

The African-American Student Union, Student Clubs of HBS, Inc., Presents

# WHAT'S NEXT?

Exploring  
the New Terrain

The 39th Annual H. Naylor Fitzhugh Conference

March 4th-5th, 2011







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## FRIDAY, MARCH 4, 2011

- 12:00pm – 5:00pm      Prospective Students Day Events  
*Harvard Business School*
- 7:30pm – 9:30pm      HBS/HLS Alumni Mixer  
*Longfellow Room, First Floor*
- 10:00pm – 2:00am      Opening Party  
*Kennedy Room, First Floor*

## SATURDAY, MARCH 5, 2011

- 7:00am – 1:00pm      Conference Registration  
*Third Floor*
- 7:45am – 8:15am      Continental Breakfast  
*Ballroom, Third Floor*
- 8:15am – 9:20am      Welcome & Opening Keynote Address  
  
Reggie Van Lee  
*Executive Vice President. Booz Allen Hamilton, Inc.*  
*Ballroom, Third Floor*
- 9:30am – 11:00am      Breakout Session 1
- 
- Breaking the Glass Ceiling:  
Tips and Strategies to be Successful as a Person of Color in Corporate America  
*Kennedy Room, First Floor*
- Closing the Achievement Gap: What Has To Happen To Deliver Scalable Change  
*Longfellow Room, First Floor*
- What's Next in Emerging Markets -Taking it Global  
*Rogers/Stratton Room, Third Floor*
- 11:30am to 1:00pm      Luncheon with Keynote and Presentation of  
2011 Bert King Alumni Professional Achievement Award
- 
- Award Recipient:  
Reggie Van Lee  
*Executive Vice President. Booz Allen Hamilton, Inc.*
- Luncheon Keynote Speaker:  
**Byron Auguste**  
*Director, McKinsey & Company*  
*Ballroom, Third Floor*
- 1:00pm – 2:00pm      Industry Networking Session  
*Regatta Bar, Third Floor*



## SATURDAY, MARCH 5, 2011 (cont'd.)

2:00pm to 3:30pm

### Breakout Session 2

Power Families

*Lowell Room, Third Floor*

What's Next in Alternative Careers in Entertainment and Media

*Wadsworth Room, Third Floor*

What's Next in Small Business and Entrepreneurship

*Conant Room, Third Floor*

4:00pm to 5:30pm

### Breakout Session 3 and Entrepreneurial Ventures Competition

Marketing and Branding in the New Age: Engaging Customers through Digital Media

*Conant Room, Third Floor*

Your Wealth: Building and Maintaining Your Nest Egg

*Wadsworth Room, Third Floor*

Entrepreneurial Ventures Competition

*Lowell Room, Third Floor*

8:00pm to 10:00pm

### Gala With Keynote Address & Presentation of Bert King Alumni Service Award

Award Recipient:

**Greg White**

*Chief Executive Officer, Learn Charter School Network*

Evening Keynote Speaker:

**David Rubenstein**

*Co-Founder and Managing Director, The Carlyle Group*

*Ballroom, Third Floor*

10:00pm to 12:00am

Closing Party

*Conga Bar & Restaurant*

*1 Eliot Street, Cambridge, MA*

Dear Guests,

Welcome to the 39th Annual H. Naylor Fitzhugh Conference! We hope that our conference, centered on the theme of "What's Next? Exploring the New Terrain" will serve as an opportunity for you to investigate new ideas, innovations and business opportunities in the new economy. Our conference team has worked tirelessly to develop panels that focus on "What's Next" across various industry verticals and to provide distinguished panelists, moderators and keynotes that have achieved success by innovating within their domains of expertise. We hope that the discussions and interactions you have today will challenge you to "think outside the box" while examining What's Next in your professional career.

Our conference is named after a distinguished alumnus, H. Naylor Fitzhugh, one of the first African-American graduates of Harvard Business School. With this conference we honor Mr. Fitzhugh's legacy as a community leader, educator and as a business leader with Pepsi-Cola, where he established the African-American community as a viable and lucrative target market and created the concept of target marketing in Corporate America. In the true embodiment of our theme, Mr. Fitzhugh showed that opportunities are not created by re-inventing the wheel but by shifting the paradigm and challenging the status quo.

Each year, current Harvard Business School students, alumni, faculty and staff, other graduate and prospective students, and members of the business community at large gather to honor his legacy. Through provocative conversation and robust networking, our goal is for the 39th Annual H. Naylor Fitzhugh Conference to exceed your personal and professional development expectations.

We would like to thank the conference planning committee, the African-American Student Union at large, the supportive faculty and staff of HBS, and all the speakers, panelists, corporate sponsors and volunteers who have contributed countless hours and support to help make this event a success. We sincerely hope you enjoy the agenda we've put together for you and that you leave with a clearer picture of opportunities in the New Terrain.

Sincerely,

**Emeka Oguh & Conchita Tucker**

*39th Annual H. Naylor Fitzhugh Conference Co-Chairs  
MBA Class of 2011*





Dear Distinguished Guests and Friends,

On behalf of Harvard Business School's African-American Student Union, we are delighted to welcome you to the 39th Annual H. Naylor Fitzhugh Conference! Our hope is that this weekend provides an opportunity for you to reflect on the world's changing landscape and emboldens you to take an active leadership role in capitalizing on "What's Next"!

Through this conference, we look to explore a world of opportunities that have been made available by the last few years of economic and political turbulence. As leaders, we have a responsibility to leave the world better than it was when we arrived. Our past has been written in stone but our future is still quite malleable. It is this fact that inspired us to explore the business opportunities around closing the achievement gap which disproportionately affects our youth. It is this fact that encouraged us to discuss the state of small businesses, African-American owned family businesses as well as provide a venue for young entrepreneurs to discuss and fund their ideas. There is a lot of inertia in the New Terrain and our aim is to put it all in one place to help promote the type of change that is required to leave our world in a better place.

We are grateful to the many individuals who have contributed to making this Conference a success – alumni and student volunteers as well as business school faculty and staff. We are especially appreciative of the keynote speakers, panelists, and moderators for contributing their valuable time. This content-rich annual experience would not be possible without the generous support of our committed and dedicated sponsors. We hope you will continue to partner with us for many years to come.

Finally, this is an opportunity for alumni to connect with fellow classmates, for current students to build even stronger bonds within the AASU community, and for prospective students to learn more about the Harvard Business School experience. We hope you will use this as an opportunity to share your knowledge, learn from others, and of course – to have a great time! Thank you for choosing to take part in this exciting weekend with us – we are honored by your presence.

Best regards,

Stephanie Atiase & Aaron Mitchell  
*AASU Co-Presidents, MBA Class of 2011*



Dear Friends,

It is a great honor to welcome you to the 39th Annual H. Naylor Fitzhugh Conference hosted by the African-American Student Union (AASU) at Harvard Business School. This year's theme, *What's Next: Exploring the New Terrain*, is not only pertinent amid today's continued global economic recovery but also serves as an important platform for the discussion of topics ranging from investment in the African continent to closing the education gap.

The Harvard Business School has an amazing legacy of graduates, with a little more than 1,800 being of African descent. I am fortunate enough to be a part of this history. Since before my time at Harvard Business School, the H. Naylor Fitzhugh Conference has brought together current and prospective students as well as alumni and leaders of the broader African-American business community for what continues to be a program rich in personal development, intellectual engagement and professional advancement. This conference has a history of bringing together the most accomplished thought leaders from both the academic and practical ideologies to share ideas and influence the next generation of leaders. Emeka Oguh, Conchita Tucker and the Conference committee have done a superb job of developing and delivering a program that builds on this legacy of which I am proud to be part. This is by far the most exhilarating climate for business and change that I have witnessed in my career. I cannot think of a more relevant subject matter or group of keynotes, panelist and volunteers more capable of navigating this exciting new global landscape.

Best regards,

Raymond J. McGuire (AB Harvard College '79, MBA and JD HBS and HLS '84)  
*2011 H. Naylor Fitzhugh Honorary Conference Chair*





Dear Friends,

It gives me great pleasure to welcome you to the 39th Annual H. Naylor Fitzhugh Conference sponsored by the African American Student Union (AASU) at Harvard Business School. This year's theme, What's Next? Exploring the New Terrain, is both important and timely, particularly in its focus on creativity and innovation. As we look to the future, the most pressing challenges facing business and society today will require creative new approaches to solving them; moreover, the companies that will succeed over the long run will be the ones that are best at innovation and in seeking new sources for great ideas from around the world.

The AASU conference is a high point for the School each winter, bringing together students – past, current, and prospective – and business and community leaders for intellectual engagement, networking, and personal development. This year's conference co-chairs and many others in AASU 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 the events find both enriching and engaging, and I hope you will join me in thanking them for their efforts.

Best,



**Nitin Nohria**

*Dean of the Faculty*

*Richard P. Chapman Professor of Business Administration*

*Harvard Business School*



## AASU 2010-2011 Board

---

### Co-Presidents

Stephanie Atiase  
Aaron Mitchell

### Chief Financial Officer

Brooke Daniels

### Chief Operations Officer

Jamal Eason

### Conference

Emeka Oguh

### External Affairs

Elliott Holland

### Service

Lawrence Braithwaite

### Social

William Laws

### Student Affairs

Azella Perryman

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---

### Admissions

Christopher Cowan

### Alumni Relations

Leah Tucker

### Conference

Conchita Tucker

### Community Service

Maurice Kuykendall

### Education

William Jurist

### Intercollegiate

Asha Haji

### Marketing

Nathan Tuggle

### Sankofa

Kamala Salmon  
Tameka Watler

### Technology

Jens Weisflog

## Conference Committee

---

### Logistics/Hospitality

Kimberly Celestine  
Maurice Kuykendoll  
Rashaan Campbell

### Panels

William Drewery  
Nnenna Ejebe  
Yohanes Frezgi  
Katrina Moseley Journey  
Kamala Salmon  
Howard Scott  
David Stinfil  
Derrick Weatherspoon  
Monne Williams

### Website

Jens Weisflog

### Operations

Jamal Eason

### Sponsors

Elliott Holland

### Marketing

Nathan Tuggle

### Entrepreneurial Ventures Competition

Kareem Meliani  
Tevie Monk  
Joel Vidal-Phillips

### Social

William Laws  
Dorian Morris



## Class of 2011

Tony Abakisi  
Gil Addo  
Ryan Ashley  
Stephanie Atiase  
Taire Avbovbo  
Jon Barfield  
Whitney Baxter  
Ansu Baysah  
Stephanie Belcher  
Candice Bradley  
Sidney Bradley  
Larry Braithwaite  
Sekou Calliste  
Rashaan Campbell  
Munya Chaunzwa  
Brian Clair  
Kalilah Cooper  
Chris Cowan  
Brooke Daniels

Sara Daniels  
Christopher Desir  
Jamal Eason  
Bradley Edwards  
Fran Fraser  
Yohanes Frezgi  
Hafeez Giwa  
Brendan Gordon  
Brandon Graves  
Asha Haji  
Britanny Harris  
Elliot Holland  
Onyinye Ibeneche  
Tara Idiegbe  
Spencer Irvine  
John Jackson  
Daven Johnson  
Dominique Jones  
Kim Kamarebe

Tunde Kehinde  
Dan Koh  
Will Laws  
Michael Louis  
Colin Lynch  
Ronald Mackey  
Richmond McMurray  
Alpha Mengistu  
Aaron Mitchell  
Dorian Morris  
Ben Munda  
Chinny Offor  
Emeka Oguh  
David Overton  
Yemi Owolewa  
Azella Perryman  
Justin Reed  
Azhar Richmond  
Kamala Salmon

Miguel Sanchez  
Howard Scott  
Henoah Senbetta  
Shani Senbetta  
Fungai Shoniwa  
Tawanda Sibanda  
Omolara Sofola-Martins  
Kwame Spearman  
Maurice Taylor  
Conchita Tucker  
Leah Tucker  
Nathan Tuggle  
Eme Udoma  
Tameka Watler  
Carlton Weatherby  
Jeanette Weisflog  
Jens Weisflog  
Delon White



*The 2010–2011 AASU Membership*

## Class of 2012

Pelumi Adeleke  
Toks Afolabi Ajayi  
Rebecca Agonafir  
Chuma Ajene  
Chidinma Asonye  
Michael Beal  
Edo Bedzra  
Lauren Booker  
Michael Braimah  
Jenn Brown  
Tabia Brown  
Stefon Burns  
Kimberly Celestine  
Chenge Chari  
Ashley Clayborne  
Jamira Cotton  
Ana Cruz

Fats Dlamini  
Omari Douglas-Hall  
Will Drewery  
Nnennia Ejebe  
Sarah Elliot  
Onyi Ezekwueche  
Christofer Garner  
Monique Gaskins  
Dan Gebremedhin  
Mohamed Haji  
Erin Harkless  
Britanny Harris  
Erin Henry  
Jason Herron  
Wren Hunt  
Tomiwa Igun  
Britanni Jackson '13

Samuel Jackson  
Jude Jason  
Andrea John  
Cameron Johnson  
Chad Jones  
Katrina Journey  
Will Jurist  
Claude Kamga Tegui  
Maurice Kuykendoll  
Robert Leke  
Oke Linton  
Chris Lloyd  
Funa Maduka  
Fadzi Makanda  
Matthew Mariner  
Brian McIntosh  
Kareem Meliani

Lauren Miller  
Gloria Monfrini  
Tevie Monk  
Ebelechukwu Mora '13  
Benedict Nwachukwu  
Martha Osier  
Kwame Owusu Kesse  
Cheick Sanankoua  
John Smith Ricco  
Gaspar Stinfil  
Oscar Turner  
Joel Vidal-Phillips  
Derrick Weatherspoon  
Monne Williams  
Hind Zaki





# **What's Next: Exploring the New Terrain**

**The 39<sup>th</sup> Annual  
H. Naylor Fitzhugh Conference**

**Keynote Speakers  
and Award Winners**



## Welcome and Keynote Address with 2011 Bert E. King Alumni Professional Achievement Award Recipient

# Reggie Van Lee



### Reggie Van Lee

Executive Vice President, Booz Allen Hamilton, Inc.

Reginald Van Lee is an Executive Vice President at Booz Allen Hamilton's headquarters in McLean, Virginia, where he leads the firm's public health and not-for-profit businesses.

He has deep expertise in building the organizational capabilities that make his clients resilient to potential shocks to mission accomplishment and growth. For 26 years, he has helped numerous private and public organizations transform to better achieve their missions and assisted in driving growth in not-for-profit organizations such as Habitat for Humanity, St. Jude's Children's Hospital, the American Cancer Society, the American Heart Association, and numerous foundations. Prior to Booz Allen, he worked as a research engineer with Exxon Production Research company in Houston Texas.

Mr. Van Lee has co-authored a number of articles on the topic of strategy implementation. These articles have appeared in publications such as *The Journal of Business Strategy* and *Business Horizons*. He developed an innovative, integrated tool kit of management techniques to help leaders realize new strategies and institutionalize existing strategies. He is the co-author of the book, *Megacommunities - How Leaders of Government, Business and Non-Profits Can Tackle Today's Global Challenges Together*. He has appeared on ABC-TV's "World News This Morning" and CNBC, and co-led the Urban Enterprise Initiative with the William Jefferson Clinton Foundation, where he focused on driving enhanced competitiveness to small businesses in Harlem. He is a founding member of the Clinton Global Initiative.

Mr. Van Lee's many recognitions include the 2008 Black Engineer of the Year Award, the Joseph Papp Racial Harmony Award from the Foundation for Ethnic Understanding, New York University's C. Walter Nichols Award for outstanding community service, and the prestigious Spirit of Cabrini Award from the Cabrini Mission Foundation. In addition, Consulting magazine named Mr. Van Lee as one of the top 25 consultants in the world. He has been recognized as one of New York's Finest Philanthropists and as one of the 2009 Washington Minority Business Leaders by the Washington Business Journal.

Mr. Van Lee serves as Chairman Emeritus, of the board of the Evidence Dance Company, Chairman of the Board of the New York International Ballet Competition, and is a Trustee of the Studio Museum in Harlem. He was appointed by President Obama to the President's Committee on the Arts and the Humanities and is a member of the MAC AIDS Fund Board. He is also a member of the Executive Leadership Council, Chairman of the Board of the Washington Performing Arts Society, Co-chair of the Howard Theatre Restoration Project, Chairman of the Board of the National CARES Mentoring Movement and a cabinet member for the Capital Campaign for Habitat for Humanity International and a Trustee for the Massachusetts Institute of Technology.



## Saturday Luncheon Keynote Speaker

# Byron Auguste



### Byron Auguste

Director, McKinsey & Company

Byron Auguste is a senior partner at McKinsey & Company in Washington DC., where he works primarily in the fields of high technology, information- and services-based businesses, education, and economic development. Mr. Auguste also serves as Director of McKinsey's Social Sector Office, which works with institutions of the private, public, and non-profit sectors worldwide on projects to improve education, health outcomes, and economic growth. He previously spent fourteen years in McKinsey's Los Angeles Office, where he was elected Principal in 1999 and Director in 2005. Prior to that, Mr. Auguste worked as an economist at the African Development Bank, LMC International, and Oxford University. He is the co-founder and board chairman of Hope Street Group, a nationwide, nonpartisan, volunteer organization of professionals, executives, and entrepreneurs developing and promoting public policies. Mr. Auguste also serves on the Board of Directors of the Pacific Council on International Policy, The William and Flora Hewlett Foundation, the Board of Trustees of the Center for American Progress, is a member of the Council on Foreign Relations, and was appointed in 2010 to the White House Council for Community Solutions. He holds a B.A. in economics and political science from Yale University, where he was chosen as a Truman Scholar, and a M. Phil. and D.Phil. in economics from Oxford University, where he was a Marshall Scholar.

Welcome by Honorary Conference Chair

# Raymond J. McGuire



**Raymond J. McGuire**

Head of Global Banking, Citi

Raymond McGuire is Citi's Head of Global Banking, based in New York. He has responsibility for managing the coverage of Global Industries and clients and executing strategic transactions. Mr. McGuire is a member of Citi's Institutional Clients Group Executive Committee and the Institutional Clients Group Business Practices Committee. He is also a member of Citi's Senior Leadership Committee. At Citi, Mr. McGuire has advised on transactions valued at more than \$200 Billion. Prior to joining Citi, Mr. McGuire was the Global Co-Head of Mergers & Acquisitions at Morgan Stanley; Managing Director in the Mergers and Acquisitions Group of Merrill Lynch & Co., Inc.; and one of the original members of Wasserstein Perella & Co., Inc. where he became a Partner/Managing Director in 1991. He started his career in 1984 in the Mergers and Acquisitions Group of The First Boston Corporation.

Presently, Mr. McGuire serves on several boards including: De La Salle Academy (Chairman of the Board), FAPE [iFoundation for Art and Preservation in Embassies] (Board Member), the Alex Hillman Family Foundation (Trustee), the International Center of Photography (formerly President of the Board), Lincoln Center (Trustee), New York-Presbyterian Hospital (Trustee), The New York Public Library (Trustee and member of the Executive Committee), the Studio Museum in Harlem (Chairman of the Board), Whitney Museum of American Art (Vice Chairman and Chairman of the Nominating Committee). Formerly, he was a Director of the Wyeth Corporation (Nominating & Governance Committee). In the past, he has served on the boards of the Joseph & Claire Flom Foundation, the Howard Gilman Foundation, the Hotchkiss School, and the San Remo Tenants Corporation (formerly President of the Board). He has also served on various Visiting Committees at Harvard University, as well as a member of the Overseers/Directors Nominating Committee.

He received his MBA and JD from Harvard Business School and Harvard Law School (1984), and an AB, *cum laude*, from Harvard College (1979). He also attended the University of Nice, France while on a Rotary Fellowship (1980). He has had legal experience at the law firms of Skadden, Arps, Slate, Meagher & Flom as well as Patterson, Belknap, Webb & Tyler.



## 2011 Bert E. King Alumni Service Award Recipient

# Gregory White



### Gregory White

President & CEO, LEARN Charter School Network

Gregory White is President & CEO of LEARN Charter School Network, a nationally recognized network of college prep elementary schools serving low income communities in Chicago. LEARN was recently chosen by Oprah Winfrey's Angel Network to be a recipient of a \$1 million grant as one of six charter school networks in the nation that are "doing it right." At LEARN, White is leading an entrepreneurial effort to grow the network from four schools serving 1,400 students to 13 schools serving 8,000 students. Prior to LEARN, White was the Vice President of Strategy & Operations for the Chicago Community Trust—a \$1.8 billion community foundation that granted over \$115 million annually. Gregory White teaches a course entitled "Entrepreneurship and New Venture Formation" and also teaches in the executive education program. He has been nominated for "Professor of the Year" on multiple occasions.

White has over 15 years of investment, entrepreneurial and finance experience. He was a Co-Founder and Partner of a private equity firm, Chicago Venture Partners, L.P. (CVP), where he identified, evaluated and structured investments in rapidly growing companies and provided assistance to the fund's portfolio companies. Prior to CVP, he gained investment experience working at Salomon Brothers, Continental Bank and Shorebank. At Shorebank, he conceived, designed and managed an advanced entrepreneurial development program, The Runners' Club, which trained 84 entrepreneurs who raised \$14 million in capital and created 350 new jobs.

White graduated with academic honors from Brown University with Bachelor of Arts degrees in both Economics and Development Studies. He earned a Masters in Business Administration from the Harvard Business School. He currently serves on the board of the Federal Home Loan Bank of Chicago, a \$90 billion wholesale bank, National Louis University and Christ the King Jesuit College Preparatory School.

## Evening Gala Keynote Speaker

# David M. Rubenstein



### David M. Rubenstein

Co-Founder & Managing Director, The Carlyle Group

David M. Rubenstein is a Co-Founder and Managing Director of The Carlyle Group, one of the world's largest private equity firms. Mr. Rubenstein co-founded the firm in 1987. Since then, Carlyle has grown into a firm managing more than \$100 billion from 27 offices around the world.

Mr. Rubenstein, a native of Baltimore, is a 1970 magna cum laude graduate of Duke, where he was elected Phi Beta Kappa. Following Duke, Mr. Rubenstein graduated in 1973 from The University of Chicago Law School, where he was an editor of the Law Review.

From 1973-75, Mr. Rubenstein practiced law in New York with Paul, Weiss, Rifkind, Wharton & Garrison. From 1975-76 he served as Chief Counsel to the U.S. Senate Judiciary Committee's Subcommittee on Constitutional Amendments. From 1977-1981, during the Carter Administration, Mr. Rubenstein was Deputy Assistant to the President for Domestic Policy. After his White House service and before co-founding Carlyle, Mr. Rubenstein practiced law in Washington with Shaw, Pittman, Potts & Trowbridge (now Pillsbury, Winthrop, Shaw Pittman).

Mr. Rubenstein is Chairman of the John F. Kennedy Center for the Performing Arts and the President of the Economic Club of Washington.

Mr. Rubenstein is a Regent of the Smithsonian Institution and on the Board of Directors or Trustees of Duke University, Johns Hopkins University, University of Chicago, the Lincoln Center for the Performing Arts, the Memorial Sloan-Kettering Cancer Center, Johns Hopkins Medicine, the Council on Foreign Relations, the Institute for Advanced Study, the Cold Spring Harbor Laboratory, the National Museum of American History of the Smithsonian Institution, the National Museum of Natural History of the Smithsonian Institution, the Brookings Institution, the Center for Strategic and International Studies, the American Academy in Berlin, American Council on Germany, and Ford's Theatre.

Mr. Rubenstein a member of The Business Council, Visiting Committee of the Kennedy School of Government at Harvard, the Harvard Business School Board of Dean's Advisors, the Dean's Council at the Woodrow Wilson School at Princeton, the Advisory Board of the Stanford Institute for Economic Policy Research, the Board of Overseers of the Hoover Institution, the Board of Trustees of the Young Global Leaders Foundation, Advisory Board of School of Economics and Management Tsinghua University, the Trustees' Council of the National Gallery of Art, the Madison Council of the Library of Congress, and the International Business Council of the World Economic Forum.

Mr. Rubenstein is married to Alice Rogoff Rubenstein, and they have three grown children.



# What's Next: Exploring the New Terrain

The 39<sup>th</sup> Annual  
H. Naylor Fitzhugh Conference

## Breakout Session 1 9:00am–10:30am

- Breaking the Glass Ceiling:  
Tips and Strategies to be Successful  
as a Person of Color in Corporate America
- Closing the Achievement Gap:  
What Has To Happen To Deliver  
Scalable Change
- What's Next in Emerging  
Markets/Taking it Global



## Breaking the Glass Ceiling: Tips and Strategies to be Successful as a Person of Color in Corporate America

9:30am – 11:00am, Kennedy Room, First Floor

People of color are being hired at record numbers in large corporations, but most fail to advance beyond middle-level management. This panel features a number of people who have successfully climbed the ladder and hold senior-level positions in Corporate America. They will be sharing their insights and reflecting on how they distinguish themselves.

Panel Manager: Howard Scott, HBS Class of 2011

### MODERATOR



**Jacqueline Adams**  
Executive Editor, Africa.com

Jacqueline Adams has more than two decades of experience as an Emmy Award winning CBS News correspondent covering the White House. In the 1990s, she described her beat as “mayhem and the arts.” She covered the Jeffrey Dahmer and Colin Ferguson murder trials for the CBS Evening News with Dan Rather but also developed an expertise in the French Impressionists and 20th century African-American art while reporting a series of blockbuster exhibits for CBS News Sunday Morning.

A natural “connector” and talented interviewer and moderator, Ms. Adams launched a second career as a communications strategist. She has a strong track record of hearing clients’ strategic concerns and finding creative solutions, often drawing on her wealth of contacts and experiences.

In 2006, she became a senior counselor to the global communications strategy firm, Burson-Marsteller, and in that role introduced several new corporate and public affairs clients to the firm. She served as a client leader, a media advisor and ambassador to the foreign affairs, education, business, arts and civic communities in which she is active.

A graduate of Harvard University’s Graduate School of Business, she is active in several alumni organizations and is a member of the Program Committee of the Harvard Club of New York City.

### PANELISTS



**J. Veronica Biggins**  
Managing Partner, Hodge Partners

Veronica Biggins is the Managing Partner of Hodge Partners, Atlanta, an executive and board search firm. Prior to joining Hodge Partners, Veronica was a Senior Partner at Heidrick & Struggles Executive Search.

Veronica previously served as Assistant to the President of the United States and Director of Presidential Personnel under William Jefferson Clinton. She was responsible for selecting and hiring all



political appointees within the federal government. In this role, she worked directly with the President on appointments at all levels of the administration, including the placement of agency heads, ambassadors and members of presidential boards and commissions. Veronica served as Vice Chairman of the U.S. Delegation to the United Nations Fourth World Conference on Women in Beijing. She recently retired as Chairman of the Czech Slovak American Enterprise Fund. Prior to joining the Clinton Administration, Veronica was an Executive Vice President at NationBank (now Bank of America).

Veronica serves on the board of directors of AirTran Airways, Kaiser Permanente of Georgia, Avnet and Zep, Inc. She is active in her community. Veronica holds a master's degree from Georgia State University and a bachelor's degree from Spelman College. She is a graduate of the International Business Fellows program and the Duke University Fuqua Executive Management program. Veronica is a Senior Fellow in the Harvard Advanced Leadership Initiative.



### **Gary Ludgood**

Senior VP, Global Director of Field Operations, AT&T

Gary Ludgood is Senior Vice President - Global Network Field Operations for the AT&T Network Operations organization. He has worldwide responsibility and overall accountability for service delivery and maintenance of core network elements and the associated telecommunications infrastructure. Gary began his career in 1979 with BellSouth and has held a variety of job responsibilities in network planning, construction and engineering, business development and system design support.

A native of Mobile, Alabama, Gary attended the University of Alabama, where he graduated in 1979 with a degree in Electrical Engineering Technology.

Gary is involved in organizations within the Atlanta community, including serving on the Deacon Board of Zion Baptist Church-Marietta, a member of the Board of the Make-A-Wish Foundation of Georgia and Alabama, Georgia's Own Credit Union board member and is active in numerous civic associations.



### **James McLetchie**

Principal, McKinsey

James McLetchie is a Principal at McKinsey & Company in New York, where he is a leader in the Merger Management practice. James focuses primarily on the healthcare field, with a particular eye toward projects dealing with technology, synergies, and strategy. Prior to joining McKinsey, Mr. McLetchie was a Director at PriceWaterhouse Coopers for 8 years. He holds an MBA in Finance and Management Information Systems from Purdue University, and he is certified as a Chartered Accountant by the Association for Certified Chartered Accountants in the UK. James is passionate about animals, and works with a non-profit group for animal protection. He is also passionate about sports, particularly European football, having spent time at World Cup and Euro Cup events.



# Closing the Achievement Gap: What Has To Happen To Deliver Scalable Change

9:30am–11:00am, Longfellow Room, First Floor

Closing the achievement gap has been a national priority since the late 80s, but recent reports still show a vast chasm between blacks and whites. What methods have been effective in increasing performance scores for minorities and how can they be replicated on a national scale?

Panel Manager: Yohanes Frezgi (MBA 2011)

## MODERATOR



### David A. Thomas, Ph.D.

H. Naylor Fitzhugh Professor of Business Administration; Unit Head, Organizational Behavior  
Harvard Business School

David Thomas is H. Naylor Fitzhugh Professor of Business Administration and Unit Head of the Organizational Behavior unit at Harvard Business School. 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. 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.

## PANELISTS



### Kwasi Asare

Associate Director of Education Technology, US Department of Education

Kwasi Asare is Associate Director of Education Technology at the US Department of Education. He is responsible for teaching and learning technology strategy, policy, and research in the Office of Education Technology. He leads internal and external teams, fosters partner projects, and drives education technology initiatives supporting priorities for the Secretary of Education.

Prior to joining the Department, Asare was a senior product manager in the Tivoli brand of IBM's Software Division. In that role, he was responsible for the profit and loss of compliance software that helped customers to satisfy regulatory requirements.

Previously, Asare was the worldwide product marketing manager for IBM's energy management portfolio and brand manager. In that capacity, he was a key leader in the establishment of IBM's market presence in energy efficiency as part of a larger program for a smarter, greener, more efficient planet.



Asare has held positions in product management, brand management, software development, consulting, business development, and strategy. Asare holds a bachelor's degree in computer science from Wake Forest University and a master's degree in business administration from the UNC Kenan-Flagler Business School. He and his wife, Tamika, reside in Arlington, VA.



### **Otis Rolley**

Director of Planning, City of Baltimore

Otis France Rolley was the seventh Director of Planning for the City of Baltimore, Maryland, serving from July 2003 until 2007.

Upon taking office at age 29, Rolley was the youngest director of a large city planning department in America.

Under Rolley's leadership, Baltimore adopted its first Comprehensive Master Plan in 39 years.

After Shelia Dixon became Mayor of Baltimore she asked Rolley to co-direct her Transition Team, and after a successful transition, Otis was asked to join her administration as her Chief of Staff. After successfully assisting Mayor Dixon in completing the final year of former Mayor O'Malley's term, and helping her to earn her own term as the 48th Mayor of Baltimore, Rolley joined the nonprofit sector to serve as the founding President and Chief Executive Officer of the Central Maryland Transportation Alliance (CMTA). He successfully launched and established CMTA, an advocacy organization formed by a coalition of area business, civic, environmental and philanthropic leaders, dedicated to improving and expanding transit and transportation options for the people of Central Maryland. Though a young organization, CMTA was honored twice by the Maryland Daily Record for its work as an Innovator of the Year in 2008 and 2009.

In 2010, Rolley joined Urban Policy Development (UPD). UPD Consulting is a Baltimore-based, minority-owned public sector management consulting firm that specializes in a wide range of services including education accountability, housing and human services, community and economic development, data warehousing, and public-private partnerships. Rolley headed its urban redevelopment and local government reform sectors until recently.

Rolley is currently running for mayor of the city of Baltimore.



### **Joshua Zoia**

Executive Director of KIPP Academy Lynn, ex officio Board Member

Mr. Zoia is the founder and Executive Director of KIPP Academy Lynn. Mr. Zoia grew up in Marblehead and graduated from the University of Pennsylvania. After living on a sailboat for a year and traveling the world, he joined Teach for America, where he taught 4th grade in a South Bronx Elementary school for two years. Mr. Zoia then discovered KIPP Bronx where he taught 6th grade science and history for four years. While at KIPP Bronx, he was inspired by what was possible in education. Mr. Zoia was selected as a KIPP Leadership Fellow and trained to bring KIPP back home. Now in his sixth year at KAL, Josh has moved into the Executive Director role. Josh lives in Lynn, MA with his wife Pat and his two children, Jabali and Maya.



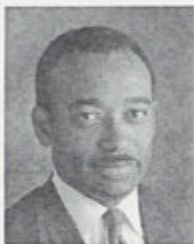
## What's Next in Emerging Markets – Taking it Global

9:30am – 11:00am, Rogers/Stratton Room, Third Floor

Over the next 20 years, real GDP is projected to grow 7% annually in emerging markets. This number is almost 4x the projected growth rate for mature markets, a modest 1.8%. Where there is growth, there is opportunity. This panel will feature HBS alums who have “taken it global” and seized the emerging markets opportunity in Asia, the Middle East, and Africa. Come learn about their global business outlook and hear their personal stories about the challenges and benefits of pursuing an international career.

Panel Coordinators: Nnennia Ejebe, HBS Class of 2012

### MODERATOR



#### Gregory A. White

Managing Director, Thomas H. Lee Partners

Gregory A. White is Managing Director at Thomas H. Lee Partners (“THL”), a Boston-based buyout firm which has raised over \$20 billion of aggregate assets since inception. He runs one of the four business units of the firm, the Investor Relations Group, and serves on the Valuation Committee and participates on the Investment Committee as a non-voting member. THL currently manages two funds (Equity Fund V and VI) which total \$16 billion and is recognized as one of the best performing growth buyout firms in the world.

Prior to joining THL in 2004, Mr. White was a Managing Director of Thomas Weisel Partners, responsible for Marketing and Investor Relations for their private equity funds. In 1997, Mr. White worked with TA Associates, one of the leading growth capital private equity firms, located in Boston.

Mr. White also served as the Executive Director for the Massachusetts pension fund, the Pension Reserves Investment Management (“PRIM”) Board from 1994 to 1997. He directed all activities of the fund and was active in expanding the investments in private equity.

He started his career on Wall Street with Morgan Stanley & Company and Smith, Barney, Harris, Upham and worked with UNC Ventures in Boston. Mr. White holds a Bachelor of Nuclear Engineering degree, *cum laude*, from Georgia Institute of Technology and an M.B.A. from Harvard Graduate School of Business Administration. He is active with several civic and charitable organizations including Howard University Board of Trustees (Chairman of the Investment Committee) and the Dana Farber Cancer Institute.



## PANELISTS



**Jonathan Lee Kelly**  
Principal, Rosemont Capital

Jonathan Lee Kelly is a Principal at Rosemont Capital and serves on the Board of Directors of Affirmed Healthcare Partners and the Viet Thai International Joint Stock Company. He has worked around the globe and across a number of multi-billion investment platforms: HBK (New York) a global multi-strategy hedge fund, TaqalThe Abu Dhabi National Energy Company (Abu Dhabi) an energy focused sovereign wealth fund, Koch Industries (Wichita) a global industrial and commodity focused holding company, and Orient Global (Singapore & Dubai) an investment house deploying proprietary capital.

A native of the American South, Jonathan received a BA in Chemistry from Wake Forest University where, as a student, he served for two years on the Board of Trustees. He has held the Thomas C. Sorensen Institute Political Leadership Fellowship at the University of Virginia as well as the Mortimer B. Zuckerman and George Family Foundation Fellowships through the Center for Public Leadership during his graduate studies at Harvard, where he received both a MBA and MPA concurrently.



**Diarra Lamar, MD – PHL**  
Engagement Manager, McKinsey & Company

Diarra Lamar is an Engagement Manager in McKinsey & Company's Philadelphia Office, where he has worked primarily in the areas of pharmaceuticals/medical products, healthcare providers, and global public health on issues of strategy and organization.

Prior to joining McKinsey, Dr. Lamar worked extensively in Liberia with the Clinton Foundation, UNDP, the Liberian Ministry of Health, and the National AIDS Control Programme. There he was responsible for the design, implementation, and training for an integrated procurement and supply chain management system for all GFATM-funded ARVs, TB, and anti-malarial medications

Born and raised in Montgomery, Alabama, Diarra earned an AB, *magna cum laude*, in Cognitive Neuroscience, an MD, and an MBA from Harvard University.



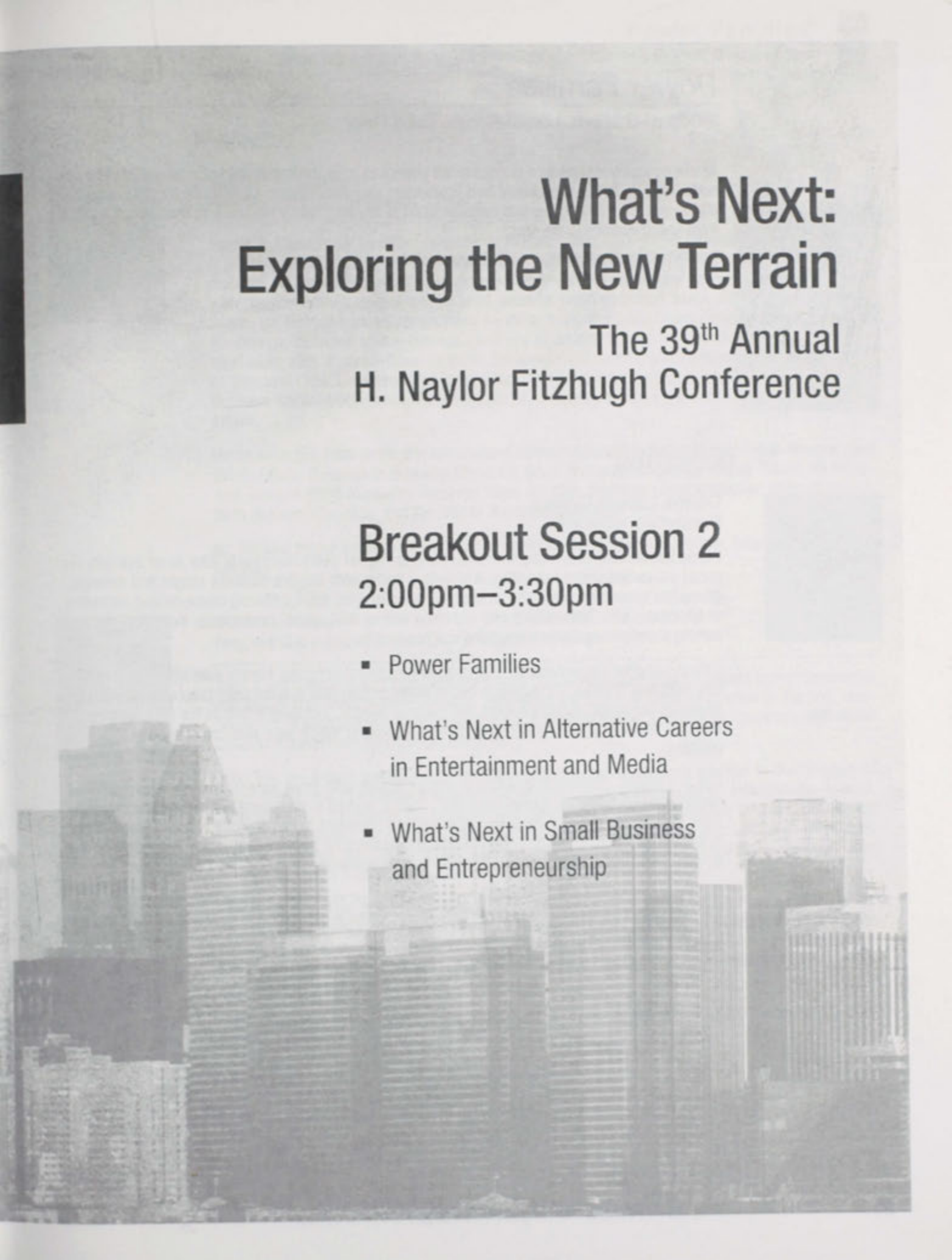
**Debbie McCoy**  
Vice President, AECOM

Debbie McCoy is a Vice President at AECOM, a NYSE-listed global design and engineering infrastructure company, where she helps manage international operations and is part of the mergers and acquisitions team. In her operational role, she is the deputy chair of the firm's Africa Steering Committee, helping grow AECOM's private sector business on that continent.

Debbie joined AECOM after running her own advisory business. Previously she was based in Dubai while working for Dubai Holding as an investor and negotiator for ultra-large scale infrastructure and real estate projects in Southeast Asia. She joined Dubai Holding from Citigroup, where she was a Senior Vice President. During her tenure at Citigroup she worked as a special assistant to the Offices of the CEO and President & COO, was a manager in the firm's India consumer business (based in New Delhi) and was an investment banker in New York. Debbie began her career at Bain & Company where she worked as a strategy consultant in Johannesburg and San Francisco. In Johannesburg she supported managers of a state-owned enterprise during its privatization and in San Francisco performed due diligence for private equity firms and was a turnaround specialist.

Debbie has an MBA from Harvard Business School and Bachelor of Arts in Spanish with minors in Chemistry and Biology, *summa cum laude*, from Howard University. She is a Term Member of the Council on Foreign Relations and Advisory Board member of the African Leadership Network.





# What's Next: Exploring the New Terrain

The 39<sup>th</sup> Annual  
H. Naylor Fitzhugh Conference

## Breakout Session 2 2:00pm–3:30pm

- Power Families
- What's Next in Alternative Careers  
in Entertainment and Media
- What's Next in Small Business  
and Entrepreneurship



## Power Families

2:00pm – 3:30pm, Lowell Room, Third Floor

As our economy evolves to a global market place and large multinationals corporations become the norm, how do family and closely held businesses stay competitive? Considering the global market place what are the concerns and considerations of founding family members as they pass the baton from one generation to the next?

Panel Manager: Monne Williams, HBS Class of 2012

### MODERATOR



#### **Donna Latson Gittens**

Founder/CEO, causemedia

Donna Latson Gittens is recognized and respected by her peers and clients alike as an authority on social issues and cause marketing. A visionary leader with intuitive business insight and foresight, Donna has succeeded in building an exceptional advertising agency offering cause-related marketing to companies and organizations who are doing well by doing good. causemedia, inc. – dedicated to serving socially-conscious corporations and non-profits.

Gittens launched causemedia in 1997, following a ground-breaking, twenty-year career as a corporate executive at WCVB-TV (Boston's ABC affiliate) an innovator in community programming. Gittens' television work won numerous local and national awards, including a Gabriel for "Success By 6", a United Way campaign promoting children's well-being which was syndicated to sixty television markets.

She is a regular contributor to WGBH's *Greater Boston* with Emily Rooney, and, in 2010, launched causeFilms - a division of causemedia, inc. - with a mission to showcase the causes and organizations that fuel her passion. Personally, she has and continues to demonstrate a strong commitment to helping others as a member of the Board of Overseers for the Mother Caroline Academy and the Boston Public Library Foundation in addition to other activities.

Ms. Latson Gittens holds a BA from Park University, an MBA from Northeastern University and is the recipient of an honorary doctorate from Elms College in Springfield MA. She is married and the mother of two children.



## PANELISTS

**Harold A. Dawson**

President and CEO, The Dawson Company

Harold A. Dawson, Jr., a native Atlantan, is President and CEO of The Dawson Company. The firm is a developer of mixed-used and transit-oriented development primarily located in urban infill communities. Mr. Dawson specializes in structured real estate finance, and has structured transactions with prominent national and international financial institutions and funds. The Dawson Company utilizes Mr. Dawson's broad transactional expertise to structure and finance its development projects. Mr. Dawson consummated numerous sales and structured finance transactions between 1988 and 1992 while with Trammell Crow Ventures, the investment banking and investment management arm of Trammell Crow Company, after completing his formal education at Harvard Graduate School of Business Administration and Princeton University-Woodrow Wilson School of Public and International Affairs.

Mr. Dawson has been profiled in numerous publications including *National Real Estate Investor*, *Real Estate Forum*, *Business to Business Magazine*, *Black Enterprise Magazine*, *Atlanta Tribute the Magazine*, *Georgia Trend Magazine*, *Business Week SmallBiz*, *Southern Living Magazine*, *Catalyst*, the *Atlanta Business Chronicle*, and the *Atlanta Journal-Constitution*.

Mr. Dawson enjoys triathlon training and spending time with his three children, Brianna, H. Allen, and Katrina.

**John A. Major**

Executive Vice President of Finance, The Dawson Company

John is the Executive Vice President of Finance and Advisory Services for Atlanta based commercial real-estate firm The Dawson Company. John leads the Advisory Services practice of the firm, overseeing client engagements both domestically and internationally. John also works closely with senior Dawson management on strategic initiatives.

John has led project engagements for the largest telecommunications provider in the Kingdom of Saudi Arabia, the Development Authority of DeKalb County and the City of Jeffersonville, Indiana. John was also a member of the financing and development teams responsible for the \$900+ Million "The Banks" Mixed-Use Redevelopment (Cincinnati, Ohio), the \$110+ Million Lindbergh City Center (Atlanta, Georgia), and \$250+ Million Lindmont Apartments Redevelopment (Atlanta, Georgia). John also led Dawson's Real Estate Investment Fund's \$20 Million capital raise.

Prior to joining The Dawson Company, John held the position of Corporate Finance Manager for Atlanta-based energy firm Mirant. While at Mirant, John held budgeting responsibilities for a \$700 Million division of the business. John was an integral part of the restructuring team for the company's \$11 Billion debt work-out. He worked directly with senior management on multiple strategic refinancing initiatives and asset divestiture assignments.

John graduated from Harvard Business School in 2000, receiving a Masters degree in Business Administration.



**Frank A. Tucker**

Program Manager, Tucker Technology, Inc.

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Frank Tucker founded Tucker Technology in 1993, and currently serves as the President and CEO. Prior to starting Tucker, Frank worked in various telecommunications companies in various sales and management roles. A native of New York City, he moved to the San Francisco-Bay Area with AT&T where he spent 10 years before moving on to Pacific Bell (now AT&T) and several other telecommunications service and equipment providers. In his role as President and CEO he oversees all company operations in addition to setting vision and strategy. He serves on the board of directors of: Capital Commitment, a Washington DC –based non-profit organization; the City of Oakland Workforce-Investment-Board; the Bay-Area Chapter of 100-Blackmen; the Oakland African-American Chamber of Commerce; the Advisory-Board of Alta-Alliance Bank. Mr. Tucker earned his undergraduate degree from York College of the City University of New York.



**Frank Q. Tucker**

Program Manager, Tucker Technology, Inc.

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Frank Q. worked in financial services and in green energy before rejoining Tucker Technology in 2010. In his role of Program Manager at Tucker he is responsible for managing several projects from inception to close, including staffing, equipment and material procurement, project profitability, and ensuring his team meets all milestones and goals. Frank is also a blogger with subjects ranging from philosophy to financial market commentary. Frank is active in the community with various voter registration organizations and after school tutoring programs for youth. He attended Howard University.





## What's Next in Alternative Careers in Entertainment and Media

2:00pm–3:30pm, Wadsworth (Ballroom), Third Floor

How do you know when it's time to pursue your personal passion and forge your own career path? What does it take to break away from the traditional post-MBA career path to pursue a career in media? As media and entertainment outlets look for new ways to inform and entertain the masses in upcoming years, we take a look at what they are doing to stay ahead of the curve. Entrepreneurs and executives in media and entertainment offer their advice on pursuing careers in the industry.

**Panel Managers:** William Drewery, HBS Class of 2011 and Kamala Salmon, HBS Class of 2012

### MODERATOR



**Kamala Salmon**  
HBS Class of 2011

Kamala Salmon is a second-year at Harvard Business School. Born in Jamaica and raised in New York City, she has long set her sights on the bright lights of media. Music was her first love and after graduating from Harvard College, she snagged her first job in the industry as a music agent's assistant at ICM. Following that she spent the next five-plus years in the marketing department of two major labels, first RCA Records and most recently Bad Boy Records.

Kamala decided to attend business school to broaden the set of tools she would eventually bring back to the entertainment industry as well as to take a much needed break. She spent the summer between her first and second years testing the waters of consulting and is now actively pursuing full-time positions in the world of television. As such, this panel's topic is very close to her heart. Understanding the opportunities and obstacles created by an MBA in the entertainment and media fields will be critically important to all those who are interested in the space and she is looking forward to moderating this discussion.

### PANELISTS



**Dan Reed**  
President, NBA Development League

As President of the NBA Development League, Dan Reed is responsible for the league's business and basketball operations. Under Dan's leadership, the league has grown to an all-time high 16 teams, established a national broadcast partnership with VERSUS and a relationship with AOL Fanhouse, set record attendance, and experienced strong growth in sponsorship revenues, all while team valuations have quadrupled. Former NBA D-League players now make up 20 percent of all NBA players, with GATORADE Call-Ups reaching an all-time high during the 2009-2010 season.

Dan spearheaded several innovative new initiatives to drive the league's growth, including the new Single Affiliation Partner program, which creates the opportunity for mutually beneficial, one-to-one relationships between NBA and NBA D-League teams; NBA FUTURECAST, which allows fans around



the world to watch all NBA D-League games online; and NBA Dream Factory, which showcases the league's most talented players during NBA All-Star. In addition, Reed has overseen the successful expansion of the NBA D-League to the Northeast, attracting new teams in Portland, Maine; Springfield, Mass.; and Erie, Pa., in addition to new teams in Frisco, Texas and Reno, Nev. In 2009, Reed was recognized as a "40 Under 40 Rising Star" by *Crain's New York Business*.

A native of Ann Arbor, Michigan, Dan earned a bachelor's degree in Economics and American Studies from Northwestern University and MBA from Harvard Business School. He received the prestigious Dean's Award for outstanding leadership in 2004. Prior to business school, Dan worked for A.T. Kearney in San Francisco and Washington, D.C., where he worked as a management consultant.



### Zuhairah Scott Washington

Principal, Be Media LLC

Zuhairah Scott Washington is a seasoned business professional with over a decade of experience in online media, private equity, and strategy and business development. Currently she is a Principal at Be Media LLC, a strategic media consultancy and social innovation lab that operates at the intersection of creativity and business and a Director at TruthAids.org, Be Media's non-profit arm. She is the Founder of The Billion Dollar Girls Club, a financial empowerment platform for women ([www.thebdgclub.com](http://www.thebdgclub.com)) and The Goodness ([www.the-goodness.com](http://www.the-goodness.com)), a DailyCandy-like newsletter for the socially conscious crowd.

Previously, she worked in London as the Director of Business Development for Europe's largest local search and review company with 17M uniques across six countries where she was responsible for business development and strategic partnerships. Prior to that, she was a Regional Vice President for MacFarlane Partners, a real estate private equity firm with \$20B in AUM.

Zuhairah has held various positions at MTV, Booz, Allen & Hamilton, and Goldman Sachs and won several accolades including being named one of Washington DC's Top 35 Under 35. Zuhairah writes for NBC's TheGrio.com where she covers stories related to business and personal finance and sits on the Board of the Harvard Business School Alumni Club of London. She has a BA from UCLA where she graduated magna cum laude and a JD and MBA from Harvard University.

Business Administration and Princeton University-Woodrow Wilson School of Public and International Affairs.

Mr. Dawson has been profiled in numerous publications including *National Real Estate Investor*, *Real Estate Forum*, *Business to Business Magazine*, *Black Enterprise Magazine*, *Atlanta Tribute the Magazine*, *Georgia Trend Magazine*, *Business Week SmalBiz*, *Southern Living Magazine*, *Catalyst*, the *Atlanta Business Chronicle*, and the *Atlanta Journal-Constitution*.

Mr. Dawson enjoys triathlon training and spending time with his three children, Brianna, H. Allen, and Katrina.





# What's Next in Small Business and Entrepreneurship

2:00-3:30pm, Conant (Ballroom), Third Floor

As the economy starts to rebound what opportunities lie ahead for entrepreneurs and small business owners? What changes have you made in your strategy based on the recession and what changes will you make going forward and why? Are there any new exciting ideas that you plan to pursue? What are the hot new trends for small business? Does this economic shift provide more opportunities for small businesses over large corporations?

Panel Manager: Katrina Moseley Journey, HBS Class of 2012

## MODERATOR



### Rohit Deshpandé

Sebastian S. Kresge Professor of Marketing at Harvard Business School

Rohit Deshpandé is Sebastian S. Kresge Professor of Marketing at Harvard Business School where he currently teaches in the Owner/President Management Program and in other executive education offerings. He has also taught global branding, international marketing, and first year marketing in the MBA program as well as a doctoral seminar in marketing management. He is coordinator for Marketing faculty recruiting, incoming co-chair of the Global Colloquium for Participant-Centered Learning and has previously been coordinator for Marketing doctoral program admissions and faculty chair of the Strategic Marketing Management flagship executive program from the Marketing unit of Harvard Business School. In addition to teaching marketing, he was a part of the design and delivery team that created the Leadership and Corporate Accountability MBA required course at HBS focusing on ethics and corporate governance. In 2008-2009 Deshpandé was the Henry B. Arthur Fellow for Business Ethics.

## PANELISTS



### Jose Corona

Executive Director, Inner City Advisors

As Executive Director, Jose provides strategic leadership, management and direction to Inner City Advisors. Since joining the organization in 2004, Jose has led the organization in helping inner city entrepreneurs achieve success. Over a five year period, Jose has overseen the investment of \$3,964,500 of pro bono services into its Portfolio Companies, supporting the creation of 623 new jobs, 1,508 retained— 62% of which are held by inner city residents. This represents over \$75 million of wealth creation for the inner city San Francisco Bay Area.

Having worked in business and community development for over a decade, Jose is passionate about entrepreneurship. Raised by a family of successful farming entrepreneurs, Jose understands by way of practical experience how growing businesses have the power to transform communities. In 2009, Jose's commitment to and track record in the development of businesses and community garnered him the Young Executive of the Year Award by the Oakland Metropolitan Chamber of Commerce.

Before working in the non-profit sector, Jose also worked in Corporate Retail Operations and Human Resources at Macy's, Inc.

Jose sits on various boards. He serves on the Oakland Workforce Investment Board and on the Oakland Schools Foundation. Jose also serves on the Board of Directors of People's Grocery and the YMCA of The East Bay. He holds a Bachelor of Science degree from UC Davis, and Entrepreneur Management Development Certification from the UCLA Anderson School of Management.



**Rob Davenport, III**

Managing Partner Brightpath Capital Partners, LP (BCP)  
Chairman of Up Communications Services, LLC (UCS).

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BCP is a triple bottom line emerging growth investor focused on clean tech and UCS is an information technology and outsourced fulfillment services company headquartered near Nashville, TN. Prior to BCP and UCS, he was President and CEO of Covad International, a broadband services provider in Asia and Europe. He also served as SVP of Tele-Communications, Inc. (now Comcast) where he managed the broadband data business unit. He began his career in private equity, risk arbitrage and business development at First Boston, Lehman Brothers and TLC Beatrice Foods. He has served on the board of directors of MCI, Inc., Teleport Communications Group, Sprint PCS and St. Paul's Episcopal School in Oakland, CA, and is currently a Director of One PacificCoast Bank, FSB and the East Bay Community Foundation. He has also served on the board of directors of several private companies. He earned his AB and MBA from Harvard University. He also completed postgraduate work in political economy at the University of Nairobi, Kenya, as a Rotary Fellow.



**Albert H. Frazier**

Chief Executive Officer (CEO) and Chairman of the Board, Total Transportation Services, Inc.

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Impressed with TTSI's growth and potential, Al purchased his controlling interest in the company in 2006. In addition to his leadership role at TTSI, Al also serves as the CEO and Chairman of Frazier Co., a private equity investment company and as Chairman of the Board, North American Conveyor, Inc. (NACI), a material handling equipment provider based in Azusa, California. Prior to his current owner-management roles, Al was most recently a San Francisco-based partner of Accenture Services and Communications and their High Technology Market units. Previously, Al held senior executive positions with Pacific Telesis, Booz Allen and Hamilton, and Arthur D. Little. Al received his Masters of Business Administration (MBA) degree with Distinction from Harvard Graduate School of Business and his Bachelor of Science degree in Chemical Engineering from the Massachusetts Institute of Technology (MIT).

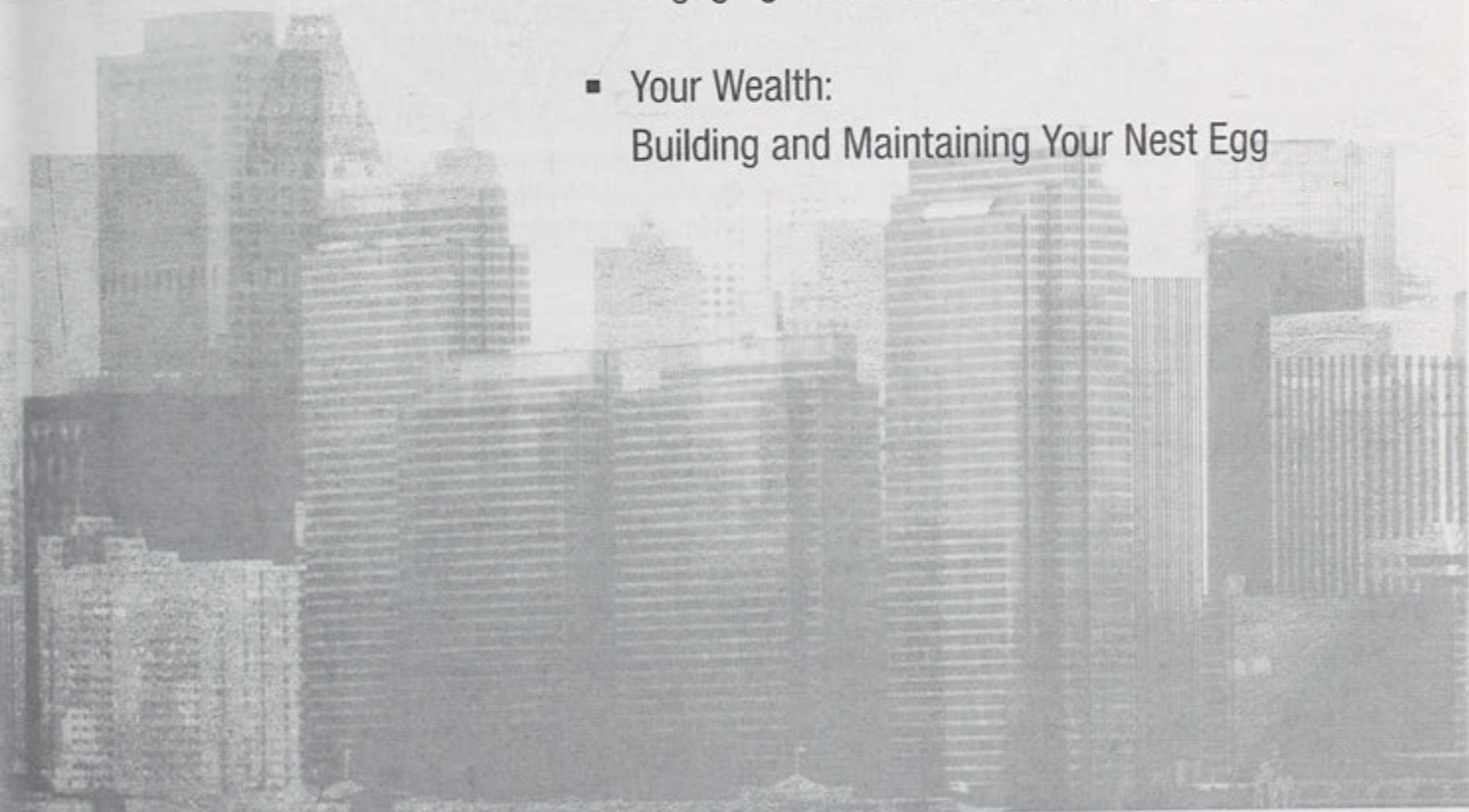


# What's Next: Exploring the New Terrain

The 39<sup>th</sup> Annual  
H. Naylor Fitzhugh Conference

## Breakout Session 3 4:00pm – 5:30pm

- Marketing and Branding in the New Age:  
Engaging Customers through Digital Media
- Your Wealth:  
Building and Maintaining Your Nest Egg





# Marketing and Branding in the New Age: Engaging Customers through Digital Media

4:00pm – 5:30pm, Conant (Ballroom), Third Floor

As consumers continue to spend more time online, companies face a new opportunity to engage consumers through interactive, target marketing and advertising. However, these companies also face the challenge of developing innovative ways of holding customer attention in the fast-paced world of social media. Given these opportunities and challenges, how has marketing and advertising changed with the growth of digital media? How has digital media impacted the way companies engage with its customers? What opportunities and challenges have been created by user generated content spread through social media outlets? What role will digital media have on marketing in the future.

Panel Managers: Derrick Weatherspoon, HBS Class of 2012

## MODERATOR



### John Deighton

Professor of Business Administration, Harvard Business School

John Deighton is the Harold M. Brierley Professor of Business Administration at Harvard Business School. He is an authority on consumer behavior and marketing, with a focus on online and direct marketing. He is editor of the *Journal of Consumer Research* and was the founding co-editor of the *Journal of Interactive Marketing*. He initiated and leads the executive education Taking Marketing Digital program. He has served as course head of the first year MBA Marketing course, and has taught elective courses in Business Marketing, Consumer Marketing, Interactive Marketing and Digital Marketing Strategy.

Mr. Deighton's current research deals with online marketing. He has studied the use of social media in the Obama/Clinton primary campaign, the Dove "Real Beauty" campaign, the use of blogging in the Ford Fiesta launch, how the Coca Cola Facebook presence is managed and a series of cases on the processes by which viral videos were propagated online and offline, amongst others.

Prior to joining Harvard Business School, Mr. Deighton was on the faculties of the University of Chicago and the Amos Tuck School, Dartmouth College. His Ph.D. is in marketing from the Wharton School, University of Pennsylvania. He has an undergraduate chemical engineering degree from the University of Natal and an MBA from the University of Cape Town.

## PANELISTS



### Tony Cornelious

Brand Strategist, Jack Morton Worldwide

Tony Cornelious is a Brand Strategist and Account Director at Jack Morton Worldwide, a global brand experience agency. With nearly 15 years of advertising and marketing experience, Mr. Cornelious has worked in various industries including politics, entertainment, fine art, music and brand strategy. His experience began with the civil rights icon U.S. Congressman John Lewis and has included spearheading music-based influencer programs with Virgin Records and designing and implementing audience development and marketing programs targeting young, affluent professionals for the Museum



of Contemporary Art – Chicago. Mr. Cornelious has honed his account management, strategy and production expertise at agencies such as Mother, William Morris Agency and currently Jack Morton Worldwide.

Mr. Cornelious has also created and developed influencer, multi-cultural, and general market programs for Allstate Insurance Company, Nintendo USA, U.S. Army, COTY Fragrances, Propel enhanced water, Vanity Fair, The Economist, Dell, Lexus, Bloomberg, KPMG and Amazon/Kindle to name a few.

Mr. Cornelious has a B.A. in Political Science from Morehouse College. He has done Continuing Education courses in 361 Advertising and Brand Strategy at the School of Visual Arts. In his spare time, he enjoys art gallery openings, Bauhaus inspired design and listening to old (and new) vinyl.



### **Gilberto ("Giba") Pires**

Senior Marketing Manager for Axe Shower North America, Unilever

Giba Pires has 16 years of experience in communications and marketing, working for companies such as General Motors, McCann Erickson and Unilever, where he is currently Senior Marketing Manager for Axe Shower North America. Mr. Pires has worked and lived in 5 different countries and has managed more than 7 different brands for Unilever in the last 10 years.

Mr. Pires has a Business Administration degree from Fundação Armando Alvares Penteado (FAAP) in Brazil. He has a Masters of Business Administration from Ohio University through a partnership with Fundação Getulio Vargas (FGV) in Brazil.



### **Ken Smikle**

Founder & President, Target Market News

Ken Smikle, President of Target Market News, and editor and publisher of its publications, is considered one of the leading authorities on marketing, advertising and media directed to the African-American market. The company's online trade publication, Target Market News, covers business activities in advertising, marketing and media targeted to black consumers. Its 16-year-old annual report, "The Buying Power of Black America," analyzes how African-American consumers spend billions of dollars in hundreds of categories of products and services. Target Market News annually hosts the Marketing to African Americans with Excellence [MAAX] Summit which presents the most up-to-date research and trend data available on black consumers.

Mr. Smikle has appeared on numerous media outlets, such as CBS, ABC, NBC, CNN, PBS and NPR, and has been featured in The New York Times, The Wall Street Journal, USA Today, The Washington Post, Advertising Age and others. Most recently the National Alliance of Market Developers named Smikle the 2011 Communicator of the Year. His 35-year career in journalism includes positions as a publisher and editor for a number of periodicals, including Black Enterprise and the N.Y. Amsterdam News and The National Leader.

Mr. Smikle presently resides in Chicago with his wife, Renee Ferguson, a former investigative reporter at NBC5 Chicago, and their son Jason Smikle, co-founder of TUV Media.



## Your Wealth: Building and Maintaining Your Nest Egg

4:00pm – 5:30pm, Wadsworth (Ballroom), Third Floor

Economists estimate that the recent macroeconomic recession destroyed \$5 trillion of household wealth and increased both social stratification and the wealth disparity. Given the new context, what strategies are recommended for building wealth? How can wealth creation be sustained in the long term? What is the potential impact of wealth creation within the African American community?

Panel Manager: David Stinfil, HBS Class of 2012

### MODERATOR



#### Ryan Mack

President, Optimum Capital Management

President of Optimum Capital Management, Ryan Mack has a life mission to build and develop a durable financial empire geared towards educating his community and beyond. As a renowned educator and public speaker he has provided keynote presentations to organizations across the country such as HSBC, KPMG, Deutsche Bank, and many others. With a strong sense of philanthropy he flew to South Africa to teach economic empowerment principles to those in need. He can be regularly viewed on television networks such as GMTV, CNBC, CNN, Thomson Reuters, and BET discussing economic/social issues that impact American citizens. Ryan has also authored his book *Living in the Village*; has been profiled in Tavis Smiley's *Covenant and Action*; co-authored a book with Kevin Powell entitled *The Black Male Handbook*; contributes regularly to *Huffingtonpost.com*, *The Network Journal*, and *Fortune*; received the Top 40 Under 40 Achievement Award from *The Network Journal*; and received Tom Joyner's "Hardest Working Financial Advisor Award".

Whether he is counseling a group of doctors at a convention or in Rikers Island providing a free course Ryan Mack's comprehensive, exciting approach to teaching economic empowerment to all income levels has generated a level of much needed interest in a volatile economy.

### PANELISTS



#### Glinda Bridgforth

President & CEO, Bridgforth Financial & Associates, LLC

Glinda Bridgforth is a leading financial expert who explores the emotional and cultural factors that block financial success. She brings over 30 years of experience to her consulting practice, Bridgforth Financial & Associates, LLC, and specializes in a holistic approach to money management. Bridgforth is the author of: *Girl, Get Your Money Straight!* and with Gail Perry-Mason, she coauthored *Girl, Make Your Money Grow!*. Her most recent release is entitled, *Girl, Get Your Credit Straight!*. All of her books are *Essence* bestsellers. Bridgforth has been featured in *USA Today*, *Essence*, *Ebony*, *Money*, *Black*



Enterprise, and Jet magazines, and has been featured on television and radio shows nationwide including *Oprah*, *The Today Show*, *Larry King Live*, *CNN*, *ABC News Now* and *Fox Business News*.

She was honored as an "Influential African American" on the highly rated radio program, *The Steve Harvey Morning Show*. Bridgforth was one of the featured coaches on Oprah's widely popular, six-part series "America's Debt Diet." She conducts workshops and lectures around the country. In 2007 she completed a four-city national tour as a keynote speaker with Bishop TD Jakes' BEST Conferences.



### **Alvin Hall**

President & Owner, Cooperhall Press, Inc.

Alvin Hall is an internationally renowned financial educator, television and radio broadcaster, bestselling author, and regular contributor to magazines, newspapers, and websites.

For five years on the BBC, he hosted the highly rated and award-winning series, *Your Money or Your Life*, on which he offered both practical financial and psychological advice to people about how to take control of and fix their financial problems. His radio program, *Jay-Z: From Brooklyn to the Boardroom*, won the Wincott Foundation Press and Broadcasting Award for the best radio program for 2006. Hall has also hosted programs on current events and contemporary art for BBC Radio 4 including *After Katrina* and most recently, *Alvin Hall's Generations of Money*. An eight-part television series for BBC World News called *Alvin's Guide to Good Business* was broadcast internationally in 2010.

Among Hall's bestselling books are: *You and Your Money: It's More than Just the Numbers*, *Your Money or Your Life* (winner of the WHSmith 2003 People's Choice Award), *What Not to Spend*, *Getting Started in Mutual Funds 2nd Edition*, and *Getting Started in Stocks 3rd Edition*. His children's book, *Show Me the Money*, has been published in over 20 foreign-language editions. In the US, the book has been named a Best Children's Book of the Year (2009) by the Bank St. Book Committee, which is run by the Bank Street College of Education. It was also named a Notable Social Studies Trade Book for Young People (2009) by a joint project of the National Book Council for Social Studies and the Children's Book Council.

Hall lives in New York City where he designs and teaches classes about the investment markets for financial services companies, banks, regulatory authorities, as well as information and technology vendors. His acclaimed classroom programs and speaking engagements have provided thousands of people with a solid grounding in such topics as the workings of financial markets, investment products, effective investment strategies, reducing debt, planning for retirement and personal financial management. Alvin Hall is a member of the NYSE Euronext Financial Literacy Advisory Committee to help develop programs to improve knowledge about all aspects of personal finance among the general public. He is also on the Acquisitions Committee of the Studio Museum in Harlem.



### **Marilyn Logan**

Founder & Owner, Marilyn Logan Enterprises

Marilyn Logan, also known as "The Money Lady", is a national radio and television personality, business owner, author and motivational speaker. She is on a mission to "get your money right!" Financial literacy and empowerment are her passions and imparting financial humility is her gift.

Armed with years of experience as a successful investment broker for major corporations and individuals, "The Money Lady" has an in-your-face, pull-no-punches style, which sets her apart from the everyday "stuffed-shirt" financial expert. Marilyn has the rare ability to tackle serious financial

matters with directness and humor and, if you take her advice seriously, you'll be laughing, instead of crying, all the way to the bank!

She has appeared as an expert discussing finances and relationships on several national shows including the *Dr. Phil Show* – "Rules of Engagement" series, The *Steve Harvey Morning Radio Show*, Les Brown's *Chicago Speaks Radio Show* and The *Yolanda Adams Morning Gospel Hour*. She is also a staple on the popular local Houston show *Great Day Houston*, considered a "money voice" of Houston media, written several articles for local and national publications and often quoted in money articles for *Black Enterprise Magazine*.

Marilyn is the author of *I Can't Afford To Marry You!* A guide to understanding the true cost of love. It is a financial love story based on her life with her soulmate John. Whether she is talking to one person or thousands, Marilyn eliminates the "Wall Street Bull", removes the cloak of financial rhetoric and bears down on moving people from financial indifference to financial independence. Marilyn shares her experiences with television, radio and seminar audiences across the country and is currently in the infant stages of penning her second book entitled, *The Jones Virus: The number one epidemic killing Americans today!*

Marilyn currently hosts her own show entitled *The Money Lady* on HCCTV – Houston Community College TV and is always willing to offer advice about money matters.





# Entrepreneurial Ventures Competition

4:00pm – 5:30pm, Lowell Ballroom

The AASU conferences seek to raise awareness of issues relevant to its community as well as highlight the accomplishments of its members. Consistent with those themes, the competition seeks to highlight new potential businesses that members of the AASU community and other historically underrepresented minority groups have envisioned. Finalists are competing today for a \$5,000 grand prize.

Panel Manager: Kareem Meliani, HBS Class of 2012

## JUDGES



### John Burt

Director of Diversity Initiatives for North America, Boston Consulting Group

Mr. Burt is a co-founder of MBA JumpStart, a consulting firm focused on increasing minority presence in consulting and financial service industries. From 2004-present, MBA JumpStart ([www.mba-jumpstart.com](http://www.mba-jumpstart.com)) has identified and educated more than 700 minority MBA professionals and undergraduates who intend to pursue careers in our targeted industries. MBA JumpStart has partnered with top-tier firms to fulfill their diversity strategies.

In late 2007, Burt joined the Boston Consulting Group (BCG) as a Director for Diversity recruiting and more recently assumed responsibility for professional development and affinity groups in North America. Under Burt's guidance, BCG launched several new initiatives resulting in work experiences, scholarships, and the highest number of diversity hires within the firm over the last 10 years.

Along with his efforts at BCG, Burt is an adjunct professor of finance and business planning at Concordia University-Wisconsin, Marian College, and Indiana Tech. He has served as a debt reduction counselor at his church and a treasurer and board member for several local nonprofits. Burt is a member of the 100 Black Men of America, the National Black MBA Association, and NextGen Network, Inc (affiliated with ELC).



### Kesha Cash

Director of Investments, Jalia Ventures

Kesha Cash co-founded and manages Jalia Ventures, a Serious Change LP sub-fund that invests in early stage companies owned by entrepreneurs of color with some social / environmental mission inherent in the business model. Ms. Cash received her MBA from Columbia Business School in 2010. During the summer of 2009, Ms. Cash worked in London at Bridges Ventures, a leading UK community investment firm that delivers both financial returns and social / environmental benefits. While at Columbia, Ms. Cash served as co-chair for the Columbia Business School Bernstein Leadership and Ethics Board and received the 2010 Nathan Gantcher Prize for Social Enterprise.

The Columbia Alumni Association nominated Ms. Cash as one of four alumni representatives to serve on the Advisory Committee on Socially Responsible Investing. Ms. Cash is also a member of the advisory board for the Green Jobs Award program sponsored by SJF Institute, Rockefeller Foundation, and Citi Foundation. Prior to attending business school, Ms. Cash worked as a financial analyst at a large investment bank for three years and then started a firm that consulted and raised seed capital for inner-city entrepreneurs.

#### FINALISTS FOR COMPETITION:

##### **Almaari**

Almaari is an e-commerce decision engine for both the fashion expert and the fashion novice. Almaari streamlines the process of shopping by crowd-sourcing fashion tips from an individual's own social network, and from the broader Almaari community of personal stylists.

##### **Artemis Footwear**

Artemis Footwear will offer beautiful, stylish high-heeled shoes featuring removable heels that let women rest their feet quickly and easily whenever they want to. The shoes are offered for women of all ages, and will address the common complaints women have when wearing high-heeled shoes for extended periods of time.

##### **The Ingenious**

The Ingenious is a limited service hotel that will address sustainability through architectural initiatives and efficient construction tactics. The hotel will target the budget leisure segment and provide inexpensive accommodations that offer more privacy and amenity possibilities than its low-priced hostel and limited service hotel competitors.

##### **ReBateNow**

ReBateNow is an online service that allows consumers to sell their mail-in-rebates to a global network of institutional investors for cash, instant credit at an online store, or donate their value for the benefit of charity. ReBateNow provides an exchange for consumers to sell their rebates and receive cash via electronic transfer within 2-3 business days.

##### **TextTag**

TextTag is a mobile advertising start-up that will provide consumers with significant and relevant discount opportunities at local retailers through text messaging. TextTag serves as a third party that matches consumers with retailers willing to offer discounts to acquire new customers.



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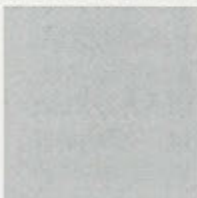
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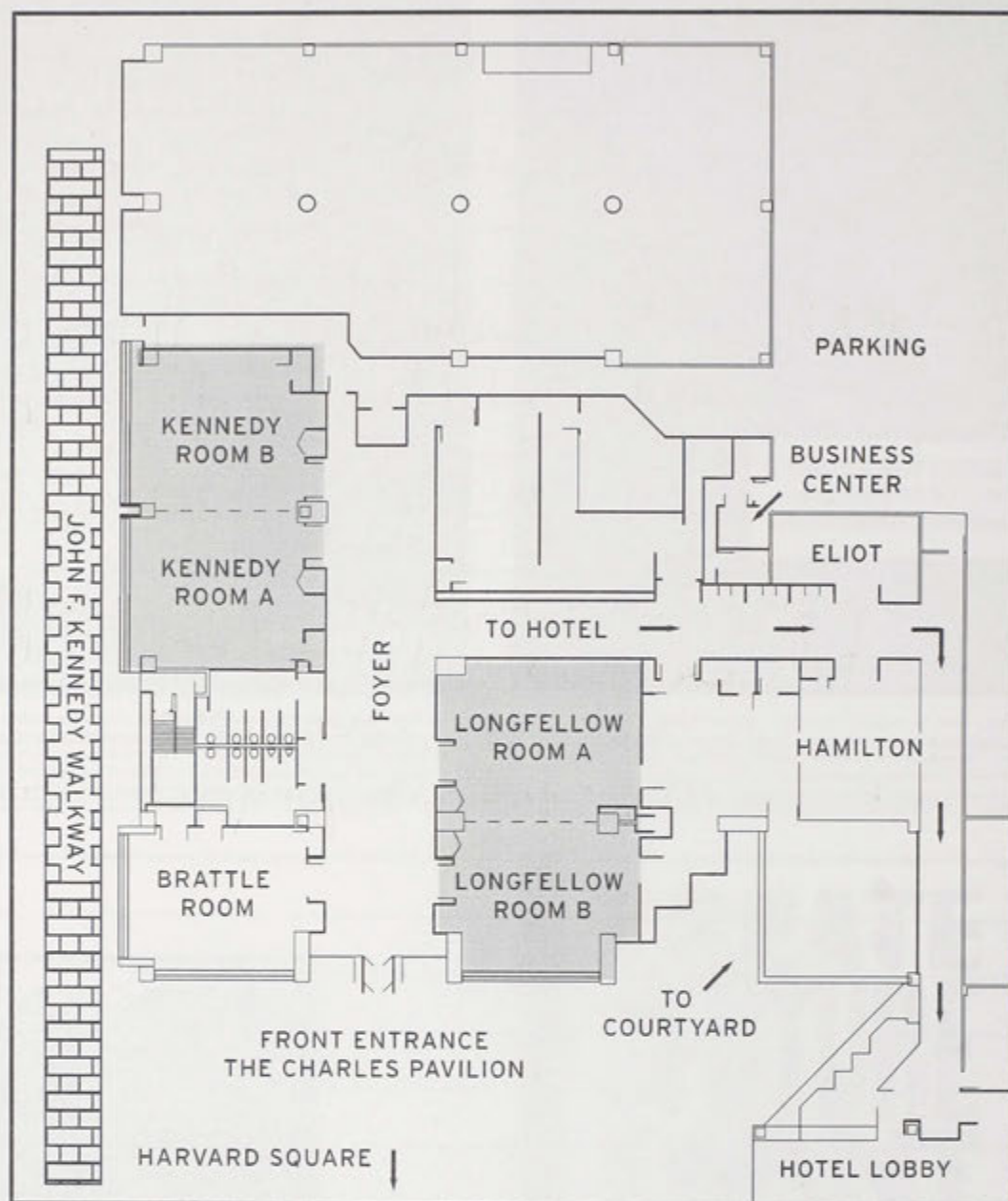
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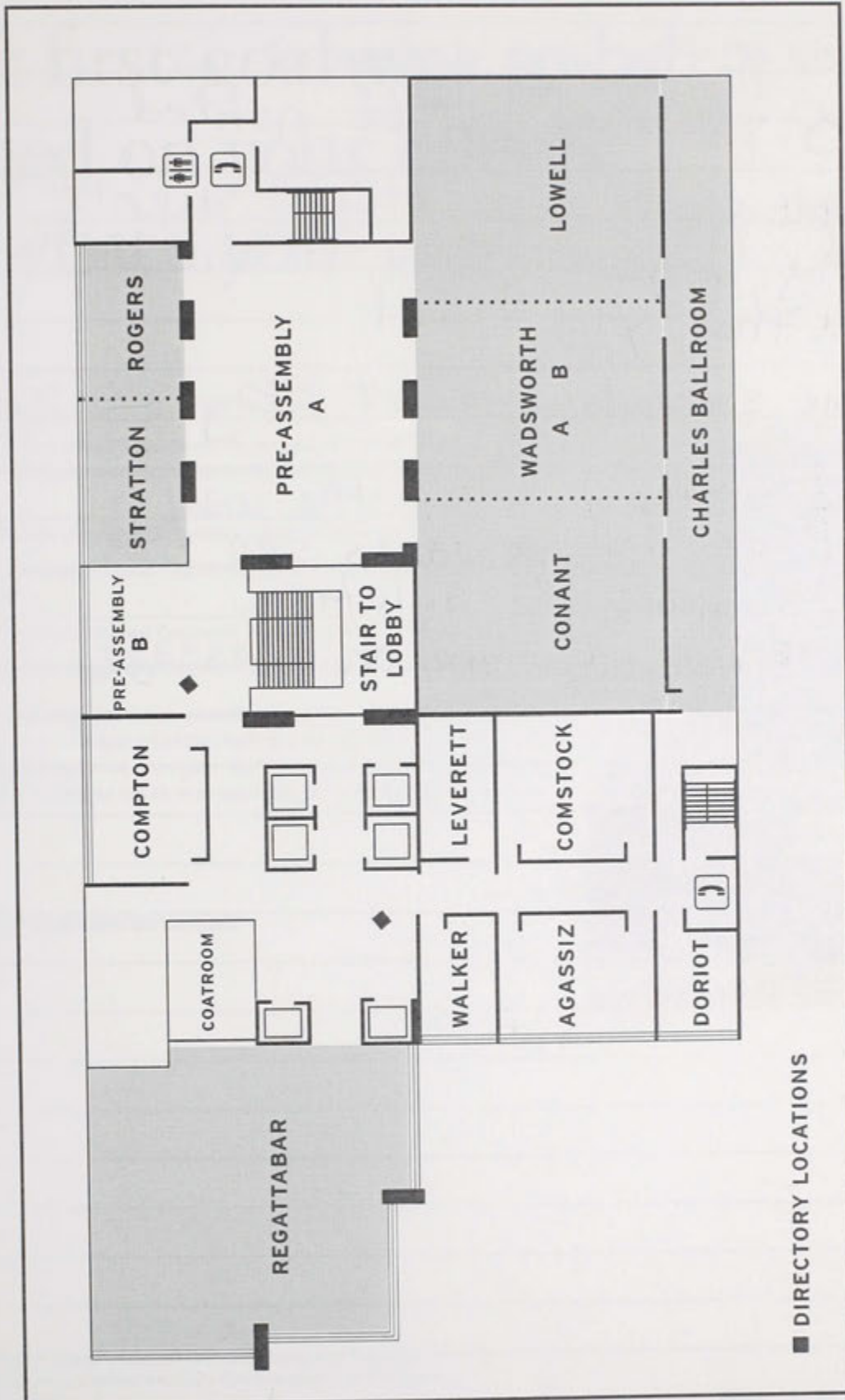


## Charles Hotel Floor Plan





Saturday March 5, 4:00pm – 5:30pm, Lowell Ballroom



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