



USBC | SCHOOL OF  
CHAMBER MANAGEMENT

# PROGRAM

PROMOTING CHAMBER GROWTH, EFFICIENCY & INFLUENCE

July 18–22, 2011  
Georgetown University  
Conference Center  
Washington, DC





## USBC MISSION

The U.S. Black Chamber promotes the growth and influence of America's Black enterprises by creating vehicles that increase opportunities for, build the capacity of, and enhance the development of our business members.

## USBC VISION

The USBC will become the pre-eminent and internationally recognized voice for Black businesses in America.

We will accomplish this by:

- Helping black enterprises build the capacity to compete globally;
- Leveraging the voice of Black enterprises to profoundly impact public policy;
- Supporting the growth and development of Black chambers of commerce;
- Working with government to level the playing field for Black enterprises; and
- Building relationships with corporate and government entities around the world.

## USBC FIVE PILLARS OF SERVICE

The U.S. Black Chamber Five Pillars of Service are the cornerstone of our platform. They represent issues that greatly impact the growth of Black-owned businesses in America and, consequently, form the foundation of the USBC agenda.

### ADVOCACY

The USBC fights for legislation that promotes small business growth, particularly policies that address the challenges of Black business owners. We understand the importance of maintaining a bipartisan approach to advocacy; and hence, collaborate with policymakers from all political affiliations to advocate for policies that best serve the interests of the Black community.

### ACCESS TO CAPITAL

Capital access remains the most important factor limiting the establishment, expansion and growth of Black-owned businesses. The USBC works with financial institutions, particularly Black-owned institutions, to create avenues by which Black businesses can gain greater access to credit, capital and other financial instruments.

### CHAMBER DEVELOPMENT

The growth and development of Black chambers of commerce is a core focus of the U.S. Black Chamber. As such, we leverage our role as a national organization to provide technical assistance and leadership training to member chambers. In addition, we assist local business communities with the establishment of new Black chambers, and facilitate the sharing of best practices and industry data among our members.

### ENTREPRENEUR TRAINING

The USBC is committed to helping Black business leaders achieve stellar performance and growth through entrepreneur and business management training. Consequently, we deliver quality educational opportunities and professional development resources that help our members manage and grow successful businesses.

### CONTRACTING

At the USBC, our goal is to level the playing field by helping members gain access to business opportunities in the private and public sectors. We accomplish this by educating members on contract opportunities, helping them increase their capacity to vie for large scale contracts, and offering resources and information that enhance Black business owners' ability to compete.



## **The USBC School of Chamber Management** *Promoting Chamber Growth, Efficiency and Influence*

The U.S. Black Chamber School of Chamber Management promotes the growth, efficiency, and influence of Black chambers of commerce through education, training and the sharing of industry best practices. The goal of the USBC School is to help chamber executives and professionals build the skills needed to successfully manage and grow a chamber, facilitate small business growth, and promote economic development.

The USBC School is as a source of information on small and minority business development, and industry trends. Additionally, the USBC School curriculum is designed to help chamber professionals master Core Competencies required to effectively manage a chamber of commerce.

### **USBC CORE COMPETENCIES**

- |  |   |
|--|---|
| I. Leadership & Governance <ul style="list-style-type: none"><li>• Board Development &amp; Management</li><li>• Board Governance</li><li>• Executive Leadership Development</li><li>• Community Leadership Development</li></ul> | V. Public Policy & Advocacy <ul style="list-style-type: none"><li>• Advocating for Business</li><li>• Influencing Public Policy</li></ul>   |
| II. Organizational Growth & Development <ul style="list-style-type: none"><li>• Chamber Business Plan</li><li>• Strategic Planning</li><li>• Fundraising</li></ul>   | VI. Membership, Marketing & Sales <ul style="list-style-type: none"><li>• Membership Development</li><li>• Strategic Marketing</li><li>• Sales Strategy</li></ul>                       |
| III. Financial Management & Technology <ul style="list-style-type: none"><li>• Fiscal Management</li><li>• Chamber Technology</li></ul>  | VII. Communications & Media Relations <ul style="list-style-type: none"><li>• Chamber Communications</li><li>• Personal Communications</li><li>• Media Relations</li></ul>              |
| IV. Human Resource Management <ul style="list-style-type: none"><li>• Salary Trends &amp; Benefit Packages</li><li>• Hiring &amp; the Legalities of Firing</li><li>• Employee Training</li></ul>                                 | VIII. Small Business & Economic Development <ul style="list-style-type: none"><li>• Promote Entrepreneurship</li><li>• Small Business Programs</li><li>• Economic Development</li></ul> |



It is our pleasure to welcome you to the first annual USBC School of Chamber Management. On behalf of U.S. Black Chamber Board of Directors, our sponsors, faculty and staff, we thank you for joining us in powerful Washington, DC.

In today's challenging economy, business ownership is one of the few ways to obtain real wealth. For Black entrepreneurs, this is especially true, particularly as we strive to build our communities. An essential ingredient in building a viable business community is the support and guidance of a strong chamber of commerce. Your organization provides the pathway to entrepreneurship, which will enable us to, not only compete today, but win the future. Hence, your role as a chamber executive is not only important, it is critical. You are an instrumental part of our economic future. Embrace your power, leverage it, and use it to advance our cause.

This week, you will gain access to knowledge and information needed to grow your chamber and lead your business community. You will learn from experts, share best practices with peers, and engage with some of the nation's most prominent figures. In so doing, you will have access to enlightening workshops, powerful panels and stimulating plenary sessions—all designed to help you propel your chamber forward.

Again, thank you for joining us for this exciting first meeting of the USBC School. We are extremely grateful for your support and invite your continued participation in USBC programs.

May God continue to bless each and every one of us.

In the spirit of success,



Ron Busby  
President and CEO



Aubry L. Stone  
Chair, USBC Board  
of Directors



Kerwin Brown  
Chair, USBC Professional  
Development Committee



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## Agenda-at-a-Glance

### Monday, July 18

8:30 am – Noon

Board Meeting (*Closed Meeting*)  
Executive Conference Room

Noon – 3 p.m.

On-Site Registration  
East Hallway

1 p.m. – 3 p.m. (*Conference Room 4*)  
Chamber Formation Workshop

3:30 p.m. – 5:00 p.m. (*Salon E*)  
USBC School Orientation

5:30 p.m. – 7:30 p.m.  
Welcome Reception  
(*Conference Rooms 4 & 5*)

### Tuesday, July 19

7:30 a.m. – Noon (*West Lobby*)  
Registration

7:30 a.m. Breakfast (*Salon B*)

8:15 am  
Building Your Organization from the Ground Up

8:45 a.m. – 10:45 a.m. (*Salon B*)  
Building Your Ideal Board: A No Holds Barred  
Workshop for CEOs and Board Members

10 a.m. – Break

11 a.m. (*Salon B*)  
Traits of a 21st Century Leader

11:45 a.m. (*Faculty Club Restaurant*)  
Networking Lunch  
Sponsored by AT&T 

1 p.m. (*Salon B*)  
Contracting: Doing Business with the Feds

2:15 p.m. – Break

2:30 p.m.  
Best Practices Sessions  
Central States (*Conference Room 4*)  
East Coast States (*Conference Room 5*)

West Coast States (*Salon E*)

3:30 p.m. (*Salon B*)  
Regional Reps Report

4 p.m. School Adjourns for the Day

### Wednesday, July 20

7:30 a.m. – Breakfast (*Salon B*)

8:15 a.m.  
How Will the SBA Council on Underserved  
Communities Impact Black Businesses?

8:45 a.m. (*Salon B*)  
Strategic Planning that Moves Organizations  
Forward

9:30 a.m. (*Salon B*)  
Growth Strategies for Chambers of Commerce

10:15 a.m. – Break

10:30 a.m. – 11:15 a.m. (*Conference Rooms 4 & 5*)

**\*CONCURRENT BREAKOUT SESSIONS\***  
(Choose 1)

Numbers Don't Lie: How Sound Financial Man-  
agement Fuels Your Strategic Goals  
(*Conference Room 4*)


Protect Your Chamber's Nonprofit Status by Stay-  
ing Compliant and Avoiding Common Pitfalls  
(*Conference Room 5*)

11:15 a.m. – Noon (*Conference Rooms 4 & 5*)

**\*CONCURRENT BREAKOUT SESSIONS\***  
(Choose 1)

Succession Planning for Chambers  
(*Conference Room 4*)

Asset Creation and Asset Protection in the Work-  
place—How to Hire Top Talent and Fire Legally  
(*Conference Room 5*)

Noon (*Faculty Club Restaurant*)  
Luncheon Presentation  
Sponsored by Wells Fargo 

## Agenda-at-a-Glance

1:30 p.m. (*Salon B*)  
Contracting: Opportunities in Rail and the Utilities

2:30 p.m. Break

2:45 p.m. (*Salon B*)  
Black Economic Empowerment

3:30 p.m. USBC School Adjourns for the Day

### Thursday, July 21

USBC Advocacy Day

All Sessions Held on Capitol Hill Senate  
Hart Office Building, Room 512

Sponsored by CFSA



7:30 a.m. – Breakfast/Participant Check-In

8:15 a.m. – Welcome

8:30 a.m.  
The Obama Agenda for Black America

9:00 a.m.  
The Small Business Jobs Creation Act: *The Bill Has Been Enacted—Now What?*

9:30 a.m.  
The Role of SBA's Office of Advocacy and It's Impact on Minority Business Development

10 a.m. Break

10:15 a.m.  
The Impact of New Healthcare Reform on Minority Communities & Businesses

11:15 a.m.  
An Insiders View on Key Federal Legislation

11:45 a.m.  
Leveraging Our Voice: A Blueprint for Impacting Federal Legislation

12:30 p.m. Lunch With Members of Congress  
How Will the 112th Congress Impact Black America?

2:30 p.m. Break

2:45 p.m.  
Moving Our Agenda Forward: The Chamber's Role in State & Local Advocacy

3:30 p.m. – Wrap Up

3:45 p.m. – 2011 USBC School Class Photo

5:30 p.m.- 8:30 p.m.  
USBC Legislative Reception & Awards Ceremony  
Honoring Senator Mary L. Landrieu (D-LA)  
B. Smith's @ Union Station (*By Invitation Only*)

### Friday, July 22

7:30 a.m. (*Salon B*)  
Breakfast

8:15 a.m.  
Supplier Diversity in Today's Corporate Environment

8:45 a.m. (*Salon B*)  
Leveraging the Media to Advance Your Chamber's Advocacy Agenda

9:30 a.m. (*Salon B*)  
Member Recruitment and the Value Proposition

10:15 a.m. Break

10:30 a.m. (*Salon B*)  
Leveraging Social Media to Attract and Engage Members

11:00 a.m. (*Salon B*)  
Chamber Executive Exchange

Noon – Luncheon Panel (*Faculty Club Restaurant*)  
Supplier Diversity in Corporate America

1:15 p.m. (*Salon B*)  
Closing Session & Participant Recognition

1:45 p.m.  
USBC School Adjourns

Safe Travels!



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**Carla Hunter Ramsey**  
Director, National Grid  
Supplier Diversity Program

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[www.nationalgridus.com/supplierdiversity](http://www.nationalgridus.com/supplierdiversity)

Monday, July 18

8:30 a.m. – Noon *Executive Conference Room*  
**BOARD MEETING**  
(Closed Meeting)

Noon – 3 p.m. *East Hallway*  
**ON-SITE REGISTRATION**

1 p.m. – 3 p.m. *Conference Room 4*  
**CHAMBER FORMATION WORKSHOP**  
*For Chamber Start Ups Only*

3:30 p.m. – 5:00 p.m. *Salon E*  
**USBC SCHOOL ORIENTATION**

5:30 p.m. – 7:30 p.m. *Conference Rooms 5*  
**WELCOME RECEPTION**

**CHAMBER FORMATION WORKSHOP**  
*For Chamber Start Ups Only*



**Clay Hammond**  
President, Delmarva  
Black Chamber of  
Commerce

This workshop is designed for business leaders interested in establishing a chamber of commerce in their community. The workshop provides guidance on the process of establishing a chamber, key legal issues such as attaining nonprofit status,

and governance issues, including creating effective bylaws. Participants will also receive a Chamber Formation Toolkit that includes sample bylaws, board role descriptions, board checklists, and more.



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## Tuesday, July 19 — Chamber Leadership & Governance

**7:30 a.m. – Noon**  
**REGISTRATION**

West Lobby

**11:45 a.m.**

Faculty Club Restaurant

**LUNCHEON PRESENTATION**

**7:30 a.m.**

Salon B

### **BREAKFAST SESSION**



***Building Your Organization  
from the Ground Up***  
Shannon Reeves, Reeves  
Strategies, LLC



**8:45 a.m. – 10:45 a.m.**

Salon B

### ***Building Your Ideal Board: A No Holds Barred Workshop for CEOs and Board Members***

Vernetta Walker, Director of Consulting and Senior  
Governance Consultant for BoardSource

Building a successful chamber starts with an effective governance structure and a team of strong leaders. In this interactive session, you will gain a wealth of knowledge on how to build an effective board of directors for your chamber. Led by experts in board governance and nonprofit management, this session will examine everything from the role and fiduciary responsibilities of a board of directors to building boards that governs, not manage.

**10 a.m. – Break**

**11 a.m.**

Salon B

### ***Traits of a 21st Century Leader***

Sylvia Henderson, President, Springboard Training

Do you fit the profile of a 21st Century leader? In this session, you will explore common traits and characteristics found in individuals who are effectively leading in today's challenging business environment. Leadership and interpersonal skills consultant Sylvia Henderson, of Springboard Training, will facilitate an interesting examination of how leadership styles influence followers, engage you in a process that assesses your own leadership qualities, and help understand how your leadership style impacts the success of your organization.

**1 p.m.**

Salon B

### ***Contracting: Doing Business with the Feds***

The federal government is our nation's largest buyer of goods and services. In this session, you will get first-hand information on how businesses in your community can gain access to contract and procurement opportunities with some of the largest government agencies.

*Panelists:*

Carlos Guzman, Minority Business  
Development Agency, Department of  
Commerce

Mark Oliver, Director, Office of Small  
and Disadvantaged Business Utilization,  
Department of the Interior

Jeanette L. Brown, Office of Small and  
Disadvantaged Business Utilization,  
Environmental Protection Agency

D. Michael Collins, Office of Minority and Women  
Inclusion, Federal Deposit Insurance Agency

*Moderator:* Kerwin Brown, Chair, Greater  
Phoenix Black Chamber of Commerce

**2:15 p.m. – Break**

## Tuesday, July 19 — Continued

2:30 p.m.

### BEST PRACTICES SESSIONS

In this portion of the USBC School, you will join peers from your region in highly interactive sessions that allow you to share your ideas, successes, and lessons learned. This is your opportunity to learn how other chamber executives are growing their memberships, generating non-dues revenue, developing value-added programs and services, and utilizing the latest technology to advance their organization.

**Central States** Conference Room 4  
Facilitator: Ken Harris, Michigan Black Chamber of Commerce

**East Coast States** Conference Room 5  
Facilitator: Clay Hammond, DelMarVa Black Chamber of Commerce

**West Coast States**

Facilitator: Kerwin Brown, Chair, Greater Phoenix Black Chamber of Commerce

Salon E

3:30 p.m.

### REGIONAL REPS REPORT

Salon B

4 p.m.

School Adjourns for the Day

Enjoy DC!

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7:30 a.m.

Salon B

**BREAKFAST SESSION**



***How Will the SBA Council on Underserved Communities Impact Black Businesses?***

*Marie Johns, Deputy Administrator, Small Business Administration*

8:45 a.m.

Salon B

***Strategic Planning that Moves Organizations Forward***

*Octavia Caldwell, Organizational Consultant, ROC Consultants*

Strategic planning plays an essential role in an organization's effectiveness. It is, in essence, a roadmap to growth, sustainability, and success. However, if not properly developed and implemented, a seemingly good plan can easily be derailed by a lack of stakeholder engagement, inadequate goals, a deficient understanding of member needs, incomplete data, and the failure to align strategic goals with organizational and staff performance. In this highly interactive session, you will learn how your chamber can develop and implement a strategic plan that is more than just a reference tool, but a vehicle to moving your organization forward.

9:30 a.m.

Salon B

***Growth Strategies for Chambers of Commerce***

*Bill Diggs, President, Miami-Dade Chamber of Commerce*

Chambers of commerce cannot live on membership dues alone. To grow, it is imperative that these organizations develop a variety of revenue streams. During this session, Bill Diggs will share strategies that his chamber has employed to build a financially sound organization. From establishing a chamber foundation to building lucrative partnerships, this session is a must for executives looking for ways to generate revenue and build resources.

10:15 a.m.—Break

10:30 a.m. – 11:15 a.m. Conference Rooms 4 & 5  
**CONCURRENT BREAKOUT SESSIONS**  
**(Choose 1)**

Conference Room 4

***Numbers Don't Lie: How Sound Financial Management Fuels Your Strategic Goals***

*Debra Santos, CPA, U.S. Black Chamber*

Many organizations fail simply because they overlook key accounting and budget considerations when making major operational decisions. Your chamber's historical financial data is an excellent reference point when making strategic decisions about your organization. In this session, you will learn how financial management can impact the management and growth of your chamber. You will not only explore technical issues on structuring and maintaining a solid financial platform, you will also examine how such a platform can help you improve internal operations.

Conference Room 5

***Protect Your Chamber's Nonprofit Status by Staying Compliant and Avoiding Common Pitfalls***

*Sheila Woodard, CPA, Woodard & Associates*

Congress has imposed new tax filing obligations that can significantly impact your nonprofit. Increased reporting requirements combined with reduced funding can pose new challenges for your organization. Moreover, noncompliance with new rules can jeopardize your tax exemption status or result in costly penalties. This seminar will discuss the latest federal tax developments and compliance issues, and offer practical tips to help you navigate your chamber through today's tax filing maze.

11:15 a.m. - Noon

Conference Rooms 4 & 5

**CONCURRENT BREAKOUT SESSIONS**  
**(Choose 1)**

Conference Room 4

***Succession Planning for Chambers***

*Aimee D. Griffin, General Counsel, U.S. Black Chamber*

The longevity and success of a chamber depend greatly on the organization's ability to think beyond



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Save the Date

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When Chambers Excel So Does Business*

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the founder and engage in a succession planning process. An effective succession plan will help your leadership put people, systems and processes in place to keep the organization moving forward during periods of change. In this session, you will explore key components of succession planning, including: identifying and nurturing future leaders; recruiting capable and dedicated employees to fill key roles; and strategically planning for leadership, financial and administrative transitions.

Conference Room 5

**Asset Creation and Asset Protection in the Workplace: How to Hire Top Talent and Fire Legally**

*Vanessa Smith McTier, President and CEO, Vantage Solutions LLC*

Asset creation—the ability to attract, develop, reward and retain elite talent—is the difference between high performance and mediocrity in today’s workplace. In addition to building human capital, chamber leaders must protect organizational assets by removing low and non-performing workers using the lowest risk methodology available. This session will provide participants with an understanding of how to manage people to top performance utilizing SMART goals and key metrics, develop a staff that can help grow a chamber, facilitate small business growth, and promote local economic development.

Noon

*Faculty Club Restaurant*

**LUNCHEON PRESENTATION**



*Dana Wysinger & Marvin Clark,  
Wells Fargo, Washington Office*

1:30 p.m.

*Salon B*

**Contracting: Opportunities in Rail and the Utilities**

This panel discussion will give you valuable information to take back to your business community. The U.S. Black Chamber has invited procurement officers from some of America’s largest utilities to brief you on how to do business with their organizations. These officers come prepared to share details on the products and services they buy, the criteria for doing business with their corporations, and the process for becoming a vendor and/or supplier.

*Panelists:*

*Carla Hunter-Ramsey, National Grid*

*Stanley Taylor, Passport Rail*

*Moderator:*

*Bill Diggs, President, Miami-Dade Chamber of Commerce*

2:30 p.m. Break

2:45 p.m.

*Salon B*

**Black Economic Empowerment**

*Maggie Anderson, The Empowerment Experiment*

Maggie Anderson will take attendees of the USBC School thorough her family’s experiment to buy from only Black-owned businesses for an entire year. National media outlets, including CNN, MSNBC, FOX News, and CBS News, covered this extraordinary experiment, which resulted in a Kellogg study on self-help economics.

3:30 p.m.

**USBC School Adjourns for the Day**

**Enjoy DC!**



All Sessions Held on Capitol Hill  
Senate Hart Office Building, Room 512

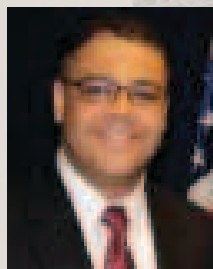
**7:30 a.m.** Continental Breakfast  
Participant Check-In

**8:15 a.m.** Welcome  
Aubry Stone, Chair, US Black Chamber & President,  
California Black Chamber of Commerce

**MORNING SESSION—LEGISLATIVE BRIEFINGS**



**8:30 a.m.**  
**Keynote—The Obama Agenda for Black America**  
Michael Blake  
Office of Intergovernmental Affairs and Public Engagement, The White House



**9:00 a.m.**  
**The Small Business Jobs Creation Act: The Bill Has Been Enacted—Now What?**  
Donald Cravins  
Staff Director & Chief Counsel, U.S. Senate Committee on Small Business and Entrepreneurship



**9:30 a.m.**  
**The Role of SBA’s Office of Advocacy and It’s Impact on Minority Business Development**  
Winslow Sargeant, Ph.D.  
Chief Counsel for Advocacy, Small Business Administration Office of Advocacy

10 a.m.

Break

**10:15 a.m.**  
**The Impact of New Healthcare Reform on Minority Communities & Businesses**  
Gary Puckrein, PhD, President, National Minority Quality Forum

Dr. Puckrein will set the stage for a discussion on healthcare reform by examining systematic issues that contribute to premature death and preventable illness among racial and ethnic minorities, and how healthcare reform will impact these issues.

Terry Gardiner, Vice President for Policy and Strategy, Small Business Majority

Terry Gardiner will examine the Patient Protection and Affordable Care Act and the competitive health insurance marketplace known as exchanges that will become available to the business community in 2014. Gardiner will explain how exchanges can meet the needs of small employers, highlight key decisions ahead for small businesses and share resources with chamber executives who want to learn more about healthcare exchanges in their states.

11:15 a.m.



**An Insiders View on Key Federal Legislation**

Ann M. Sullivan, President, Madison Services Group  
Washington insider and lobbyist for the U.S. Black Chamber, Ann Sullivan will brief attendees on the status of

key regulation and legislation impacting small and minority-owned businesses. Sullivan will address the hottest legislative issues, including, healthcare, procurement, telecommunications, energy, and environmental regulations.



**AFTERNOON SESSION—ADVOCACY TRAINING**

11:45 a.m.

**Leveraging Our Voice: A Blueprint for Impacting Federal Legislation**

A. Bradley Mims, Principal, Federal Advocates  
Tonya M. Speed, Principal, Washington Premier Consulting

Facilitated by two seasoned Washington, DC lobbyists, this information-packed session will provide you with a nuts and bolts guide to impacting public policy in America. The session addresses topics ranging from how to develop an effective advocacy agenda to the dos and don'ts of lobbying.

**LUNCH SESSION**

2:30 p.m.

**How Will the 112th Congress Impact Black America?**

In this highly informative session, members of the Congress will talk frankly about political and legislative issues impacting minorities in America. From healthcare reform to Tea Party influence, you will gain a ton of insight on key legislation, the inner workings of Congress, and how Black America can impact the nation's public policy agenda.

2:30 p.m.

Break

2:45 p.m.

**Moving Our Agenda Forward: The Chamber's Role in State & Local Advocacy**

Charles O'Neal, President Dallas Black Chamber of Commerce

Jim Wyatt, President, Texas Association of African American Chambers of Commerce

From weighing in on local zoning laws to advocating for pro-business legislation, your chamber should be a strong and influential voice in the community. In this session, Charles O'Neal, president of the Dallas Black Chamber, and Jim Wyatt, president of the Texas Association of African American Chambers of Commerce, will discuss how to move your community's agenda forward by examining battles that they have won and lost in their roles as local and state business advocates.

3:30 p.m.

Wrap Up

3:45 p.m.

2011 USBC School Class Photo

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

B. Smith's @ Union Station  
(By Invitation Only)

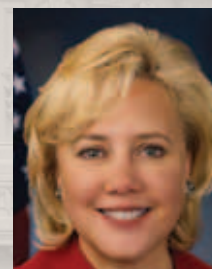


U.S. Representative  
Donna Edwards (D-MD)



U.S. Representative  
Sam Graves (R-MO)

**USBC LEGISLATIVE RECEPTION**



Awards Ceremony Honoring  
Senator Mary L. Landrieu (D-LA)



U.S. Representative  
Eleanor Holmes  
Norton (D-DC)



U.S. Senator Ben  
Cardin (D-MD)



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Southern California Edison is proud to support the United States Black Chamber Incorporated *School of Chamber Management* and salutes USBC for its dedication to promoting Chamber growth, efficiency and influence.



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**BREAKFAST SESSION**



7:30 a.m. *Salon B*  
***Supplier Diversity in Today's  
Corporate Environment***  
*James Lowery, James H. Lowery  
& Associates*

8:45 a.m. *Salon B*  
***Leveraging the Media to Advance Your Chamber's  
Advocacy Agenda***

*Frank Kauffman, Executive Vice President and General  
Manager, Edelman, Washington Office*

The media is one of an organization's most effective vehicles for getting its message out. It can also be the most challenging, particularly in a high stakes media market. In this session, public relations expert and

former journalist, Frank Kauffman of Edelman, will discuss how chamber executives can leverage the media to advance their public relations and advocacy efforts. Specifically, Kauffman will illustrate how to succeed in any encounter with a reporter; discuss the importance of setting your own agenda for interviews; and how to effectively deliver your messages.

9:30 a.m. *Salon B*  
***Member Recruitment and the Value Proposition***

*Ken Harris, Michigan Black Chamber of Commerce*

This session focuses squarely on the chamber brand—defining it, packaging it, and using it to reel in members. In this session, you will learn the importance of defining your chamber's brand, the role branding plays in marketing your chamber, and how to build, manage and leverage brand equity to grow your membership.

10:15 a.m. **Break**

***Join Us***

***USBC State of the  
Chamber Reception***

SEPTEMBER 22, 2011

WASHINGTON, DC

***During Congressional  
Black Caucus Weekend***

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10:30 a.m. Salon B  
**Leveraging Social Media to Attract and Engage Members**

*Shakira Hill-Holley, Social Media Specialist*  
Shakira Hill-Holley, a public relations and social media specialist, will talk SM strategy when she shares ideas on how you can turn traditional membership marketing plans into results-oriented social media campaigns.

11:00 a.m. Salon B  
**Chamber Executive Exchange**

*Facilitator: Ron Busby, U.S. Black Chamber*  
Participants will discuss key chamber management issues that surfaced during the week and provide USBC with insight on how the organization can help executives tackle these issues through professional development training, member services and information products.

Noon Faculty Club Restaurant  
**LUNCHEON PANEL**

**Supplier Diversity in Corporate America**  
*Dr. Anthony Stallion, M.D., Cleveland Clinic (Healthcare Industry)*  
*Tisha Ford, National Football League (Sports Industry)*  
*Marianne G. Strobel, Executive Director, AT&T Global Supplier Diversity (Telecommunications Industry)*

1:15 p.m. Salon B  
**Closing Session & Participant Recognition**

*Aubry Stone, Chair, U.S. Black Chamber*  
*Ron Busby, President, U.S. Black Chamber*  
*Kerwin Brown, USBC Board of Directors & Chair, Greater Phoenix Black Chamber*

1:45 p.m. USBC School Adjourns

Safe Travels!



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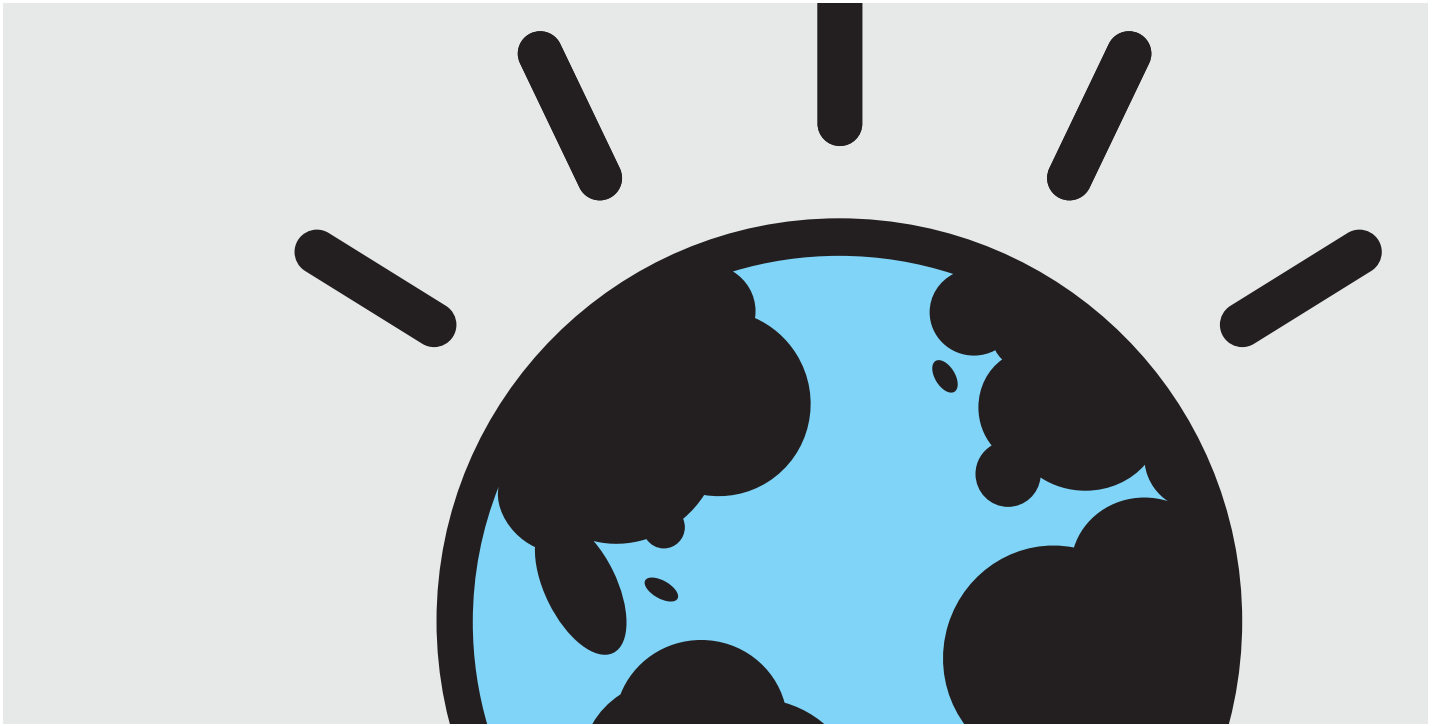


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## USBC CHAMBER MEMBERSHIP APPLICATION

APPLICATION INSTRUCTIONS: Please mail with payment to: US Black Chamber, 1156 15th Street, Suite 1100, NW, Washington, D.C. 20005. Questions? Contact us at (202) 552-2954.

CHAMBERPRO (\$350)

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### CHAMBER INFORMATION

Chamber Name \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Year Chamber Established \_\_\_\_\_ 501(c) 3 Status?  Yes  No

Do you have an established Board of Directors?  Yes  No

Number of Business Members: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Annual Budget: \_\_\_\_\_

Are you a member of a State Black Chamber of Commerce?  Yes  No

If yes, please specify \_\_\_\_\_

### CEO CONTACT INFORMATION

Prefix \_\_\_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ Direct Phone \_\_\_\_\_

E-mail: \_\_\_\_\_

### PAYMENT

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Enclosed is a check in the amount of \$ \_\_\_\_\_ Check # \_\_\_\_\_

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## **(of the community)**

At the heart of every community are organizations working to keep people connected.

That's why at AT&T we proudly support the efforts of the United States Black Chamber School of Chamber Management to help minority chamber executives and professionals build the skills needed to successfully manage and grow a chamber, facilitate small business growth, and promote economic development.

Together, we keep communities connected.

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