missouri.

Secretary Jackson holds a bachelor's degree in political science and a master's degree in education administration from Truman State University. He received his law degree from Washington University School of Law.

An expert on public housing and urban issues, Jackson has been asked to serve on a number of national and state commissions, most notably the General Services Commission of the State of Texas, where he served as Chairman; the National Commission on America's Urban Families, and the National Commission on Severely Distressed Public Housing. Secretary Jackson has also lent his expertise to numerous nonprofit and corporate boards.

Secretary Jackson and his wife Marcia are the parents of two adult daughters.

# BREAKTHROUGH LEADERSHIP

### MANAGING THE TURBULENCE: WILL AMERICA SUSTAIN ITS FINANCIAL AND ECONOMIC STANCE?

10:45am-12:15pm, Governor's Room

Given the recent financial crisis, it is clear that the structure of the financial system and the overall economy will face many changes going forward. With expertise in finance, real estate, and economics, our panelists will dissect the current environment and America's future prospects. Specifically, our panelists will discuss:

- . The role of Wall Street and Main Street during the recovery
- . Competition amongst financial firms and core American industries
- · How this crisis affects the pipeline of minority talent in financial services?
- · What are the key takeaways from this downturn so that America can be better prepare going forward?

Panel Coordinators: Shawn Crockett (MBA 2009) & Anna Johnson (MBA 2010)

#### MODERATOR



#### Jonathan Lee Kelly

Private Investor

Jonathan Lee Kelly is active in the field of private investment. He's has experience working directly for principals across range of investment vehicles (SWFs, HFs, PE, Holding Company, & Family Offices) around the globe: from Abu Dhabi to Singapore to New York. A native of the South, Jonathan completed his collegiate studies in chemistry and served on the board of trustees at Wake Forest University.

He has held numerous fellowships, including the Thomas C. Sorensen Institute Political Leadership Fellow at the University of Virginia and Harvard University's: Mortimer B. Zuckerman and George Family Foundation Fellowships while completing his graduate studies in business and government.

Photo: Tom Fitzsimmons

#### **PANELISTS**



Daphne J. Dufresne

Managing Director, RLJ

Ms. Dufresne joined RLJ from Parish Capital Advisors where she was a Venture Partner managing the direct investment and co-investment program. Formerly, Ms. Dufresne was a Principal at Weston Presidio Capital, a private equity organization with \$3.4 billion of assets under management. She also served as Associate Director in Bank of Scotland's Structured Finance Group. Ms. Dufresne received her BSE from the University of Pennsylvania and her MBA from Harvard Business School.



Roderick A. Hardamon

Managing Director, Securities and Fund Services, Citi

Roderick is Head of Integration for the Securities and Fund Services (SFS) business and a senior member of the management team for Citi Hedge Fund Services. In this role, Roderick is charged with maximizing the value of SFS's largest acquisition, The BISYS Group, Inc., through effectively improving the cultural, technological, and operational connectivity to Citi. Previously, Roderick was Co-Head of Mergers and Acquisitions (M&A) for Citi Markets & Banking. In this role, Roderick managed a team that identified and evaluated geographic and product market expansion opportunities that augmented corporate strategy. With a global focus, Roderick has been involved in

#### MANAGING THE TURBULENCE

Saturday March 7, 10:45am-12:15pm, Governor's Room

executing transactions in over a dozen countries, including the recent acquisitions of The BISYS Group, Inc., Ecount, ABN AMRO's Custody and Clearing business and HBSC's US Third Party Securities Lending Business. A native of Detroit, MI, Roderick is a Phi Beta Kappa graduate from Morehouse College with Bachelor's Degrees in Accounting & Philosophy.



#### Aren LeeKong

Director, Kohlberg Kravis Roberts & Co.

Aren LeeKong joined KKR in 2007 to focus on capital markets initiatives. LeeKong's primary concentration is on direct placement of private equity co-investments, public equity, and credit. He has been involved in placements for Dollar General, First Data Corporation, Energy Future Holdings (formerly TXU Corp.), Alliance Boots, Northgate Information Systems, and Rockwood Holdings. Prior to joining KKR, LeeKong spent nine years at Citigroup Global Markets Inc. Most recently he served as a Director in Citigroup's Equity Capital Markets Division, overseeing the firm's equity private placement initiatives. LeeKong began his career at Salomon Smith Barney in Institutional Equity Sales, focusing on hedge funds. He holds a B.A. from the University of Massachusetts at Amherst.



#### Sháka Rasheed

Managing Director, J.P. Morgan Asset Management's Institutional Americas Group

Sháka Rasheed, managing director, is a client advisor in J.P. Morgan Asset Management's Institutional Americas Group. An employee since 1994, Sháka serves the investment needs of U.S. institutional investors, including corporations, public funds, central banks, endowments and foundations.

As a client advisor, his role is to marshal the firm's extensive resources in the delivery of tailored solutions across a spectrum of alternative (real assets/infrastructure, private equity, hedge funds), and traditional (equities, fixed income) asset classes aiming to exceed the strategic and tactical investment objectives of his clients.

Previously, he served as a regional manager with JPMorgan Funds, a banker with JPMorgan Private Bank, and an associate in the global equities and investment banking divisions of JPMorgan Securities in New York City and London, leading the successful execution and pricing of public equity offerings.

Prior to joining the firm, he worked as an analyst in the investment banking division of Merrill Lynch & Co. Sháka obtained a B.A. with honors from Morehouse College and an M.B.A. from Harvard Business School as a Robert Toigo Fellow in finance. He holds FINRA Series 7, 63 and 65 licenses and his NFA Series 3 licenses. Sháka serves on the Board of Governors of the Robert Toigo Foundation and chairs the Board of Trustees of Achievement First Endeavor Charter School.

He resides in Montclair, New Jersey with his lovely wife, Dr. Lela Weems, and their curiously delicious daughters, Kira Iman (four), and Alia Farah (two).



#### Robert L. Reffkin

Vice President, Principal Investment Area, Goldman Sachs

Robert L. Reffkin is a Vice President in the Principal Investment Area of Goldman Sachs. Prior to joining Goldman Sachs, he worked at Lazard Frères where he was an Associate in the Mergers & Acquisitions group and at McKinsey & Company where he was a Business Analyst. He currently serves on the Board of Directors of USI Holdings Corporation, XLHealth Corporation, the National Foundation for Teaching Entrepreneurship and the Summer Search Foundation. From 2005-2006, he was a White House Fellow serving as a special assistant to the Secretary of the Treasury. He received a B.A. from Columbia University and an M.B.A. from Columbia Business School. His primary philanthropic undertaking includes running 50 marathons, one in each U.S. state, with the goal to raise \$1 million for youth education and enrichment programs (www.RunningToSupportYoungDreams.com).

# MANAGING THE TURBULENCE

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Bryan H. Simms Venture Partner, Point Capital Partners

Bryan Simms is a Venture Partner of Point Capital Partners, a private market alternative asset merchant banking practice located in Chatham, NJ. His focus for the Firm is two-fold: capital raising/investor relations, and principal investing in distressed real estate. His previous experiences have included a 15-year tenure as a Private Banker during which time he managed in excess of \$2B in client assets, and tenures as Chair of the Alumni Board and Foundation Trustee for the University of Virginia Darden School of Business.

H. Naylor Fitzhugh Conference

# NITIATIVE, AUDACIT, BLAN, ENDURANTHORITATIVE, AUDACIT, BRAVERY, ÉLAN, ENDURANTE ETERMINATION, BRAVERY, ÉLAN, ENDURANTE ETERMINATION, BRAVERY, ÉLAN, ENDURANTE ETERMINATION, BRAVERY, ÉLAN, ENDURANTE DARING ARLESS, FIRM, WILLPOWER, GUTS, SPIRIT, METTLE REPORTATION, FEARLESS, FIRM, WILLPOWER, GUTS, SPIRIT, METTLE REPORT ALIVER ARLESS, FIRM, WILLPOWER, GUTS, SPIRIT, METTLE REPORTATION, FEARLESS, FIRM, BRAVERY, ELAN, ENDURS, SPIRIT, METTLE REPORTATION, FEARLESS, FIRM, STATION, FEARLESS, FIRM, F

# **Panel Session 3**

2:30-4:00pm

- Entrepreneurial Ventures Competition
- Fireside Chat-Carla Harris
- The Way Forward: Breakthrough Leadership and Political Change

# BREAKTHROUGH Leadership

# ENTREPRENEURIAL VENTURES COMPETITION

2:30-4:00pm, Winthrop/Leverett Room

The Entrepreneurial Ventures Competition is designed to provide an opportunity for entrepreneurs to present business plans before a panel of judges comprised of leading investment professionals and esteemed business leaders. In addition to a cash award, finalists will have the opportunity to develop valuable contacts with venture capital firms and other entrepreneurs, gain visibility at a premier business conference and, potentially, secure seed financing for their venture.

# Judges

Winslow Sargeant at Venture Investors Ralph Taylor Smith at Battelle Ventures Alex Washington at Windpoint Partners John Burt at Boston Consulting Group

### **Finalists**

David McKenzie—Tailorbet
Oluseyi Fabode—Power2Switch
Andre Gabriel—Product M
Olayinka Akinhanm—Ginosko Enterprise

# FIRESIDE CHAT - CARLA HARRIS

Saturday March 7, 2:30-4:00pm, Endicott/Bradstreet Room

# FIRESIDE CHAT CARLA HARRIS



### Carla Harris

Managing Director, Morgan Stanley Investment Management

Carla Harris is a Managing Director in the Strategic Client Group at Morgan Stanley Investment Management providing investment advice to Corporations, Public Pension Plans, Foundations and Endowments. She also heads the Emerging Managers Platform. She formerly headed the equity capital markets effort for the Consumer and Retail industries and was responsible for Equity Private Placements. Ms. Harris has extensive industry experiences in the technology, media, retail, telecommunications, transportation, industrial, and healthcare sectors.

For more than a decade, Ms. Harris was a senior member of the Equity Syndicate desk and executed such transactions as initial public offerings for UPS, Martha Stewart Living Omnimedia, Ariba, Redback, the General Motors sub-IPO of Delphi Automotive, and the \$3.2 Billion common stock transaction for Immunex Corporation, the largest biotechnology follow on offering in U.S. history. Ms. Harris was recently named to Fortune Magazine's list of "The 50 Most Powerful Black Executives in Corporate America", and to Fortune's the "Most Influential List" 2005, to Black Enterprise Magazine's "Top 50 African Americans on Wall Street", to Essence Magazine's list of "The 50 Women Who are Shaping the World", Ebony's list of "15 Corporate Women at The Top", the Network Journal's 2005 list of "25 Most Outstanding Women in Business" and was named "Woman of the Year 2004" by the Harvard University Black Men's Forum.

Ms. Harris began her career with Morgan Stanley in the Mergers & Acquisitions department in 1987. Prior to joining Morgan Stanley, Carla received from Harvard Business School an MBA, Second Year Honors and an AB in economics from Harvard University, magna cum laude. Carla Harris is actively involved in her community and heartily believes that "we are blessed so that we can be a blessing to someone else." As a result, Carla has funded the Carla Harris Scholarship Fund at Harvard University and at Bishop Kenny High School in Jacksonville, Florida.

She is the Chair of the Board of The New York City Food Bank, Food for Survival, and the Morgan Stanley Foundation and sits on the boards of The Executive Leadership Council, Sponsors for Educational Opportunity (SEO), A Better Chance, Inc., The Apollo Theater Foundation, Mt. Sinai Hospital, the St. Charles Borromeo Catholic School, and is an active member of the St. Charles Gospelites of St. Charles Borromeo Catholic Church. Ms. Harris is also on the board of the Maya Angelou Research for Minority Health and was a member of the Board of Overseers' Committee on University Resources, Harvard University. She has received the Bert King Award from the Harvard Business School African American Alumni Association, the 2005 Women's Professional Achievement Award from Harvard University, the Pierre Toussaint Medallion from the Office of Black Ministry of the Archdiocese of New York, the Women of Power Award given by the National Urban League, the Bill and Camille Cosby Award given by Associated Black Charities, the NASP New York's Wall Street Hall of Fame Award, Blazing New Trails award from the Robert A. Toigo Foundation, the Bethune Award from the National Council of Negro Women, the Ron Brown Trailblazer Award from St. John's University School of Law, the Women of Distinction Award from the Girl Scouts of Greater Essex and Hudson Counties, and the Frederick Douglass Award given by the New York Urban League. In her other life, Carla is a singer, and has released her second CD, a gospel album entitled "Joy is Waiting", which has been featured on BET Nightly News. Her first CD entitled, "Carla's First Christmas", was a bestseller on Amazon.com in New York and in record stores, and was featured on the CBS Evening News with Dan Rather in his "American Dream" segment.

# BREAKTHROUGH LEADERSHIP

# THE WAY FORWARD: BREAKTHROUGH LEADERSHIP AND POLITICAL CHANGE

2:30-4:00pm, Governor's Room

The panel will focus on the opportunities and challenges that exist around accomplishing substantive policy changes in the context of the political participation model espoused by President-Elect Barack Obama. President-elect Barack Obama ignited a movement around change specifically viable actions that everyday men and women could make to impact the issues they cared about most. We hope to further inspire a discussion around how conference attendees, regardless of industry, can participate through the political process or community development efforts going forward.

Panel Coordinators: Erica Harris (MBA 2010) & Charlotte Newman (MBA 2010)

### MODERATOR



# Jacqueline Adams

Senior Counselor, Burson-Marsteller

Jacqueline Adams is a senior counselor for the global communications strategy firm, Burson-Marsteller, and serves as a client leader, a media advisor and an ambassador to the foreign affairs, education, business, arts and civic communities in which she is active.

Before beginning her second career in business and philanthropy, Ms. Adams spent two decades as an Emmy Award winning CBS News correspondent. She covered the groundbreaking 1984 campaigns of Jesse Jackson for President and Geraldine Ferraro for Vice President as well as the White House administrations of Ronald Reagan and George H. W. Bush.

A graduate of the Harvard Business School, Ms. Adams chairs the Governing Board of the Off-the-Record Lecture Series, the oldest, largest women's foreign policy lecture series in the United States. She serves on the Boards of Directors of the Foreign Policy Association, the KIPP (Knowledge is Power Program) Charter Schools in New York City and New York City Global Partners, formerly known as the Sister Cities Program. She is a member of the African American affiliate group of New York City's Museum of Modern Art, the Friends of Education and is active in the Harvard Business School African American Alumni Association (HBSAAA). She was awarded an honorary doctor of humane letters degree from St. John Fisher College in Rochester, New York, on whose board she served for seven years.

# **PANELISTS**



Keli Goff

Political Pundit

As an expert on youth and minority voters Keli Goff emerged as one of the most recognizable political pundits of the 2008 presidential election cycle. She has appeared on numerous national programs including: "The CBS Early Show," CNN's "Anderson Cooper 360," MSNBC's "Verdict with Dan Abrams" and BET's "The Truth with Jeff Johnson," for which she served as a regular contributor. She is the author of the critically acclaimed book *Party Crashing: How the Hip-Hop Generation Declared Political Independence* (Basic Books, March 2008). One of the first books to explore the rise of "Generation Obama," Party Crashing has been the subject of coverage in a host of media outlets, including *Vanity Fair* and *EBONY Magazine*. The Washington Post praised it as "engaging" and Henry Louis Gates declared, "Keli Goff gets it right in this incisive and entertaining book." A popular blogger, Keli has served as

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a regular contributor to "The Huffington Post" and "RushmoreDrive.com." She recently penned the cover story for UPTOWN Magazine's Obama Issue, featuring her interview with filmmaker Spike Lee. Keli holds a B.A. from New York University and a Master's degree in Strategic Communications from Columbia University. A native of Texas, she now resides in New York City.

www.keligoff.com



# **Andrew Lindsay**

Interim Chief Operating Officer, ProspectLinker

Andrew Lindsay serves as Interim COO to ProspectLinker, a job recruitment website that links leading companies and top prospects together.

Lindsay recently advised Congressman Jim Himes on his successful run for a seat in the US Congress representing Connecticut's 4th Congressional District. His previous political experience includes working in the White House Office of News Analysis and in the offices of United Congressmen Charles Rangel and Danny Davis. Lindsay joined Congressman Himes's campaign from McKinsey & Co. in New York, where he served as a management consultant to diverse clients in the financial, media and consumer retail industries and advised on strategic development, company and industry diligence, and organization and operation redesign. Previously, Lindsay was a member of the Mergers and Acquisitions Group at Merrill Lynch.

Lindsay, a native of Toronto, Canada, graduated summa cum laude from Howard University with a B.S. in Biology. He earned J.D. and M.B.A. degrees at Harvard University.



## Michelle Miller

Correspondent, CBS News

Michelle Miller is one of a handful of African American journalists who have made an impressive mark on news reporting from coast to coast during her 18 year career. She currently serves as New York-based correspondent and fill-in anchor for CBS News.

While a full-time journalist, Ms. Miller also taught journalism and related courses at Dillard University in New Orleans. She has had a front row seat, observing political and community grass roots organizing. Her community service projects have included The YWCA, Homeless Shelter Operations, and leading two chapters of the National Association of Black Journalists. She has organized mentoring projects at public schools in New York and New Orleans, where she served as the First Lady. Her husband, Marc Morial, served as mayor of New Orleans from 1994 to 2002.

Ms. Miller has reported on a wide spectrum of international and national news including Hurricane Katrina, the 2004 Presidential Election, and has interviewed prominent figures on both the local and world stage, including President Bill Clinton, Rev. Jesse Jackson, Oprah Winfrey, former Soviet Premier Mikhail Gorbachev, Nobel Peace Prize Winner Wangari Mathai, former Prime Minister Margaret Thatcher and former Israeli Prime Minister Ehud Olmert.

Ms. Miller earned a Bachelor of Arts degree in Journalism from Howard University and a Master of Science in Urban Studies from the University of New Orleans. She has studied abroad through the School for International Training's "Experiment in International Living" in both Kenya and Tanzania.



David Rawlinson White House Fellow

David Rawlinson is currently serving as a White House Fellow. In this nonpartisan appointment, he works with the White House Chief of Staff and other senior Administration officials. Before the election, he helped to lead the outgoing transition effort, including the establishment and operation of the Presidential Transition Coordinating Council. In the Obama Administration he has continued to work within the Chief of Staff's Office. He also serves as the Special Advisor to the Director of the White House National Economic Council.

Before the Fellowship, David attended Harvard Business School. While attending Harvard, he served as the Editor-in-Chief of The Harbus, and as the class commencement speaker. Prior to enrolling in business school, David practiced with the law firms of Locke Lord Bissell & Liddell, and with K&L Gates. His practice included representing Fortune 500 companies before domestic and international agencies and courts. He frequently presents on subjects related to his legal expertise, including submitting testimony to the U.S. Congress.

David received a J.D. from the University of South Carolina. He received his B.A. in Political Science from The Citadel. David was appointed in 1997 to the White House Conference on Youth, Drugs and Violence. He also served on the Dallas Tax Increment Finance Board, graduated from Leadership Dallas, and is a Truman Scholar. He has also served on numerous non-profit boards of directors, including the board of Bryan's House, a pediatric HIV/AIDS organization.



**Lena Sene** Former White House Fellow

Lena Sene is a candidate for Master in Business Administration at the Harvard Business School. Prior to that, she was appointed by the President in 2006 to the White House Fellowship, a forty-four year old non-partisan leadership program, along with 13 other nationally selected Americans. Before her appointment as a Fellow, Lena was an Investment Representative in the Private Investment Management division of Lehman Brothers, where she was responsible for advising high net worth individuals and families on a full range of wealth-related matters including generational wealth transfer, asset allocation, investments and structured solutions. Lena started her career as a Private Banker at the JPMorgan Private Bank. Lena was born in the U.S. and was raised in Senegal, Russia and the Ukraine. She is fluent in English, French, Russian and Wolof. Lena was a Board Member of the United Nations Association of New York and a member of The Economic Club of New York. She holds NASD Securities Licenses 7 and 63. Lena graduated from Bates College with a Bachelor's degree in Economics.

H. Naylor Fitzhugh Conference

# NITIATIVE, AUDACITY, BACULTHORITATIVE, AUDACITY, BACULTAN, ENDURANTE STERMINATION, BRAVERY, ÉLAN, ENDURANTE ETERMINATION, BRAVERY, ÉLAN, ENDURANTE ARLESS, FIRM, WILLPOWER, GUTS, SPIRIT, METTLE RVE, SPIRIT BREAKTHROUGH DARING FEARLESS, RESOLVE, LA LESSE ARTITUDE, LA LESSE ARTITUDE, LA LESSE ARTITUDE, LA LESSE ARTITUDE, CONVICTION, TENACITY, PUBSTANCY, CONVICTION, TENACITY, PUBSTANCY, CONVICTION, DEDICATION, DE LA LESSE ARTITUDE, LA LESSE ARTITUDE, LA LESSE ARTITUDE, LA LESSE ARTITUDE, CONVICTION, TENACITY, PUBSTANCY, CONVICTION, DE DICATION, DE LA LESSE ARTITUDE, LA LESSE ARTIT

# **Panel Session 4**

4:00pm-5:30pm

- Managing Your Career Through the Recession
- Networking Session

# BREAKTHROUGH LEADERSHIP

# MANAGING YOUR CAREER THROUGH THE RECESSION

4:00pm-5:30pm, Governor's Room

With the economic crisis and the resulting employment environment, many students and alumni are facing difficult job search and career management challenges. Top of mind are such questions as how do you make yourself indispensable at your current job during these times? How does one think creatively about finding a new opportunity? What resources are available to help you put together a successful job search strategy? This panel will assemble an experienced group of Harvard Business School alumni and industry professionals to share advice and personal experiences on this important topic. We encourage all conference attendees to join this discussion to offer advice and ask critical questions.

Panel Coordinators: Kedra Newsom (MBA 2009) & Monique Saint-Louis (MBA 2009)

### **MODERATOR**



# Jeff McCall

Jeff is a 2008 graduate of the Harvard Business School where he received his Masters in Business Administration. He currently works at Sears Holdings Corporation where he is a member of the Senior Leadership Program, a group of internal consultants charged with helping lead the management turnaround of this Fortune 50 Company.

Prior to Harvard, Jeff spent four years working on Wall Street as an institutional salesman and trader of equities products at both Goldman Sachs and Morgan Stanley in New York. In his hybrid sales role, he serviced a diverse group of institutional clients, each managing between \$500 million - \$1 billion in assets.

Jeff received his undergraduate degree in economics from Columbia University in New York. Recognized as a Kluge scholar, Jeff also participated in athletics and became the first African American quarterback in school history.

### **PANELISTS**



Dobbin O. Bookman

Director, Harvard Business School

Dobbin Bookman is a Director at Harvard Business School and is integrally involved in Corporate Relations and Market Development initiatives for Executive Programs. In this capacity, he travels extensively in an effort to facilitate and maintain relationships with Harvard's key corporate partners and executive sponsors throughout the Mid-Atlantic and South Eastern United States. In addition to his market development responsibilities within Executive Education, Dobbin was one of a select group of Executive Coaches to senior leaders attending Harvard's Executive Programs. He also serves as a Career Coach to First and Second year students through HBS MBA Career Services.

Mr. Bookman is a Principal at Advanced Wound Technologies - iCostMedical, a medical equipment procurement and rental company that he acquired in 2005. Preceding his work with Harvard and iCostMedical, Dobbin was a Director at Monster.com, a subsidiary of TMP Worldwide. Prior to joining Monster's Corporate Development and Strategy team, he was with Bear Stearns in New York and later in Boston. Dobbin began his business career at Advest Investment Banking, later transitioning to private equity with Advent International. Mr. Bookman was a Senior Manager with Microsoft's Corporate Development team in Redmond immediately prior to attending Harvard Business School where he received his MBA. He is a proud HBCU graduate of Xavier University of Louisiana where he graduated with honors and a B.S. in Chemistry/Biology and is a member of Alpha Phi Alpha Fraternity, Incorporated.

# MANAGING YOUR CAREER THROUGH THE RECESSION

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In addition to his degree from Harvard Business School, Dobbin earned a Master's Degree from the Harvard School of Public Health in Health Policy and Management. He serves his community as a Director on several state and local non-profit boards. Dobbin resides in Newton, MA with his wife and two children.



Ron Mitchell

Chief Executive Officer & Co-Founder, CareerCore, Inc.

Ronald Mitchell is the CEO & Co-Founder of CareerCore, Inc. CareerCore operates GottaMentor.com, a premier professional mentoring and career development website. Through CareerCore, Ron has managed leading-edge career development programs, technologies and tools for students and professionals across the nation. Ron is recognized as a leader in the career development industry and has been featured in mainstream and business media for his success in this area.

Ron was formerly a General Partner of Provender Capital Group, LLC, a merchant banking group which makes principal investments in the areas of media, financial services and specialty retail. Ron's professional experience also includes Morgan Stanley, Mitchell & Titus LLP, McKinsey & Co. and The Anschutz Corporation.

Ron earned his AB degree from Harvard University and MBA degree from the Harvard University Graduate School of Business where he served as President of his class. Currently, Ron sits on the Boards of Odyssey House and the Odyssey House Foundation.



Elton Ndoma-Ogar

Director, Head of GMI Diversity, Merrill Lynch

Elton Ndoma-Ogar joined Merrill Lynch as the Head of Diversity Recruiting in January 2006 and was promoted to Head of Diversity in early 2008. His teams are responsible for developing programs to help identify and recruit diverse talent at both the undergraduate and graduate level as well as focusing on the retention of top diversity talent. Prior to joining Merrill Lynch, Elton worked as an Equity Sales-Trader at Morgan Stanley. Before beginning on Wall Street, Elton sold medical devices in the northeastern region of the United States. He earned corporate-wide recognition for being among the top 5 percent hospital sales executives while at Johnson and Johnson Medical. He followed that performance by winning Rookie of the Year honors while at Roche Diagnostics Corporation. He holds a Masters in Business Administration from Duke (Fuqua) University and a Bachelor's Degree from Wake Forest University.

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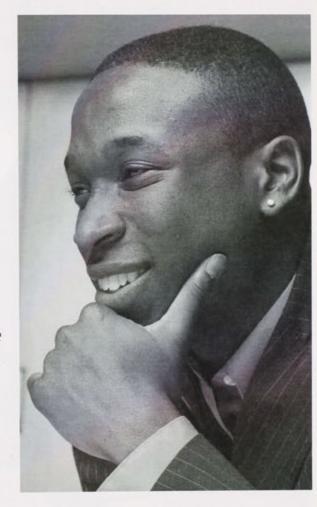
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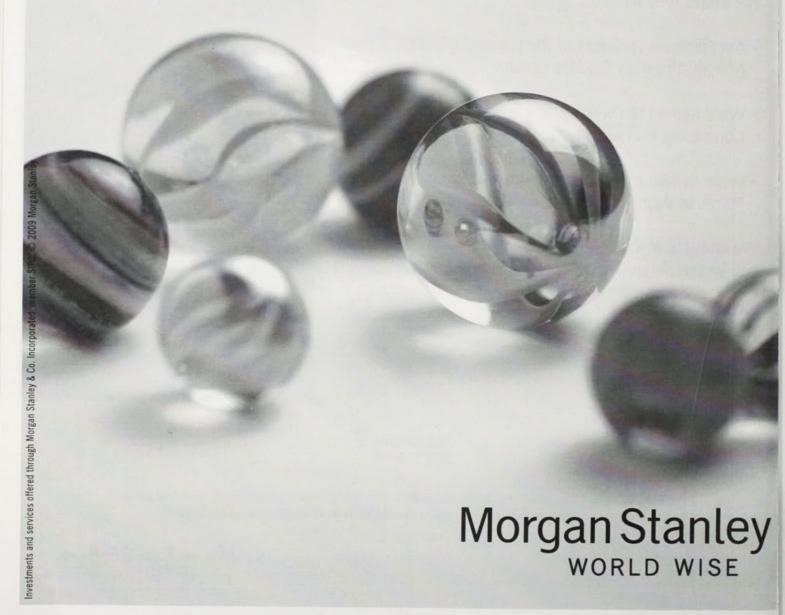
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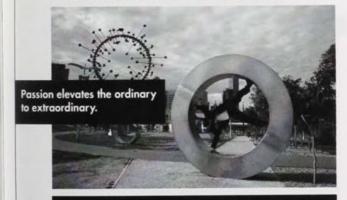


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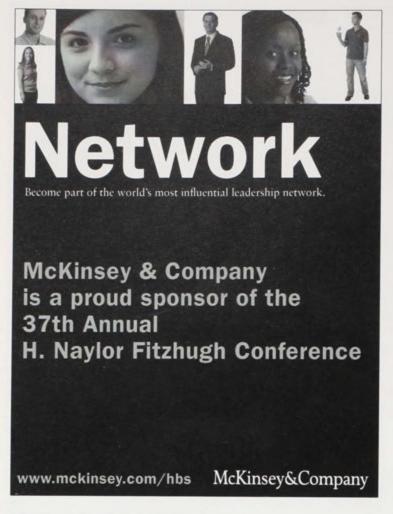
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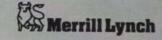
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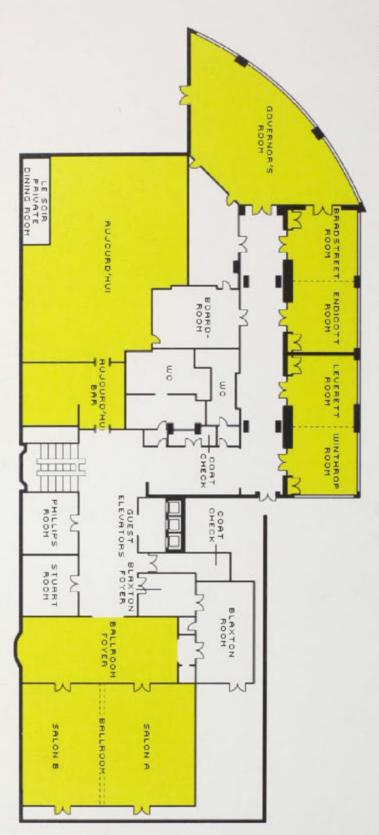


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