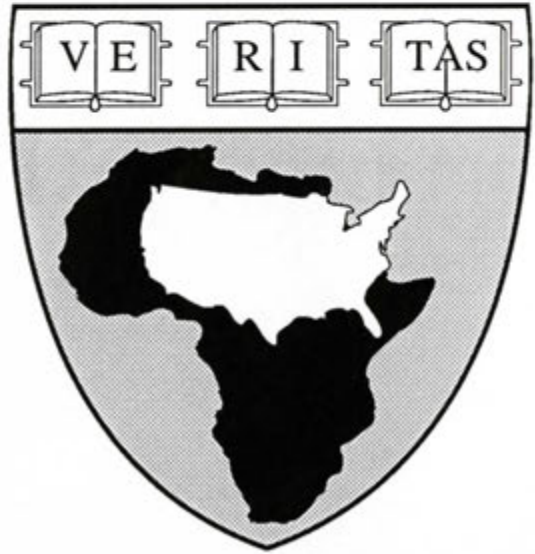


THE EIGHTEENTH ANNUAL CAREER/ALUMNI CONFERENCE



AMANDLA•1990
Power through the Freedom of Diversity

SPONSORED BY THE
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OF THE HARVARD BUSINESS SCHOOL

March 1 - 4, 1990
Boston, Massachusetts



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W. EARL SASSER
Professor of Business Administration
Faculty Chairman, MBA Program

MORGAN 131
SOLDIERS FIELD
BOSTON, MASSACHUSETTS 02163
617-495-6439

February 22, 1990

Dear Conference Participants,


On behalf of the Faculty, Staff, and Administration of the Harvard Business School, I would like to welcome you to the 18th annual African-American Student Union Career/Alumni conference. This conference provides us with an opportunity to continue our dialogue about the role of the individual and the corporation in promoting an environment conducive to cultural diversity. We, as an institution, are committed to promoting and managing cultural diversity in the campus environment, in the work place, and in our communities.

To bring these goals to fruition, we need your help - the alumni and current students of HBS. By working together, we can take a lead in promoting awareness about African-American issues. We look forward to a productive and fruitful working relationship with you.

In closing, I would like to congratulate the organizers of this conference. They have put forth the extra effort to ensure that this conference will be a success. The conference's theme is Amandla - power through freedom. The recent release of Nelson Mandela is a positive step towards achieving Amandla. But, there is still much to do. This conference helps to promote that awareness.

I am certain that you will find this conference to be both enriching and rewarding. Once again, welcome to the conference.

Sincerely,


W. Earl Sasser

A black and white photograph of a variety of products arranged on a dark surface. The products include food items like Sara Lee All Butter Pound Cake Snacks, Oat Bran Muffins, Original Cream Cheesecake, Sausage Biscuits, and 94% Turkey, as well as clothing items like Hanes T-Shirts, Briefs, Socks, and HerWay underwear. Other items include Douwe Egberts coffee, Ball Park beef franks, Kiwi shoe polish, and a box of Hanes socks. The products are scattered across the frame, with some overlapping.

Our mission to be the leading brand-name food and consumer products company will be achieved not only by being an industry leader but also by being a leader in efforts to improve the communities in which we operate throughout the world.

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The Conference Theme: "Why we have chosen AMANDLA • 1990"

Six months after the 18th Annual Career Alumni conference was ordained, "AMANDLA," the front page of the February 12 issue of the *Wall Street Journal* reports: "Standing triumphantly on the steps of Cape Town's glorious old city hall, Mr. Mandela waved his fist and shouted 'Amandla!'"

"Amandla," the Zulu word that is the invocation of the South African struggle for liberation, has its English equivalent in the word "power." When the leaders call "Amandla," the people respond "Ngawethu," (pronounced "uh-way-too") a Zulu expression which finds its English equivalent in the words, "to the people."

We have chosen AMANDLA • 1990 as the theme of our conference because we recognize the interrelatedness of the struggle for people of color across the globe.

We have chosen AMANDLA • 1990 as our theme because we believe it to be a current and forceful reminder of the implicit social contract between "those who would lead" and the masses of the African Americans.

We have chosen AMANDLA • 1990 as our theme because it is our fervent belief that the people who will assemble in Boston during March of 1990 will not only have the strength of character and the collective wisdom necessary to inspect the social and economic realities that define African Americans, but will also formulate strategies that will direct us further down the road toward Amandla.

The Members of the African American Student Union, 1990.

African American Student Union



**HARVARD
BUSINESS SCHOOL**

WELCOME TO AMANDLA • 1990

To: Alumni, Students, Prospective Students and Guests

Welcome to AMANDLA 1990. Power, which is the english translation of "Amandla," is the subject and implicit quest that we intend to examine and strive for during the next few days and beyond. The conference committee has been hard at work to provide a programmatic structure that supports this endeavor.

At the 17th annual conference our organizations name was the Afro-American Student union. On October 17th of 1989 we formally changed our organizations name to the African-American Student Union. We, the students of color, at Harvard Business School insist that our identity not be shortened or abbreviated, as our history and significance is a long and notable one.

AMANDLA 1990 will be a success if, when we adjourn our business sessions, we have made progress toward understanding the challenges that lie before African-Americans and people of color across the globe. We draw our inspiration from the immortal words of Paul Robeson:

"We realize that our future lies chiefly in our own hands. We know that neither institutions nor friends can make a race stand unless it has strength in its own foundation; that races like individuals must stand or fall by their own merit; that to fully succeed they must practice the virtues of self-reliance, self-respect, industry, perseverance and economy."

The following days are designed to provide alumni, students and guests with food for both thought and action. To support this undertaking we will transcribe and mail the conclusions of the discussion during the "State of African-America" session. Additionally, it is our intent that you use the people in attendance as resources in the future. Consequently, you will receive a NETWORK DIRECTORY along with the case conclusions.

If at any point during the next two days you are in need of information or assistance, please call 493-5732 (24 hours). Again, a warm welcome to all participants on behalf of the African-American Student Union. We hope that this gathering will be a memorable one for all involved.

We Remain,



Douglass P. Selby
President

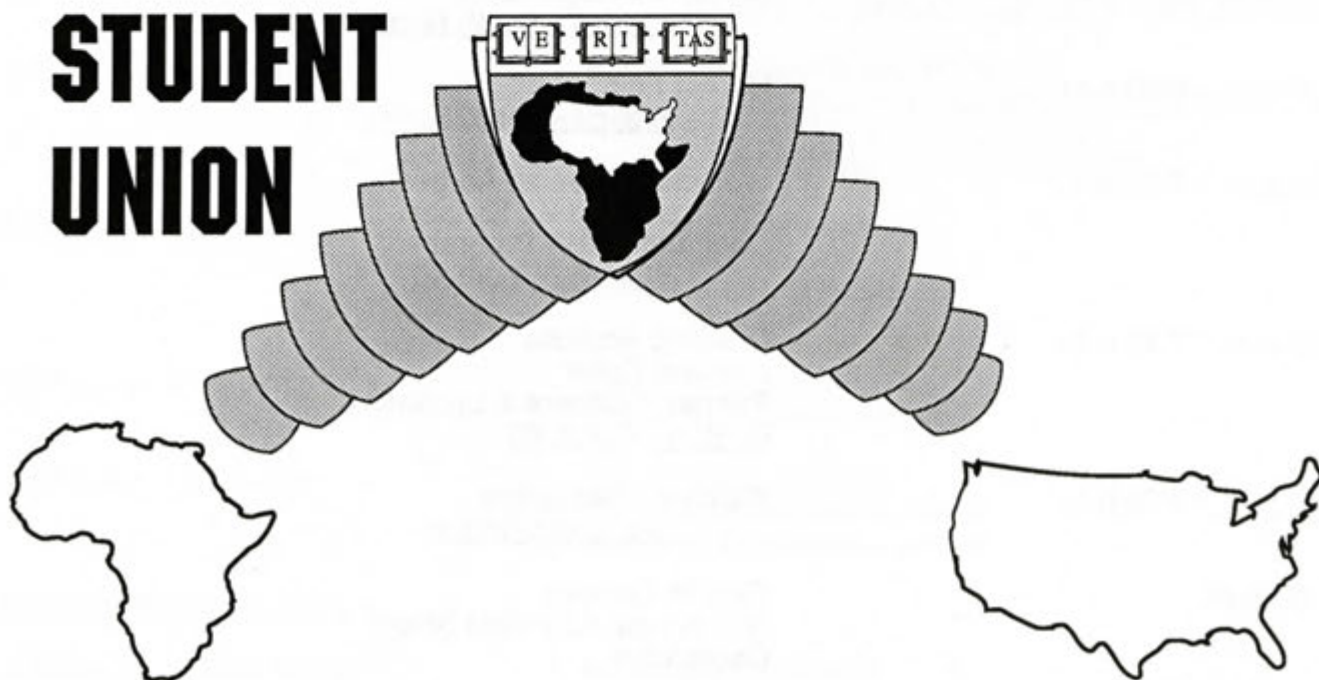


Keith T. Clinkscales
AMANDLA • 1990 Chairman

SPECIAL THANKS TO OUR SPONSORS

The Conference Committee and
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would like to thank our sponsors
for the unparalleled amount of
support that they have provided
to our conference.

**AFRICAN
AMERICAN
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CONFERENCE

AASU Eighteenth Annual Career/Alumni Conference Schedule of Activities

Thursday, March 1, 1990

Advanced Management Seminar

2:30 p.m. - 3:50 p.m.

Afternoon Seminar #1
Service Management, Prof. Earl Sasser
Aldrich 110

4:00 p.m. - 5:20 p.m.

Afternoon Seminar #2
Workforce 2000, Prof. Jack Gaburro
Aldrich 110

5:30 p.m. - 7:00 p.m.

Faculty and Alumni Reception
Dean's House

Friday, March 2, 1990

8:00 a.m. - 8:30 a.m.

Prospective Student Registration
McCulloch Lounge

11:30 a.m. - 1:00 p.m.

Prospective Student Luncheon
Kresge Board Room

1:00 p.m. - 7:00 p.m.

Conference Registration and Orientation
Burden Hall - East Lobby.

1:00 p.m. - 2:45 p.m.

Corporate Registration
Kresge - South Room

3:00 p.m. - 6:00 p.m.

Career Fair
Kresge - Board Room

6:30 p.m. - 7:00 p.m.

Welcome/Opening Address
Professor Earl W. Sasser
Chairman, MBA Program
Burden - Room 40

7:00 p.m. - 7:45 p.m.

Opening Address
Leonard Fuller
Partner, Coopers & Lybrand
Burden - Room 40

8:00 p.m. - 9:00 p.m.

Welcome Reception
McCullum Center

11:00 p.m.

Sky in Concert,
Nightstage, 823 Main Street
Cambridge

SCHEDULE

Saturday, March 3, 1990

8:00 a.m. - 12:00 noon	Registration <u>Burden - East Lobby</u>
8:00 a.m. - 10:00 a.m.	Continental Breakfast <u>Burden - West Lobby</u>
9:00 a.m. - 10:15 a.m.	Prospective Students Meeting <u>Aldrich 110</u>
9:00 a.m. - 10:15 a.m.	Alumni Meeting <u>Aldrich 109</u>
10:30 a.m. - 11:45 a.m.	The State of African America Case Discussion <u>Aldrich 9</u> <u>Aldrich 10</u> <u>Aldrich 109</u> <u>Aldrich 110</u>
12:00 noon - 1:45 p.m.	Conference Luncheon Tony Brown Tony Brown Productions, Inc. <u>Kresge - Boardroom</u>
2:00 p.m. - 3:15 p.m.	Panel Discussions and Workshop <u>Burden 20: Business & Public Policy</u> <u>Burden 30: Business & Education</u> <u>Burden 40: Black Managerial Efficacy Workshop</u>
3:30 p.m. - 4:45 p.m.	Panel Discussions and Workshop <u>Burden 20: The Empowerment of Black Women</u> <u>Aldrich 112: Workforce 2000</u> <u>Aldrich 9: Real Estate Workshop</u>
5:00 p.m. - 6:00 p.m.	Final Business Session Dr. Essop Pahad African National Congress <u>Burden</u>
7:30 p.m. - 8:30 p.m.	Cocktail Reception The Royal Sonesta Hotel
8:45 p.m. - 10:00 p.m.	The Evening Banquet The Honorable Diane Abbott House of Commons, London

Sunday, March 4, 1990

10:00 a.m. - 12:00 noon	Basketball Challenge <u>Basketball court #1 at the Shad Complex</u>
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AMANDLA!

Congratulations to the
African American Student Union on their
18th Annual Career/Alumni Conference

URBAN PROFILE M A G A Z I N E

Understanding the Need, Accepting the Challenge

Next issue: Spring 1990
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Vice-President
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Arunma Oteh/Pauline Taylor
Joanna Taylor/Jeff Harper
Stephanie Poole
Rena Henderson

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Logistics
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Catering
Student Liaison

Keith T. Clinkscales
Kevin Simpson
Gregory White
Donald Lassere
Chet Hill
Dawn Williams
Karyn Kerr
Carol Barnett

The Members of the African American Student Union

SECOND YEAR

Tony Abrahams
Royal Allen
Carol Barnett
Jeffery Bates
Michael Bernard
Randy Britton
Jacques Butler
Rena Clark
Keith Clinkscales
Lisa Cleveland
Jackson Cosey
Lisa Crutchfield
Emile Durette
Derek Ferguson
John Fitz-Henley
Lois Freeman
Herman Green
Eric Guichard
George Hanson
Jeff Harper
Rena Henderson
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Lawrence McRae
Craig Neita
Tamara Nikuradse

Arunma Oteh
Arthelbert Parker
Stephanie Poole
Michael Reid
Cheryl Robinson
Debra Ross
Frances Scarlett
Douglass Selby
Emma Singletary
Gordon Taylor
Pauline Taylor
Mark Trammel
Kay Wallace
Ennis Walton
Tina Washington
Greg White
Dawn Williams
Jessie Woolley

FIRST YEAR:

Karen Brown
Shawn Bryant
Taran Buckley
Adrienne Collins
Gayle Cruise
Michael Crumlin
Yolanda Daniels
Frances Edozien
Catherine Eubanks

Deborah Evans
Glenn Evans
Reginald Frazier
Cheryl Grindeland
Paula Groves
Ian Hardman
Kimberly Hatchett
Carl Hayes
Charles Henderson
Nina Henderson
Dina Holder
Karen Holloway
Darryl Jackson
Pamela Jackson
Erine Jellins
Robert Jones
Paul Long
Michael McMillan
Alice Middleton
Robbin Mitchell
Leslie Nelson
Lisa Nelson
Maria Nunes
Brian Offutt
Mark Oliver
Jeffrey Perry
Ellias Preko
Deborah Rennie
John Risher

Darrol Roberts
Anita Robinson
Bruce Robinson
Michael Robinson
James Runcie
Derek Saleeby
Monica Scott
Jeffrey Scruggs
Bertram Sears
Donnalyn Smith
Craig Spivey
Karen Stanley
William Taggart
Herman Thomas
Vincent Walker
Candy Walls
Jon Walls
Darrell West
Wilda White
Timothy Wilkins
Yared Yawand-Wossen



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The Census can do more for your company's bottom line than you may think.

Getting your people to complete their 1990 Census forms may be just as important to your company as it is to your community. You see, along with helping determine how much federal, state and local funding your community may receive, Census figures also provide valuable information to businesses like yours.

Information the Census receives is important for future planning and possible expansion. For instance, shifts in population may show a need for new or increased

services—or stores—in growing areas. That means new or additional opportunities for you.

Census data also translates into important marketing data. That may lead to increased profits along with better wages and working conditions for your people.

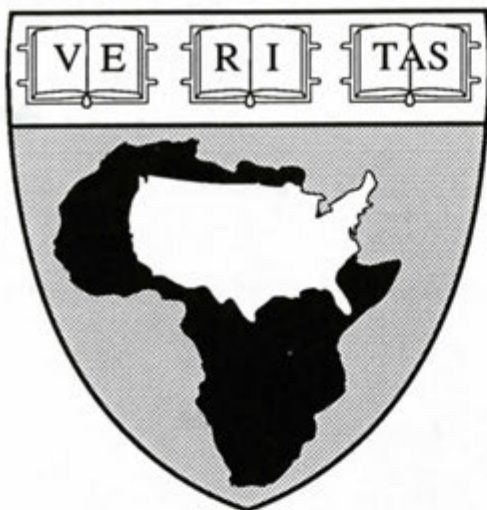
So encourage your people to fill out their Census forms and send them in. It can help benefit your company, your community, and you as well.

Answer the Census. It counts for more than you think.



CENSUS '90





AMANDLA • 1990 KEYNOTE SPEAKERS

DR. ESSOP PAHAD, is presently attached to the London office of the African National Congress. Mr. Pahad will discuss corporate America's relationship with South Africa, and he will provide an eagerly awaited insider's update on South African current events. Born in 1939, Mr. Pahad was exposed at a very early age to the protest movement. Mr. Pahad relates that since both his parents were involved in the movement, his flat in Johannesburg was essentially an ANC outpost. Thus, from the age of seven he was exposed to leaders such as Nelson Mandela, Walter Sisulu and Chief Albert Lutuli. Mr. Pahad's mother was jailed three times in the Passive Resistance Campaign of 1946 and the Defiance Campaign of 1952. Mr. Pahad received his Masters Degree in African Politics and Economics at the University of Sussex (UK) and his Ph.D in History at the same institution. Mr. Pahad was arrested in 1961 and banned in 1964. While in exile he has worked for the ANC in various capacities. Essop's brother, Aziz, serves on the National Executive Committee of the ANC. We have been granted the honor of Mr. Pahad's presence through the graciousness of Mr. Thabo Mbeki, The Director of International Relations for the ANC. Mr. Pahad has represented the ANC at numerous conferences, seminars and meetings. The conference committee is pleased and honored that the ANC has made a special effort to address our conference during this time of tremendous change in South Africa.

DIANE ABBOTT, the one and only black woman ever in seven centuries to be elected of Parliamentary democracy. Born in Paddington, London and a graduate of Cambridge with a Masters of Arts with honors in history, Miss Abbott now holds the Parliament member position a 34 year-old daughter of immigrants. She has held several distinguishing posts in the House such as, Race Relations Officer for the National Council of Civil Liberties in 1978 to Press Officer at Lambeth Council in 1987. Miss Abbott shocked her Labor Party when she defeated the 74 year-old white male incumbent to represent her home neighborhood of North Hackney, a constituency of 92,000 comprised largely of Caribbean, Hasidic Jews, Greeks and Turks. Recently, Miss Abbott has attacked the problem of poverty, unemployment and housing in her jurisdiction. Hackney North and Stoke Newington is one of the poorest areas in East London and is mostly noted for its 60% black youth unemployment rate and the largest number of single parent mothers. Ms. Abbott believes her constituencies problems include unemployment, poor housing, the need for more resources to be pumped into the area and the plight of the pensioner. Diane Abbott is quoted by the *Black American* as being, "A breath of fresh air to British Politics. She is intelligent, dynamic, and has a great sense of leadership and vision. The *Black American* salutes her as one of our finest across the Atlantic."



Dianne Abbott

LEONARD FULLER is the partner-in-charge of business planning and finance for the Midwest region (13 states) of Coopers & Lybrand, an international accounting, tax and management consulting firm. He operates out of the Detroit Office. Since graduating from University of Southern California in 1968 and Harvard Business School in 1970, Mr. Fuller has worked in a array of professional and social organizations. He first started as a volunteer group leader for Operation Crossroads Africa, where he help build schools in Kenya and assisted in constructing a Masaai Tribe Health Clinic. He also served as an assistant professor in business administration at the California State Polytechnic University. However, Mr. Fuller prides himself most for his successful efforts within the inner-city school system of Detroit. As a leader and role model for African-American youths in Detroit, he helped found the Student Motivational Program, in which over 200 high school students work with an equal number of professionals to encourage professional careers. The program is geared toward what Mr. Fuller calls, "middle of the road" students who are not at the top of their class, but have the potential to thrive with "the proper motivation, the proper leadership, and the proper exposure to business and its culture."



Leonard Fuller

TONY BROWN, widely acclaimed television journalist, outspoken orator on African-American issues, and prominent civil rights activist whose latest achievements include producing, writing and directing "The White Girl," a full-length film which addresses two very destructive trends in America: drug use and self-hatred.

Mr. Brown was born in Charleston, West Virginia and is extremely proud of his education at the local all-Black Garnet High School there. He received his Bachelors and Masters from Wayne State University in Detroit. Tony Brown has been a innovator in many areas. During the civil rights movement, he coordinated a march in Detroit which featured Dr. Martin Luther King. He was the founding dean of the School of Communications at Howard University. But it is for his work as a journalist that he is best known. His column is syndicated in over 100 newspapers. Mr. Browns company, Tony Brown Productions, Inc. in New York, also publishes a quarterly magazine, markets videotapes and movies from a collection called "The library of Black History." Mr. Brown has received numerous honorary doctorate degrees for his achievements in civil rights, education and journalism.



Tony Brown

Panel: BUSINESS AND PUBLIC POLICY: BENEFITS FOR MINORITY ENTREPRENEURS

Moderator: Donnalyn Smith



Floyd H. Flake

Debate: "Business and Public Policy" will examine the impact public policy has on the establishment and growth of minority-owned businesses. In addition to providing an overview of federal and local programs that support minority-owned businesses, panel members will discuss recent developments in federal set-aside programs, the U.S. Supreme Court ruling in Croson, and opportunities for investments in Africa. The panel will focus on the following question: If the goal of public policy is to achieve sustainable growth among minority enterprises, how might African-American business leaders contribute to the process?

Panel Speakers:

HONORABLE FLOYD H. FLAKE, an active dynamic community leader, is a U.S. member of congress for the 6th district of New York. Floyd H. Flake has been instrumental in improving the quality of life of citizens of Queens, New York, where he has resided since 1976. At that time he became pastor of Allen A.M.E. Church located in the Jamaica area of Queens. Under the leadership of Floyd H. Flake, Allen A.M.E. Church consists of a 5,000 active members and operates an annual budget of \$1.5 million. As chairman of its affiliate corporations he has successfully completed an \$11 million, 300 unit Senior Citizen Complex, \$3.8 million Allen Christian School, and serves as chairperson to a host of community services. In November of 1986, Floyd H. Flake won an astounding victory in the hotly contested 6th Congressional District Democratic U.S. Representative Election. He became the first full-term Black U.S. Congressman of the 6th Congressional District of New York.

JOSHUA SMITH, chairperson of Maxima Corporation, the ninth largest black owned firm in the U.S. also serves as chairperson of the presidential appointed Minority Business Development Commission (MBDC). The MBDC initiates hearings on all federal programs intended to promote minority owned business development. In 1978, Smith founded Maxima Corporation with \$15,000. By 1986, the computer consulting company had \$54 million in revenues and 1400 employees. Mr. Smith is also chairperson of the National Urban Coalition and a former chairperson of the Montgomery County, Maryland chapter of the National Business League, which promotes black owned business. He is a graduate of Central State University with a B.S. in 1963. He received his Doctor of Humane Letters from Bowie State College in 1987 and Central State College in 1986.

KENNETH E. BOLTON, was appointed as Director of the Commerce Department's Minority Business development Agency in 1989. Before joining the commerce Department, Mr. Bolton was Director of the Office of Policy in the U.S. Department of Transportation's (DOT) Urban Mass Transportation Administration (UMTA). He served previously as policy advisor on joint development and downtown revitalization for the District of Columbia. He was a senior project manager for the U.S. Department of Housing and Urban Development's (HUD). Before entering the federal government in 1971, he was Executive Director for the Model Cities Redevelopment Agency in Tulsa, Oklahoma. A native of Houston, Texas, Mr. Bolton received a bachelor of Science degree in Mathematics and Statistics from Howard University and a Master of Business Administration degree from George Washington University.



Kenneth E. Bolton

TOM FARRINGTON is co-founder and president of Input Output Computer Services, Inc., a computer software and systems integration firm headquartered in Waltham, Massachusetts. Through his direction, IOCS has advanced from a two person operation to a multi-million dollar corporation. Established in 1969, IOCS has become a leader in the high technology industry providing computer software and systems integration services specializing in the areas of office automation, information systems, software and ADP operations support services. IOCS has employees throughout the U. S. and in Cameroon, Africa. IOCS was cited as "New England's Small Business Prime Contractor of the Year" in 1973 and 1979. Mr. Farrington serves on the Board of Directors with the Greater Boston Chamber of Commerce; the International Coordinating Council (ICC) and many other industrial and community boards. Born and raised in Chapel Hill, North Carolina, Mr. Farrington graduated from North Carolina A&T University with a Degree in Electrical Engineering.



Tom Farrington

ERLINE PATRICK was appointed to be the Associate Administrator for Minority Small Business and Capital Ownership Development in 1989. She is responsible for all of the Agency's programs mandated to assist the growth and development of minority owned small businesses. Prior to joining SBA, Patrick served as a Professional Committee Staff Member for the U.S. Senate Committee on Small Business. Patrick has more than 15 years experience as a public school administrator, serving as a principal and vice principal of two large secondary schools in Connecticut. Patrick is a native of Charlotte, North Carolina and is a graduate of Talladega College, Talladega, Alabama. She earned both a Master's Degree in Urban Education and a Sixth Year Teaching Certificate in Education Administration from University of Hartford. She completed her doctorate degree from the University of Connecticut.

Panel: Empowerment of African-American Women in 1990's

Moderator: Lisa Crutchfield



Jewell Jackson McCabe



Enaid Savage

Debate: There are currently 13 million African-American women age 16 and older participating in the United States labor force. African-American women are 11% of the total U.S. labor force and hold 37% of the nation's management and professional jobs. Despite some signs of advancement for African-American women to gain access to top managerial and professional positions, many obstacles still exist. Women constantly freeze themselves out of moving up the corporate ladder due to self-imposed fears that they are inferior as well as their discomfort with alien environments. This panel discussion will address how African-American women can empower themselves through dispelling myths of incompetence and by mentally, physically and intellectually preparing themselves to meet the challenges business/professional women confront today.

Panel Speakers:

JEWELL JACKSON McCABE is perhaps best known as the founder and president of the National Coalition of 100 Black Women which presently has a membership of 5,000 women in 20 states. The Coalition was established in 1981 to engage professional black women in a network to meet their career needs and facilitate their access to mainstream America. Mrs. McCabe has also served as a director on a variety of boards and as a gubernatorial appointee. As President of Jewell Jackson McCabe Associates, a consultant management firm, she advises corporations on the management of and marketing to minorities and women.

ENAIID SAVAGE is a consultant with J. Howard and Associates. She advises major corporations such as Mobil Oil and Hewlett Packard on managing the performance and the development of a diverse workforce. Ms. Savage recently received the Black Women of Achievement Award by the NAACP Legal Fund and for Community Service in the Public Interest by the Lieutenant Governor of California. Prior to joining J. Howard and Associates, Ms. Savage held management positions in the insurance, finance and telecommunications industries.

DR. DEBORAH PROTHROW-STITH is a graduate of Spelman College and Harvard Medical School. She is the former Health Commissioner of Massachusetts, as which she managed a budget of \$280 million and 4,500 people. Dr. Deborah Prothrow-Stith is currently a Vice President and Medical Director of Community Care Services, Inc., a Boston based health management company.

DR. GAIL E. WYATT, PH.D. is currently a practicing psychologist with the Neuropsychiatric Institute of the University of California at Los Angeles. She currently treats children and their parents in cases of sexual abuse. She also has become nationally known for her lectures on the crisis in Black Male/Female relationships.

Panel: The Role of Business In Education, Should They Have One?

Moderator: Donald Lassere

Debate: The panel will explore the role and responsibilities of American corporations in the educational process. Currently there is a raging debate in this country on how much input the business community will have or should have in guiding the development of our youth the skills necessary to compete in an increasingly competitive global environment. The panelists will provide insights and analysis of the pros and cons of business involvement in education. In addition, the panel will explore workforce 2000 and how African Americans will fair relative to other minorities and majority males if the educational system remains in its current state. Causes of America's educational deficiencies will be examined along with alternative methods for improving upon its current state. If you want insights to the future of the educational system and business's influence we recommend you attend this panel.

Panel Speakers:

DR. VICTOR ROUSE, president and founder of EDA Systems, Inc. in Washington, D.C.. Dr. Rouse has directed EDA into two areas: program development, an evaluation of educational and employment programs and management of information resources. Dr. Rouse is currently the director of the D.C. Committee On Public Education (COPE), where he is responsible for the coordination and implementation of 25 recommendations made by the Board of Education. Dr. Rouse received a B.S. in Political Science in 1963 and a M.S. in Industrial Relations in 1967 from Loyola University. He also received a M.S. in Urban Planning from the University of Illinois and holds two degrees from the University of Southern California, a M.A. in Public Administration and a Doctorate in Public Administration received in 1982 and 1984 respectively.



Dr. Victor Rouse

VIRGIL ECTON, Executive Vice President and Chief Operating Officer of the United Negro College Fund, representing 41 private, historically black colleges and universities. Mr. Ecton is charged with the challenge of establishing the culture of the organization, motivating staff and volunteers as well as defining long range strategic goals and developing action plans to ensure the organizations goals. The son of a college professor, Mr. Ecton began his career upholding his family's tradition as a teacher in 1984. Subsequently, he became a school administrator and later served as Assistant Director of Education and Community Relations for the Ohio Civil Rights Commission. Mr. Ecton received his Bachelor of Science degree from Indiana University in 1962, a Master of Education from Xavier University in 1966, and completed the Advance Management Program at Harvard Business School in 1989.

Panel: Workforce 2000: What Does It Mean To Us?

Moderator: Dawn Williams



Charles Stevenson

Debate: Effectively managing an increasingly diverse workforce is one of the most serious challenges for corporations today. The U.S. Department of Labor projects that between now and the year 2000, 85% of the 25 million new entrants into the workforce will be women, minorities and immigrants. In addition, there is a decreasing labor pool.

This panel has been designed to look at these changes from an internal and external vantage point. From an internal manager's perspective, we will ask what a changing workforce means, as it relates particularly to managing in a more diverse environment. We will also ask, what further growth and development of minority segments means to consumer product companies, especially in developing their advertising and promotional strategies for today and beyond.

Panel Speakers:

CHARLES STEVENSON is president and chief executive officer of CEBCOR, Consolidated Employment Benefits Corporation, a nationwide employee leasing firm headquartered in Chicago. To date, CEBCOR has approximately 3000 employees with over 30 local taxing authorities in 37 states and was incorporated in Illinois as CEBCOR on September 17, 1985. CEBCOR was recently ranked by *Inc.* magazine as #3 on its annual list of the 500 fastest-growing, privately held companies in America. Mr. Stevenson has just recently innovated a new division of his company called "Employ America." Employ America is an innovative alternative to employment by recruiting, screening, employing, training, and leasing to client organizations employees who have traditionally comprised America's class of structurally unemployed. Stevenson, a 1980 Masters of Business Administration graduate of Harvard Business School, is certified public accountant and holds an undergraduate degree in finance and accounting from Loyola University in Chicago.

VELMA JEFFERS enjoys a distinguished career at the Gillette Company. For the past two and a half years, she has been the Director of Special Market Development. Prior to this, Ms. Jeffers worked in both Sales and Marketing Brand Management within the Shaving Division. Ms. Jeffers successfully balances her professional commitment to the community by volunteering in a variety of church and civic organizations. Ms. Jeffers received her Bachelor of Arts from Simmons College and her Masters in Business Administration from Boston University.

KYM LEW NELSON has grown in her career at Proctor and Gamble over the last six and a half years in Brand Management and Licensing and Acquisitions. Mrs. Nelson has been the Brand Manager of Crest Toothpaste and Pepto-Bismol. While in brand management, she was instrumental in the targeted marketing efforts for the Black and Hispanic markets. Mrs. Nelson is currently in Licensing and Acquisition at Proctor & Gamble focusing on Healthcare. Mrs. Nelson received her Masters in Business Administration from Harvard Business School in 1983. She has a strong sense of responsibility to the community through her volunteer efforts.

WORKSHOP: Efficacy of the African American Manager

This workshop is designed by J.Howard and Associates, an organization that addresses the psychological dynamics of professional development and the real problems of adjustment associated with managing a diverse workforce. Also, this workshop gives you, the minority manager's tools to excel and cope with the dysfunctional elements in the workplace. Presented are effective management techniques and issues unique to the African-American manager. This session encourages a high level of idea exchange among participants.

Workshop Moderator:

MARC WALLACE, vice president and co-owner of J. Howard & Associates, Inc. joined the firm in 1983, bringing 14 years of experience in marketing finance and planning from Dow Chemical Company. He is certified motivation and performance trainer. Mr. Wallace leads the Marketing and Administration division of J. Howard and Associates, where he is directly involved with corporate planning as well as program development. His educational background includes a BA in Math and an MBA. Mr. Wallace is also on the Board of Directors of The Efficacy Institute, a non-profit organization, which focuses on issues related to educational achievement in the minority community.



Marc Wallace



WORKSHOP:

Real Estate: How to Establish a Renovation Project

This Workshop will focus on the critical phases of a real estate project, ranging from deal structuring, construction management, leasing and operations.

The "Underground Atlanta" project was selected as a case study because of its complexity and the overwhelming amount of African American involvement in the investment, construction, development, and operations of this very successful urban retail center. The goal is to demonstrate the tremendous benefits of developing and operating a large scale urban retail project.

Workshop Speakers

NOEL KHALIL brings a wealth of experience and expertise in land development to his position as president of Gibraltar Land, Inc., the real estate development arm of H.J. Russell and company. Guided by a philosophy that real estate development should be "market driven, not capital driven," Khalil defines this commitment in his selection of projects for the year-old company that he helped to create. A graduate of Florida State University College of Law in 1978 with a Juris Doctorate Degree specializing in property law, Khalil studied at Georgia Tech's School of City Planning and completed his undergraduate work with distinction at the University of Rochester. There he specialized in urban history.



Mack Wilbourn

MACK WILBOURN is president of Mack II, Inc. Having owned and operated four McDonald's restaurants since 1971, he currently employs approximately 250 employees. In addition to the stores, his other enterprise includes a joint venture partnership on the Underground Atlanta Project. His contribution consists of managing the operations and affairs of the project. Mack Wilbourn graduated in 1962 from the University of Arizona where he majored in Business and Public Administration at the University of Arizona.

DANA NOTTINGHAM was formerly a Vice President and Senior Development Officer of the Rouse Company in Columbia, Maryland. While he was there he was the development director of festival marketplace projects, including Underground Atlanta and Riverwalk (a \$60 million dollar project in New Orleans, La.) Currently he is a Senior Project Manager for the Disney Development Company in Orlando, Florida where he is responsible for a \$100 million dollar specialty retail project at Walt Disney World. He is a Hampton University graduate and earned his Masters at M.I.T in City Planning.

Motivational Speaker

LEROY NUNERY is vice president of the New York Branch of the Swiss Bank Corporation. He manages three corporate bankers in the bank's national/corporate banking division, servicing Fortune 500 companies. Prior to joining Swiss Bank, he was vice president, Financial Products Group, First National Bank of Chicago, responsible for the origination of investment team leader in First Chicago's Global Market. From 1986 to 1989, Mr. Nunery served as national president of the National Black MBA Association. He has traveled nationwide for the NBMBA throughout his presidency. Recently he was recognized as one of America's Best and Brightest Young Business and Professional Men by *Dollars and Sense* magazine. Nunery received his MBA from Washington University.



CASE ANALYSIS: THE STATE OF AFRICAN AMERICA•1990

NEW TO THE CONFERENCE FOR 1990! You will receive a case with your registration package entitled, "The State of African America•1990." This case is a compilation of research prepared by two current HBS students, Jeffery F. Bates and Keith T. Clinkscales. The two main sources for this compilation are 1) *Blacks and American Society: A Common Destiny*, by the National Research Council and *The State of Black America 1989*, by the National Urban League.

TO THE REGISTRANT: This session will be conducted using the case method. You will be directed to one of the case rooms via a number you will receive with your registration. You also will be provided with blank name placards, please take the time to fill one out with a black marker before we start the morning session.

We encourage your participation in the case discussion. Transcribers will be located in each room to capture the main points and recommendations of the session. The results of this work will be placed into the Network Directory and mailed to you after the conference.

GUEST PROFESSORS:

DR. BERNARD ANDERSON, managing partner for The Urban Affairs Partnership in Philadelphia, Pennsylvania. Prior to coming to The Urban Affairs Partnership, Mr. Anderson had been senior economist as well as tenure professor for Finance and Commerce at The Wharton School, University of Pennsylvania. Among many credits to his name, Mr. Anderson serves on the editorial board for the Review of Black Political Economy, board of economists, Black Enterprise Publications, Provident Mutual Life Insurance Company and Presidents Commission on Jobs and Small Business. He has also jointly authored over one dozen publications on the socio-economic status of Blacks. Mr. Anderson graduated from Livingston College with an A.B. in Economics with honors. Received his M.A. from Michigan State University in Economics and his Ph.D from the University of Pennsylvania: Business and Applied Economics.

PROFESSOR LYNN BURBRIDGE is currently Associate Director at the Center for Research on Women at Wellesley College. Her research efforts at the Center focus on issues relevant to women of color. Before coming to Wellesley she spent 8 years as a researcher and policy analyst in Washington, D.C. at the Urban Institute and, for one year, at the Joint Center for Political Studies. Her research has focused largely on the impact of public policy on minorities and the economically disadvantaged.

DR. WORNIE REED is the Director of the William Trotter Institute and Chairperson of the Department of Black Studies, and an Adjunct Professor in the Department of Psychology at the University of Massachusetts at Boston. Most recently Dr. Reed led a study on the status of Black Americans in seven substantive areas. Dr. Reed earned a Ph.D and a Masters in Sociology from Boston University, he earned his undergraduate degree at Alabama State University in 1959.

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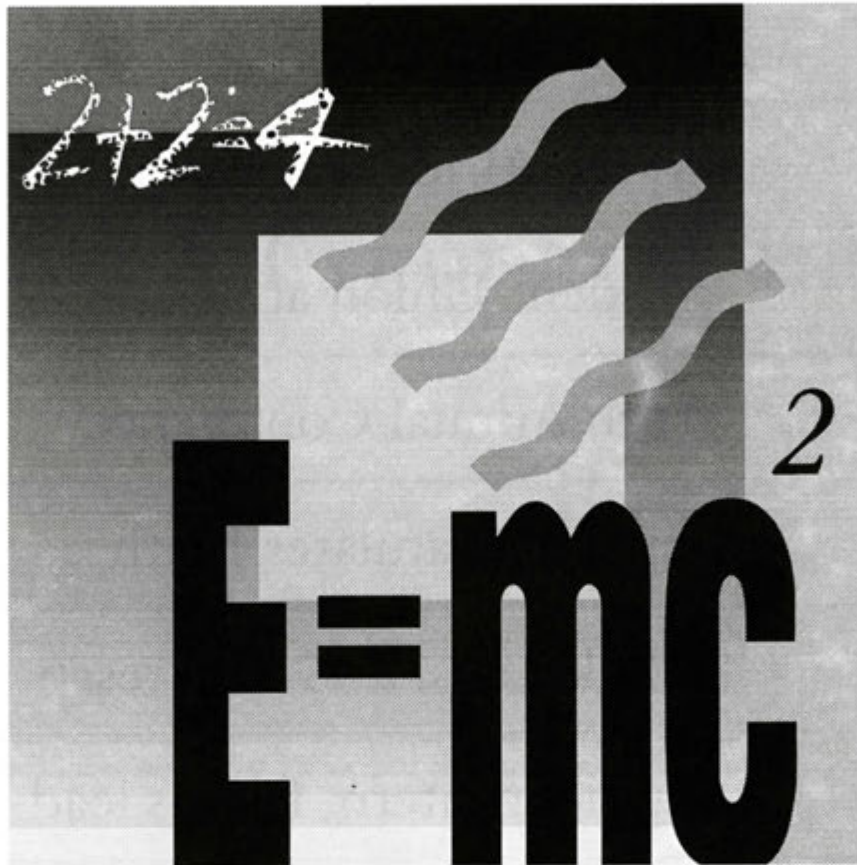
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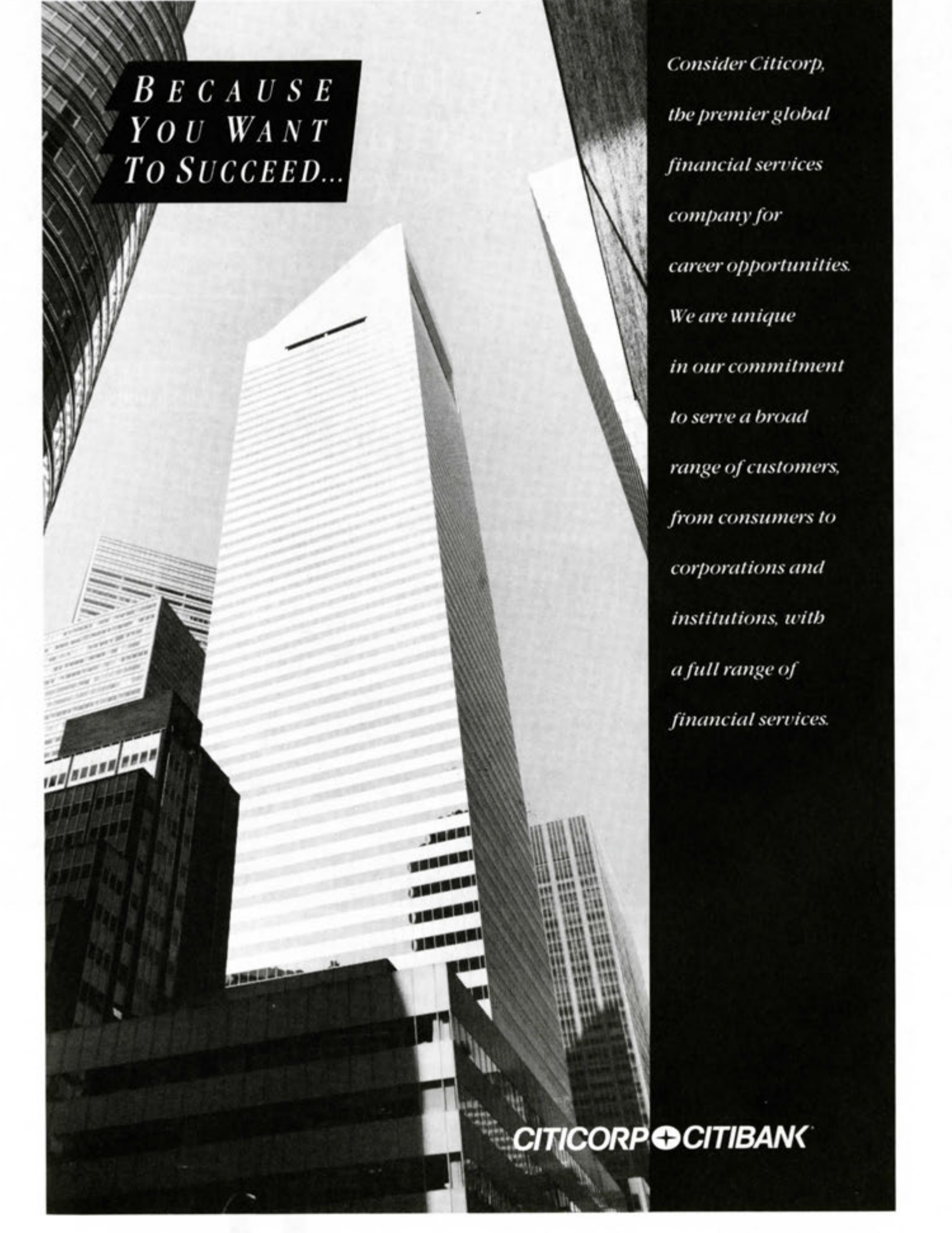
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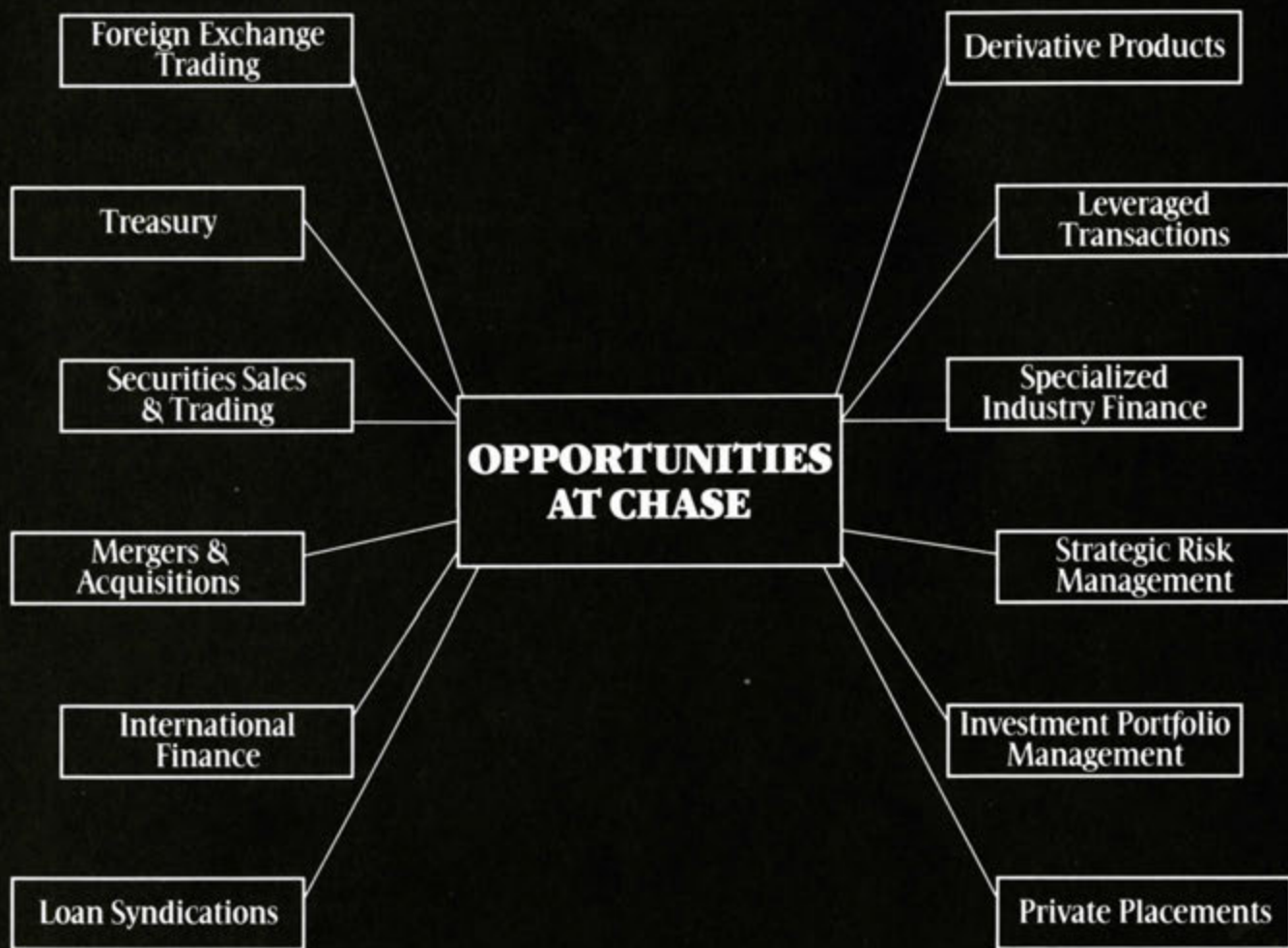


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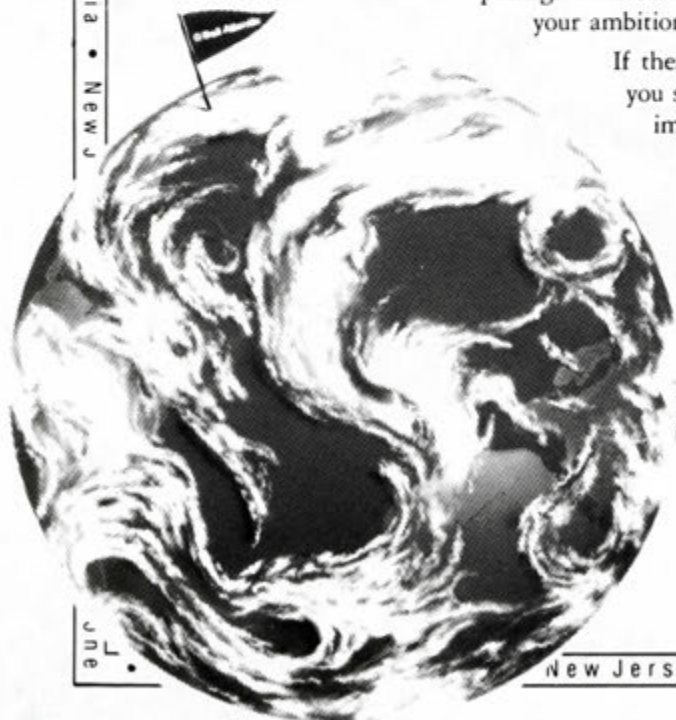
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