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INFLUENCE™

Saluting The Urban League



Black America
Embracing The
Green Economy

Off-Broadway Hit
Comes To NUL:
**Black Angels
Over Tuskegee**

Meet
"The
OTHER
Wes Moore"

IN HIS OWN WORDS
Vernon E. Jordan Jr.
On
The Urban League
Then And Now

DC: What's
"Black"
To Do In The
**Chocolate
City?**



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That's why we're a proud sponsor of the National Urban League's Centennial Conference and support its inspirational I AM EMPOWERED initiative, which challenges Americans to take an active role in changing their communities.



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ARAMARK congratulates the National Urban League on celebrating 100 years of service to the community. We are proud to sponsor the Centennial Town Hall on Education at the 2010 National Urban League Conference.

Cedric Herring, Department of Sociology, University of Chicago, "Does Diversity Pay?: Racial Composition of Firms and the Business Case for Diversity," All Academic Inc., http://www.allacademic.com/meta/p_mla_apa_research_citation/1/0/1/7/9/pages101792/p101792-1.php (accessed November 19, 2009).

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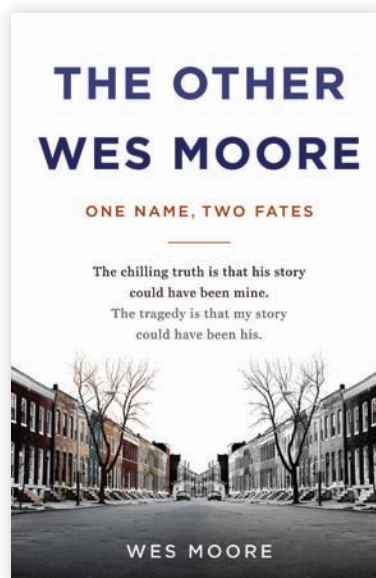
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Living ON PURPOSE

with Publisher
Tamara M. Brown

A Pause to Reflect; A Surge Forward.

Whenever I find myself, knowingly, in the midst of a truly historical moment, I am reminded to find ways to capture the experience. It's easy to get distracted with the hustle, challenges and disappointments of the day – and before you know it, that “moment” is gone. As we put the finishing touches on this special edition of Urban Influence, my team and I have put this experience into its proper and amazing context.

Urban Influence has been an official publication of the National Urban League since the magazine's inception in 2004, and we are honored to be a part of this historical celebration. We acknowledge and thank the Urban League leadership, past and present, for setting the stage. And we thank the Movement: Affiliates, Young Professionals, Corporate Partners and Volunteers across the country for your support and contributions that allow Urban Influence to share this moment.

“A Century of Progress” is not only the title of our special centennial timeline within the magazine, it's the story of African-American history and culture for the past 100 years. It's the story of our Greek fraternities and sororities; it's the story of the Tuskegee Airmen; it's the story of the Civil Rights Movement; it's the story of our economic and political gain; and it tells the story of how much still lies ahead.

In our exclusive interview with former Urban League Executive Director Vernon E. Jordan Jr., he helps add context to this moment based on his years of service, yet he doesn't mince words when he says, “The basic problem is that white people are still ahead.” (p. 48).

As young professionals, who have inherited so much, our task is to combine the pride of history with the realities of present day, and use our influence to surge forward. Our surge may look different over the next 100 years as we excel in corporate corridors, advance the entrepreneur game, reshape music and fashion industries, and take center stage in politics. But the key is to keep moving forward – and the responsibility is great. Using the past century as our indicator, the next 100 years are full of tremendous possibilities for our community!

Happy Centennial!

All the Best,




@Tbrown_UrbanIn



INSPIRATION IS INFLUENCE.

One inspiring trend in today's business world is the rising number of young minority entrepreneurs driven by a sense of social responsibility and a dedication to their communities.

We welcome every opportunity to work with these motivated new business leaders, who often bring the kind of creativity and optimism that energizes others.

We believe nurturing economic inclusion and empowerment in every community is a necessity if we want to ensure a responsible energy future for all of us.

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Lenora Houseworth

Assistant Editor, Urban Influence

"Vernon Jordan's time at the National Urban League was one of the most memorable times in both the organization's history and in our nation's history, but Mr. Jordan made it very clear that the Urban League movement is not centered around one man or one individual. The future of the Urban League rests in the strength of the community."



Marilyn Logan

Motivational Speaker and Author of "I Can't Afford to Marry You"

"A recession in the economy does not have to necessarily lead to a recession of love in a marriage. However, ignoring one of the prime 'game-changers' in a relationship – money – can lead to the sprouting of weeds in the marital garden. Reprioritizing and viewing marriage for what it really is – a merger – and one might find themselves not only protecting their personal bottom lines during a tough financial stretch, but also saving the one thing most cherished in our relationships – love!"



Dr. Randal Pinkett

Co-founder, Chairman & CEO, BCT Partners

"In this issue I describe two organizational mindsets: a 'sustainability' mindset that accepts the status quo and a 'growth' mindset that emphasizes continuous development. I present a simple test to determine which mindset best applies to your organization and challenges nonprofit and business leaders alike to truly embrace a mindset of growth and not sustainability."



Moleska Smith

Freelance Writer

"After researching this story, I found there are thousands of blacks across the country trying to create a sustainable environment and live as green a life as possible. It made me look at what I'm doing and ask, 'Can I do more?' If we all did one 'green' thing that could make a big difference in ensuring our planet's survival."

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Congratulations

to the
National Urban League
on its
Centennial Celebration



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Young Professionals As Difference-Makers

Birmingham Young Professionals Show Love For Haiti

The catastrophic earthquake in Haiti shook more than the foundation of the country's largest city. It shook the hearts of millions of Americans, causing compassionate citizens to act.

Birmingham, Ala., was not spared. Bobby Maxena, parliamentarian of the Birmingham Urban League Young Professionals, had not accounted for family members in the capital city of Port-au-Prince. He searched for ways to contribute to the relief effort and "Love: Haiti," a party with a purpose, was conceived. With support from the BULYPs, Upgrade Magazine, Hot 107.7 and Café de Paris, the Jan. 29 event at the BOSS Lounge kicked off with an open mic featuring Birmingham's talented spoken word artists.

Proceeds were donated to the Functional Literacy Ministry of Haiti, a Christian nonprofit organization founded in 1983 that works with the people of Laboule, Boutilliers, Kenscoff and Thomassin (south of Port-au-Prince) to bring stability to their lives. Led by Dr. Leon D. Pamphile, FLM's goals are to bring relief and extend a helping hand to refugees from the capital.

MetroBoard Empowers Members To Live Their Passions

To assist its members and other young professionals to live a fulfilling life, the Metropolitan Board of the Chicago Urban League hosted its second annual Empowerment Conference, themed "Living Your Passion," on May 1 at the Illinois College of Optometry. The conference was established in 2009 in to provide MetroBoard members and other young professionals with tools to assist them in advancing their career paths and developing their leadership skills.

More than 120 participants attended a series of workshops: "Finding and Pursuing Your Passion," "Moving From Employee to Manager," "Starting a Non-Profit Organization," "Financ-

ing Your Passion," "Marketing 101" and "Working Your Side Hustle." Each workshop featured experts who shared tips on how to move closer to living an authentically fulfilling life.

Adrienne Samuels-Gibbs, senior editor of Ebony magazine, shared her perspective during the "Finding and Pursuing Your Passion" discussion: "Journalism is not just what I do, it is who I am," said Gibbs, adding that your passion is what you would do if you knew you would never get paid for it. Gibbs was echoed by Andrea "Dre" Everett, owner of the health and fitness organization, Dre's Diesel Dome LLC, during the "Working Your Side Hustle" panel.

During his keynote address, Rob Hardy, film director, co-founder of Rainforest Films and producer of the film "Stomp the Yard," shared his journey from reluctant engineering student at Florida A&M University to director and producer.

NExT Philadelphia Urges YPs to Create Their Own Economy

Kicked off with a presentation by renowned finance expert Dr. Boyce Watkins, NExT Philadelphia, an affinity group of the Urban League of Philadelphia, introduced the "Create Your Own Economy" series of teleseminars that highlighted keys to formulating strategies for success for people of color. Dr. Watkins discussed the benefits of being open and honest with your significant other when it comes to money matters.

The empowering series also provided free information and resources to entrepreneurs and professionals who called in from around the country and abroad. Participants learned from and received discounted products and services from such dynamic leaders as entrepreneur Ephren Taylor, former NBA player Eric Snow, author Omar Tyree and media personality Dee Marshall. NExT Philadelphia: The Network of Extraordinary Talent is committed to providing its members and young professionals with resources to help build wealth and enhance their personal brand, among other goals.



Nearly a half million children
live in foster care in the United States.

Many don't need to be there.

In communities all across our nation, the commitment is growing to ensure that every child has a safe, strong and permanent family.

Federal policy supports these success stories. But the federal system for funding child welfare does not. The time is now to bring funding in line with our national goals.

Casey Family Programs has launched its new series of white papers analyzing how America can keep its promise of hope for all children.

Read the papers now at www.casey.org

We cannot miss this opportunity to make a difference in the lives of so many children and families.





First All-Female Board Re-Ignites Young Professionals Movement

Armed with a clear vision for transformation and a commitment to empower its membership and community, the all-female board of the Los Angeles Urban League Young Professionals is energized, unified and committed. The general body elected Michelle Merriweather its first female president; Faith S. Nunley (vice president); Angela Meadows (treasurer); and Kendra C. Smith (secretary). The women are ushering in a new style of leadership and creating an “urban renaissance.”



The LAULYP created and implemented the “Mentoring in the Moment” program that merges traditional mentorships for high school students with mid-career mentorships for its members. On Saturday morning for a month, 50 juniors and seniors from Crenshaw High School participated in workshops on interviewing, workplace etiquette, effective communication and professional attire. Students were later rewarded with a shopping spree to prepare for their week-long internships.

After the young professionals presented a “Dress for Success” fashion show, the students were individually matched with LAULYP mentors who helped them select a professional wardrobe while sharing their path to success with their mentees. Leveraging the talent of the Los Angeles Urban League’s executive staff and board of directors, along with prominent figures in the community, LAULYP also launched a six-month mentoring program for its members to get guidance during the pivotal stage of their careers.

“The LAULYPs are essential to the success of the Los Angeles Urban League’s work in the community through Neighborhoods@Work, our legacy programs – WorkSource Centers and Head Start – and other key initiatives. We will be proud to pass the torch in the years and decades to come to such a dynamic and talented group of young influencers,” said Blair H. Taylor, president and CEO of the Los Angeles Urban League.

DeShazer Now “40 Under Forty”

National Urban League Young Professionals Information and Communications Co-chair Ronelle DeShazer was recently selected to the 2010 class of “40 Under Forty” for The Network Journal, a publication for black professionals and small businesses. He received the honor at an event in New York City. DeShazer, a Microsoft Certified Professional, is vice president of technology and officer operations at Code Hennessy and Simmons LLC, a Chicago middle-market private equity firm where he manages the IT and administrative staff and the firm’s office infrastructure. He is a past president of the Metropolitan Board of the Chicago Urban League.



Young Blacks Give Back

Rita Lassiter, president of the Thursday Network, challenged its members to return to the roots of the National Urban League’s mission and become more involved in the Washington metro community by performing more than 1,000 hours of community service where the members directly interact with those who they serve. And as of June 2010, TN members have performed more than 750 hours of community service.

Thursday Network is the young professionals auxiliary of the Greater Washington Urban League and provides a forum for young adults ages 21-40 to focus on community service, civic engagement and fostering professional development. One of TN’s most significant annual service programs is “Young Blacks Give Back,” which was founded in 1994 as an annual community service blitz for TN members to perform weekly group service projects each May. During YBGB 2010, TN members have performed more than 300 hours of service on the Avon Breast Cancer Walk, Hands on D.C. School Beautification, Museum Crawl for Local Boy Scouts and Girl Scouts, Susan G. Komen National Race for the Cure, National Urban League Young Professionals National Day of Service and the Sports Jam Scholarship Fundraiser.



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ONE NAME, TWO FATES:

MEET THE OTHER

WES MOORE



“The Other Wes Moore” is the dramatic, true story of two boys with the same name – except one becomes the first African-American Rhodes Scholar from Johns Hopkins University, a youth advocate, decorated Army combat veteran, White House Fellow, business leader and author.

The other Wes, just two years older and from the same neighborhood, serves a life sentence in prison after his involvement in a jewelry store robbery that ended in the murder of a police officer.

The scholarly Wes wondered how the other Wes ended up facing a destiny so different from his, so he wrote a compelling and intimate book account of the dramatic, pivotal moments in the young men’s lives. Here is an edited excerpt that speaks to the parental influences in Wes’ childhood.

CHAPTER ONE:

Is Daddy Coming with Us? 1982

Nikki and I would play this game: I would sit on the living room chair while Nikki deeply inhaled and then blew directly in my face, eliciting hysterical laughs on both sides. This was our ritual. It always ended with me jabbing playfully at her face. She’d run away and bait me to give chase. Most times before today I never came close to catching her. But today, I caught her ... I had no idea what to do. So, in the spirit of three-year-old boys everywhere who’ve run out of better ideas, I decided to punch her. Of course my mother walked into the room right as I swung and connected.

“Get up to your damn room,” came my mother’s command from the doorway. “I told you, don’t you ever put your hands on a woman!”

I darted up the stairs, still unsure about what I’d done so terribly wrong. I headed to the bedroom I shared with my baby sister, Shani. Our room was tiny, barely big enough for my

small bed and her crib. There was no place to hide. I was running in circles, frantic to find a way to conceal myself.

In a panic, I kicked the door shut behind me just as her voice reached the second floor. “And don’t let me hear you slam that—” Boom! I stared for a moment at the closed door, knowing it would soon be flying open again. I sat in the middle of the room, next to my sister’s empty crib, awaiting my fate.

“Joy, you can’t get on him like that.” My father’s baritone voice drifted up through the thin floor. “He’s only three. He doesn’t even understand what he did wrong. Do you really think he knows what a woman beater is?”

At the time, I couldn’t understand my mother’s anger. I mean this wasn’t really a woman I was punching. This was Nikki. She could take it. Years would pass before I understood how that blow connected to my mom’s past.

...

My mother came to the United States at the age of three. She

was born in Lowe River in the tiny parish of Trelawny, Jamaica, hours away from the tourist traps that line the coast.

Joy Thomas entered American University in Washington, D.C., in 1968, a year when she and her adopted homeland were both experiencing volatile change.

At college, Joy quickly fell in with the OAASAU, the very long acronym for a very young group, the Organization of African and African-American Students at the American University.

A charismatic AU senior named Bill was the treasurer of OAASAU, and two months after they met early in the exciting whirlwind of her freshman year, Joy was engaged to marry him. Despite the quick engagement, they waited two years to get married, by which time Joy was a junior and Bill a recent graduate looking for work.

As the love haze wore off, Joy began to see that the same qualities that had made Bill so attractive as a college romance made him a completely unreliable husband. And she discovered that what she had foolishly thought of as his typical low-level recreational drug use was really something much worse.

As the years passed, Joy kept hoping that Bill's alcohol and drug use would fade. She was caught in a familiar trap for young women and girls.... So she doubled down on the relationship. They had a child together. But his addiction just got worse, and the physical, mental, and emotional abuse he unleashed became more intense.

One night things came to a head. Bill came home and started to badger Joy about washing the dishes. The two of them stood face-to-face, him yelling, her pleading with him in hushed tones to lower his voice.

He grabbed her by the shoulders and threw her down. She sprawled on the floor in her white T-shirt and blue AU sweatpants, stunned but not completely surprised by his explosive reaction. He wasn't done. He grabbed her by her T-shirt and hair, and started to drag her toward the kitchen.

Bill was too strong, too determined, too high. Her head slammed against the doorframe as he finally dragged her body onto the kitchen's linoleum floor. He released her hair and her now-ripped T-shirt and once again ordered her to wash the dishes. But something gave Joy the strength to pull herself up from the floor. On top of the counter was a wood-

en block that held all of the large, sharp knives in the kitchen. She pulled the biggest knife from its sheath and pointed the blade at his throat. Her voice was collected as she made her promise: "If you try that shit again, I will kill you."

One month later, Joy and Nikki were packed up. Together, they left Bill for good.

My mom vowed to never let another man put his hands on her. She wouldn't tolerate it in others either.

...

My parents finished their conversation, and it was obvious that one of them was heading up to speak to me. I turned from the window and stood in the middle of the room, mentally running through my nonexistent options for escape.

Soon I could tell by the sound of the steps it was my father. The door opened slightly, and he peeked in.

"Hey, Main Man, do you mind if I come in?" He picked me up and, as he sat on the bed, placed me on his lap. Main Man, you just can't hit people, and particularly women. You must defend them, not fight them. Do you understand?"

My father and I sat talking for another five minutes before he led me downstairs to apologize to my sister, and my mother. With each tiny step I took with him, my whole hand wrapped tighter around his middle finger. I tried to copy his walk, his expressions. I was his main man. He was my protector.

That is one of only two memories I have of my father.

The other was when I watched him die.

My dad was his parents' only son. Armed with an insatiable desire to succeed – and aided by his natural gifts, which included a deeply resonant voice – he made his dream come true soon after finishing up at Bard College in 1971.

As a young reporter, he went to many corners of the country, following a story or, in many cases, following a job. After stints in North Carolina, New York, Florida, Virginia, California, and a handful of other states, he returned home to southern Maryland and started work at a job that would change his life. He finally had the chance to host his own public affairs show. And he'd hired a new writing assistant. Her name was Joy.

Excerpted from "The Other Wes Moore" by Wes Moore. Copyright © 2010 by Wes Moore. Excerpted by permission of Random House Group, a division of Random House, Inc. All rights reserved.



Igniting Your Community To *Healthy* Living

It's a new day, and we need a new way to truly take care of ourselves for the sake of the health of our community.

By Dionne Ross

As we instill in our children the values needed to be successful, we should not overlook the importance of health. In the black community, generations of unhealthy eating habits and lifestyles have taken their toll on our children, in addition to the modern day, sedentary way of life. As our nation strives to prioritize health and fitness to our children, as demonstrated by First Lady Michelle Obama's "Get Moving" initiative, we need to improve our statistics. It's a new day, and we need a new way to truly take care of ourselves for the sake of the health of our community.

Part of my personal mission as a fitness professional is to evoke change in my community and inspire people to live healthier, more active lives. Having worked with a number of community groups and spearheading community events and initiatives, I have seen the power of the individual's influence in their community. It just takes one determined person to ignite the community for positive efforts.

People can make better lifestyle choices, and you can help them get there. Here's how:

1. Lead by example

Your personal commitment to taking care of your body is your most powerful tool in improving your community. As people see you become more active in your exercise routines and make healthier food choices, they will be inspired to do the same. Each one of us can reach another.



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// While we *spend* countless dollars on entertainment and lifestyle, we often *skimp* on investing in health. //

2. Start small

Your most powerful voice of influence will be among the people in your everyday life, starting with your family. If you've begun a healthy eating regimen for yourself to lose weight, prepare those meals for the entire family. Incorporate exercise into your socializing and family time. Many people I've known to lose a large amount of weight began with a friendly contest among church members. Even in your workplace, try a weight loss challenge that inspires everyone to get involved with attainable goals and beneficial rewards.

3. Give back

Get involved with health and fitness activities in your community. If they don't exist, create some. Find causes that you're most passionate about. Most likely there is a walk supporting that initiative. Stay informed about the local events in your community. Causes like HIV awareness, diabetes and cancer research occasionally are supported by fundraisers. You can even choose to volunteer your time with local sports leagues for young people or help support after-school programs that provide great physical activities for the neighborhood kids. You will get great exercise and act as an influence to someone else.

4. Support one another

One of the most successful events I have worked on was organizing a community health fair. By connecting myself with other like-minded, health-conscious people, I created a network of health professionals who all shared a common mis-



*Dionne Ross, Fitness Coach
Photo by Todd Wolfson*

sion and vision for restoring healthy habits in our community. By making phone calls, distributing flyers and collaborating with community members, I helped to create a meaningful health fair where community members learned various ways to put themselves on the right track to a healthy lifestyle.

5. Invest in your health

While we spend countless dollars on entertainment and lifestyle, we often skimp on investing in health. As a personal trainer, I often hear, "I don't have money to pay for a gym" or "Eating healthily is too expensive." Remember the money you invest in improving your body directly contributes to your future, and you will see a return. What we do today will have a lot to do with our tomorrows.

We emphasize success in business, money and relationships, but these are attributes we can't enjoy without health. Remember, we only have one body. Choose to make it a healthy one!

Dionne Ross is a writer, fitness coach and TV personality. Her new fitness video, "Cardio Drum," is available at Dionneross.com.



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10 Rules For Expanding Your Brand On Social Media

By Contessa Gibson

The undeniable growth of social media has managed to attract more than a few, prompt inquires from some and alienate others. Social media is an obvious opportunity for strategic business owners – if they are smart. The most critical element of social media is knowing how to effectively leverage the tools to get the results you need that will ultimately affect your bottom line.

A sensationalized assumption for overzealous business owners is that this newfound media platform provides immediate access and expansive outreach capability to the masses.

Think again.

For those looking to capitalize on and expand their brand via social media, you must Tweet, for example, with purpose.

With that fact in mind, here are 10 rules you need to understand for social media success:

1. Be fully aware of online influencers within your target space. Leveraging their influence provides excellent opportunities for partnerships, an increased following and readership.

2. Create credibility. Consistent, conscious communications that deliver value to readers are practically guaranteed to deliver credibility. Dedicated bloggers are increasingly becoming a center of influence, and are formally regarded by larger more prominent brands looking to effectively tap into their core customer bases.

3. Social media will generally offer low- to no-cost solutions. However, the time and planning required is the investment you need to monitor. Effective content planning and overarching strategies and goals should drive all efforts.

4. Be overly specific with who you are seeking to target. The days of age and gender as sole outreach guidelines are over.

5. What do you want the people to do when they find you? Be very clear on how, when and what you want people to respond to; have a response strategy to create closure to the conversation for any social media engagement that you initiate.





There's a lot more here than you think.

Potential. Reaching your business goal takes careful cultivation until the layers of operations run smooth, enhancing value for you and your customers. Regarded as valued assets in serving our customers worldwide, Pitney Bowes believes in partnering with strong businesses poised for growth. If your product and service delivery align with our commitment to service and innovation, **find your next business opportunity at www.pb.com/supplierdiversity.**



10. Similar to your social life offline, social awareness and routine engagement deliver unprecedented opportunities for strong personal and professional relationship-building. **All you have to do is show up.**

6. Delivering value is the name of the game. Sound market research on how your target market is prompted to engage is a sure way to strengthen the community around your brand.

7. Quick access to information and opportunities for entertainment are key. Guided use with specific goals are what make the winning difference among small business owners looking to capitalize.

8. Always listen before you act, and monitor the situation. Have an infrastructure and create a framework. Plan ahead, benchmark and stay educated. Social media is actively evolving, so stay in tune.

9. A variety of dashboards and social media services are designed to help you manage your online social life. Ping.fm, NutshellMail.com and Hootsuite.com provide an opportunity to schedule updates, view status and correspond with your audience with ease.

Contessa Gibson, a social media enthusiast, operates a boutique communications firm, serving the marketing and public relations needs of fashion, beauty and lifestyle entrepreneurs. Learn more at Onpointbeauty.com.





Celebrating Diversity Through Food

By Amber Harding

The U.S. culture holds hundreds of different nationalities, each with different music, holidays and customs to share. But according to Michael Smith, general manager of Cooking Channel, one of the best ways to experience the country's diversity is with the taste buds.

"In most cities in the United States, you can travel the world without even leaving your hometown," Smith said. "There are Chinese restaurants, Mexican restaurants, Korean restaurants and everything else you can think of all within individual localities."

When Cooking Channel launched on May 31, Smith saw a perfect opportunity to expose audiences to an assortment of cultures through something everyone loves – food. Smith explained that the new channel is able to expand upon its partner channel, Food Network, by delving into the history and ethnicity of edible treats. Recipes and information are presented by interesting and unique personalities who feel truly passionate about food.


Cooking Channel has already introduced viewers to ethnic cooking through shows like "Chinese Food Made Easy" and "Indian Food Made Easy." Roger Mooking, host of "Everyday Exotic," even shows audiences how to add some pizzazz to boring, simple foods by incorporating international and exotic twists.

Smith believes that by exploring Asian, African, European and even Caribbean food can create an enriching and educational experience for American viewers. "Since we know that the diverse communities are the fastest-growing communities in the United States, we see that as a huge opportunity," Smith said. "Making programming that appeals to those communities is going to be a big part of our growth in the future."

Born to Jamaican immigrants, Smith knows a thing or two about diversity. And he hopes to use Cooking Channel to explore all aspects of global cuisine, including history, preparation, taste and tradition. After all, Smith said, there's no more enjoyable way to celebrate the diversity of the United States than by eating tasty treats.

So next time you're craving something delicious, don't reach for a frozen pizza. How about some Punjabi chicken with Gujarati potatoes instead?

Michael Smith is the general manager of Cooking Channel. He has also been recognized as one of the "100 Most Influential Blacks in Corporate America" by *SAVOY* magazine for 2010 and "Top 50 Most Influential Minorities in Cable" by *CableFAX Magazine*, 2007-2010.



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GROWTH Not Sustainability

A For-Profit Entrepreneur's Perspective on Nonprofit Organizations

By Dr. Randal Pinkett

Even though I am the founder, chairman and CEO of a for-profit business, I have a very close relationship to the non-profit sector. My firm, BCT Partners, provides management and information technology consulting services to nonprofit organizations across the country. I have served on the board of directors for several nonprofit organizations, including the National Visionary Leadership Project, the Nonprofit Technology Enterprise Network and the New Jersey Public Policy Research Institute, among others. I have volunteered for numerous nonprofit membership groups such as the National Urban League, National Society of Black Engineers, National Black MBA Association, and my fraternity, Alpha Phi Alpha.

As an entrepreneur I see quite a number of similarities between well-run for-profit businesses and well-run nonprofit organizations. The line between the two is becoming more and more blurred each day. Case in point: There is a growing number of leaders in the private and nonprofit sectors who describe themselves as “social entrepreneurs,” including myself. The mission of a social entrepreneur is to make a profit and make a difference; to create financial value and social value.

In fact, today more than ever, we find social entrepreneurs running both for-profit and nonprofit enterprises.

On the other hand, despite the similarities, the most glaring difference I notice across for-profit and nonprofit organizations is not their organizational mission, but rather their organizational mindset. There are two paradigms that I see as prevalent across both sectors.

The first – a “growth” mindset – is an organizational paradigm that emphasizes continuous growth, continuous development, capacity building and future benefits.

The second – a “sustainability” mindset – is an organizational paradigm that is willing to accept occasional growth, occasional development, survival and breaking even.

Clearly, the growth mindset is the more empowering of the two. I would argue that while both mindsets are prevalent in the private and nonprofit sectors, the private sector tends to place more emphasis on the “bottom line” in a way that necessitates a growth mindset. Based on my experience, the nonprofit sector certainly emphasizes growth, but to a lesser extent – sometimes as a means of maintaining programs and services –and in a way that is sometimes willing to accept a sustainability mindset.

Today more than ever, we find social entrepreneurs running both for-profit and nonprofit enterprises.

As evidence, let's examine the definitions of those who provide monetary support to each respective sector: 1) “investors” who provide “investment” to for-profit companies, and 2) “funders” who provide “funding” to nonprofit organizations. According to Merriam-Webster.com, an investor is someone who: 1. commits (money) in order to earn a financial return; and 2) makes use of future benefits or advantages.

Similarly, Merriam-Webster.com defines investment as: 1) the outlay of money usually for income or profit [whereas profit is defined as “a valuable return”].

These definitions clearly speak to growth. By comparison, “funder” is not a word! According to Merriam-Webster.com, the definition of “funding” is 1) to make provision of resources for discharging the interest or principal

These definitions (or lack thereof) clearly speak to sustainability.

Are these definitions indicative of the respective paradigms for each sector? Is it the case that there is a private sector mindset of growth that is focused on “future benefits or advantages,” continuous development and a “valuable return” on investment? Is it the case that there is nonprofit sector mindset of sustainability that is focused on the mere “provision of resources for discharging,” occasional development, and maintaining the status quo?

My answer is no. However, while both mindsets are prevalent among for-profit and nonprofit organizations, experience has shown me that the private sector tends to exert more pressure on business owners to ensure growth. In my work with for-profits and nonprofits,

I am far more likely to hear a goal of “growth” for a business and a goal of “sustainability” for a nonprofit.

My message to all leaders, including nonprofit leaders, is that sustainability is not an option for any organization. For a nonprofit organization, that doesn’t necessarily mean growth in fundraising; it could also mean a variety of other activities such as diversifying income, lobbying, developing partnerships, staff training, public relations, team building, succession planning, reorganization, and much, much more.

So how can you determine if your nonprofit organization subscribes to a growth mindset or a sustainability mindset? If your organization can answer yes to the five questions below, then you are well on your way to a growth mindset.

The fifth question is perhaps the most important because it speaks to the fact that the characteristics of the growth mindset are the exact same characteristics as the entrepreneur’s mindset. For the nonprofit sector to move beyond sustainability to growth, they need not be run like businesses, but they must be entrepreneurial.

Do You Have A Growth Mindset Or A Sustainability Mindset?

1. Does your organization set aside time for those activities that are important but not urgent?
2. Does your organization embrace technology as an integral tool?
3. Does your organization know the exact amount of time and resources needed to produce certain outcomes?
4. Does your organization evaluate its performance on a continual basis?
5. Does your organization bring a spirit of creativity, resourcefulness, courage, resilience and passion to its work?



Dr. Randal Pinkett is an entrepreneur, speaker, author and co-founder, chairman and CEO of BCT Partners, a multimillion dollar management, technology and policy consulting firm based in Newark, N.J. He is the author of the forthcoming book, “Black Faces in White Places.”



Homeownership Still The Key To Building Wealth

By Lori Jones Gibbs

Becoming a homeowner not only serves as a source of stability for families and communities but as a foundation for economic stability within housing and related industries. Economic benefits include home equity for the buyer; and jobs for businesses that sell home improvement and other housing-related goods and services.

The benefits, however, are still not flowing to the African-American community at a fair pace. As of 2008 with African-American and the Hispanic homeownership rates under 50%, minority homeownership remains far below the national average of 74.9%. One result of this gap is that median net wealth for minorities remains below that of the majority population. For instance, in 2002, a typical African-American family owned only 7 cents of wealth for every dollar owned by a typical white family, according to a study, "The Boom and Bust" released by the Pew Hispanic Center.

Of all the benefits of home ownership it is the benefits to buyers who build home equity that is greatest. Housing is the primary source of personal wealth for American families. Home equity represents the single largest asset held by most Americans.

Among owners with household incomes below \$20,000, home equity accounts for about 72% of household wealth. For those with incomes between \$20,000 and \$50,000, home equity constitutes 55% of their total wealth.

Home equity represents the single largest asset held by most Americans.

Despite all the news and blues of the housing crisis, purchasing a home has proven to still be an effective wealth building strategy for millions of Americans. For instance, the median wealth of a low-income homeowner under age 65 is 12 times that of a similar renter. By paying a portion of mortgage principal each month, homeowners accumulate home equity so long as property values do not decline. Most low-income households spend a third or more of their income on rent, none of which adds to their savings.

By shifting spending to a home, homebuyers take on the risk of loss from a decline in house prices and substantially higher costs of moving to another residential location. However, they also begin to save, simply because part of their payment toward their housing now pays down principal over time and

accrues as home equity. Moreover, because homebuying is a highly leveraged investment, potential increases in the values of homes can bring rich returns.

So why buy?

Homeownership enhances the lives of individual households and increases the social capital of communities.



Homeownership provides public or social benefits to communities in addition to individual homeowners, which has long been thought to include improved outcomes for children, increased civic involvement, better maintenance of homes and greater neighborhood stability, a better sense of well-being, increased savings and wealth, and much more.

Until recently, these social benefits to homeownership were simply taken as given because there was no empirical evidence either supporting or discrediting these long-held claims. Of late, a large number of academic studies have been published that have consistently corroborated that benefits of homeownership extend to the greater community.

The evidence is clear; start building your family wealth and buy a home you can afford today, yes, Today!



Lori Jones Gibbs is vice president, Affordable Housing/Industry Affairs for Genworth Financial Mortgage Insurance. She is co-author of the book "Yes, You're Approved! The Real Deal About Getting A Mortgage And Buying A Home." E-mail her at lori.gibbs@genworth.com.



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Bianca Alexander, co-creator of "Conscious Living TV" and the "Soul of Green."

Black America, Green Economy

By Moleska Smith

The movement to transition America to a broad-based green economy includes a wide range of people and related initiatives, including reducing fossil fuel and energy consumption; lowering greenhouse gas emissions; reducing carbon emissions, landfills, deforestation and the nation's carbon footprint; and producing less trash, among other steps.

The green (or environmental) movement still is small in comparison to the total population, but is growing in cities large and small, suburbia, rural America and among ethnic groups, including African Americans. Pioneers in the movement include Van Jones, former White House green jobs advisor, founder of 1Sky and Green For All and currently a senior fellow at the Center For American Progress.

In his book "The Green Collar Economy," Jones wrote that alliances of all kinds must be formed to create a green economy, which he calls a Green Growth Alliance made up of five key partners: labor, social justice activists, environmentalists, students and faith organizations.

"This economy will be designed to maximize well-being, not necessarily wealth. The growth we seek will be in steadily improving the quality of life, not steadily increasing the quantity of goods consumed," explained Jones. "...the green movement must attract and include the majority of all people. The messaging must make it plain to the country that we envision a clean-energy future in which everyone has a place -and a stake."

The environmental movement was once thought (and

some still think) to be a concern of the affluent and white population. However, the environment is and should be everyone's concern, and African Americans are no exception.

"African Americans want a safe and healthy environment just as much as the next American," explained Dr. Michael Dorsey, assistant professor of Dartmouth College's Environmental Studies Program and the director of the Climate Justice Research Project. "What African Americans do differ on is instead of dreams of happy and healthy whales and pandas, African Americans do want toxic-free neighborhoods ... crave safe parks for our children to play, free from toxic gunfire and toxic air and water pollution."

Others across the country echo those sentiments and have begun (and continue) to blaze their own green trails. African Americans have established green companies and organizations; some with a caveat that is environmental justice. Not only are they interested in a green economy, but fair and just one.

One such warrior is Majora Carter who in 2001 founded Sustainable South Bronx, a nonprofit green collar job training and placement system whose mission is to "achieve environmental justice through economically sustainable projects informed by community needs." She is now president of the Majora Carter Group LLC and advises organizations around the world on finding green-collar economic possibilities.

Another soldier in the green movement is Naomi Davis, founder and president of Blacks In Green in Chicago.

B.I.G is described as “a trade association that works to foster and sustain green, neighborhood-owned businesses in black communities whose focus is to recreate community wealth by cultivating next generations of engineers and new generations of green manufacturers.”

When Davis began her journey, it was to help black people but not necessarily to be green. “I wasn’t looking at it from the standpoint of how do we save the earth. I was focused on saving black communities,” she explained. “Saving the earth was an issue revealed to me as I was doing this research. I began to understand the risk that the planet was in. I knew that green jobs or the green economy was going to explode.”

Brenda Palms Barber, CEO of North Lawndale Employment Network in Chicago, has taken the real-world notion of green and used it to benefit ex-offenders. More specifically, she has created an apiary that produces honey for Beeline products, a honey-based skin care line and for all natural honey. The products, which are made with locally produced natural ingredients, are produced, manufactured and sold by ex-offenders.

“I didn’t land on bees initially. It was about a need to create jobs,” said Barber. “There were a number of other ideas that I played with because I wanted to make sure that whatever we did, it was going to help our nonprofit be a sustainable one.”

Another African American making a green difference is Bianca Alexander, a lawyer who left her job at a major movie studio to promote the green lifestyle. She and her husband created an entire media platform around green living called “Conscious Living TV” and the Soul of Green based in Chicago but accessible online at Consciouslivingtv.com. The Soul of Green is a TV show and online community dedicated to highlighting the people, stories and issues at the heart of the urban sustainability movement, including social justice, economic empowerment, culture and health.

“It’s basically a lifestyle show that looks at the latest and greatest trends in eco-friendly living,” explained Alexander whose purpose is very simple. “We want to make living sustainably accessible. (Ask people) what one thing can you do that works for you? If you just did that thing, each of us ... could turn the worst effects of global warming around.”

In the spirit of the work being done by Davis, Barber and

Alexander, there is a growing number of African Americans across the country who are deeply involved in the green movement and dedicated to developing a green economy –and making sure African Americans are at the front of the line for jobs.

Moleska Smith is a freelance writer and marketing professional who has written for various publications.



Ex-offenders in Chicago work at an apiary operated by the North Lawndale Employment Network where they make and sell honey for Beeline products.



Love & Lifestyle

By Marilyn Logan

Does The Love Change When The Lifestyle Changes?

Unemployment remains up and home prices are staying down. Trillions of dollars were doled out to financial institutions. Analysts had crafty answers for Wall Street and Main Street but no solutions for what was happening on Our Street and in our homes.

Making sense of the bear economy is really no bull. The media bombards us with images of long lines at job fairs, empty and foreclosed homes, and vacant shopping malls. Personal financial stories previously seen on the front pages are not viewed as newsworthy anymore, and a sense of financial normalcy has begun to set in. But the great author named "Life" continues to write them daily.

Here is the reality of what is happening on Our Street and in our homes. Half of American households live on less than \$45,000 a year and one out of five households lives on less than \$20,000. The average person carries about \$30,000 in credit card and school loan debt. Marriage rates have been steady and, surprisingly, divorce rates have somewhat declined. The real question is why?

Answer: People cannot afford to move out. Their financ-

es are forcing them to move down the hallway instead of down the street. How many times have you heard your friends say they have a great relationship only to reveal that the one thing they fight about is money?

Now we hear the recession is turning the corner and the indicators are showing that we are in a recovery. I am a big advocate of controlling what we can control and an even bigger advocate for individual, couple and family financial empowerment. For families, the real question is how we – the Family Inc. – are going to fare and how are we going to deal with the recession.

Many marriages and relationships have suffered because the house of cards has come crumbling down and the steps needed to survive the downturn ignored. At a recent conference where I was an invited speaker, these questions were posed: "Does love change when the lifestyle changes?" "Will the recession of lifestyle lead to a recession of love?"

Couples have had to analyze their spending habits and savings strategies. It has been sobering for many, and unfortunately for others, it has been status quo in spite of diminished income and a reluctance to adapt. It really becomes a question of what we value in our mar-

riages and relationships. I believe that people typically look at a relationship from the standpoint of what they can get out of it instead of what they can put into it. Love is like a prizefighter who is trying to stay undefeated but will always have a challenger trying to take his crown.

Many recognize that love can be changed. Love can be affected by many things, but money is a game-changer, especially when mismanaged. I can only think of one type of love that is simple, pure and unwavering in the worst of circumstances: love for a child.

The love I experienced in marriage was absolutely the best and beautiful in and of itself and conditional. I have found this to be common among most. I almost lost the love of my life because of my financial fallibilities. It wasn't until this aspect of my life changed that we were able to strengthen our love and ultimately marry.

Love is changed for most when the lifestyle changes. If your ex won \$100 million and knocked on your door to ask you to be their love once again, what would you say? I think I heard a collective pause of serious contemplation. I do not underestimate the power and effect of money. This is why I am on a mission to remove it as the No. 1 cause of divorce. Our taboo nature in talking about money is destroying relationships and families on a regular basis. Relationship surveys continue to illustrate that money matters have outpaced infidelity as the No. 1 cause of breakups. Money is not everything but it is right up there with breathing.

We tend to overinflate income and assets and devalue the liabilities and spending habits that can distort marital and relationship obligations. Who are we trying to impress – really? What do we fear? Whose financial life are we responsible for? How is it that we were so happy in a two-bedroom apartment but argue everyday in a five-bedroom house?

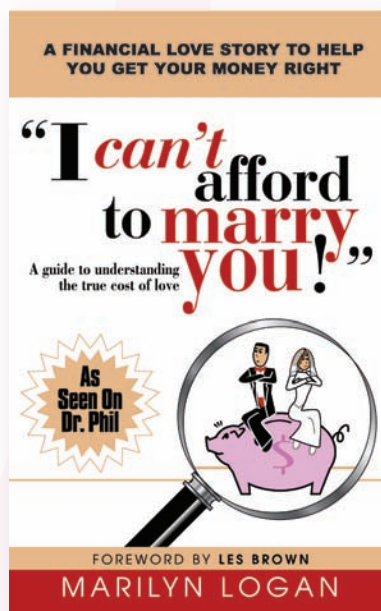
And when did Mr. and Mrs. Jones move in? Wake up! It is time to get on the same page financially, understand that less really, really, really is more and talking about money is not as painful as not talking about it. Money

talk is an opportunity for relationship victory.

When a couple's lifestyle necessitates changes because of tight times, that experience can become a pivotal experience for a couple and lead to a positive impact on the love between them: either their love will deepen – they'll pull together to find solutions, short- and long-term – or the love may suffer until they get on the same page and on a common financial purpose. Decreased transparency can lead to fewer conversations, decreased intimacy and increased tension.

Generally, Americans have a hard time taking a less is more approach with our lifestyles. It's work to do so – hard work – but worth every step. We do it every day at our jobs. We deal with cuts and budgeting and sacrifice and come up with solutions for the company's bottom line. Let's make some of those tools and skills translatable for our own homes and strengthen our relationship and love with weekly financial meetings, scrubbing of the numbers and creating a plan of action to defeat those financial demons that challenge us in tough times.

I want people to begin fighting about the dishes, not dollars. I want couples to have money talk before pillow talk. Protect your love when the lifestyle changes. Recognize the challenges, set a plan of action and get your money right!



Marilyn Logan is a motivational speaker and author of "I Can't Afford to Marry You: A Guide To Understanding The True Cost Of Love." To purchase a copy, visit Marilynlogan.com or Amazon.com. Contact her at marilyn@marilynlogan.com.



Urban Influencers

"I believe you have to figure out what you want out of life and build a business around that."



Melinda Emerson-Heastie

*Entrepreneur, Professional Speaker & Small Business Coach
Philadelphia*

Melinda Emerson-Heastie is quick to explain that her life calling is helping other entrepreneurs succeed. With her book "Become Your Own Boss In 12 Months: A Month-by-Month Guide to a Business That Works!" she passionately helps the next generation of small business owners succeed in a new-age world.

"I really wrote this book as a love letter to entrepreneurs so they benefit from every expensive mistake I've made," she said. "I took the position if I could do it again, what would I want someone to tell me?"

Known within her devoted social media circle as "SmallBizLady," Emerson-Heastie is redefining small business leadership through her 16 years as a business owner. She hosts #SmallBizChat weekly on Twitter for emerging entrepreneurs. She is the founder and CEO of Quintessence Multimedia, an award-winning strategic communications firm with such clients as Johnson & Johnson, Verizon, Enterprise Rent-A-Car and Comcast.

"I believe you have to figure out what you want out of life and build a business around that," she said. "The time spent planning your business is more important than running your business."



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"Our goal is to empower girls to become pregnant with purpose and not babies."

Bernada Baker, MBA, MPH, M.Div.

Founder & CEO The Princess Within Foundation
Chicago

Watching her mother fall victim to drug addiction, Bernada Baker believed she would become just another unfortunate statistic of her unstable environment.

Experiencing firsthand the pressures young women and girls face daily, Baker has successfully built The Princess Within Foundation on the principle of empowering, equipping and inspiring at-risk and disadvantaged girls ages 8-18 to maximize their potential from a holistic perspective.

"Our goal is to empower girls to become pregnant with purpose and not babies," said Baker of her organization that offers counseling, life coaching, spiritual leadership, team-building skills, financial literacy and academic enrichment resources to more than 500 girls worldwide.

Baker noted that a number of her girls will attend college after graduating with high honors from public high schools and former participants have received academic scholarships for graduate school.

Later this year, Baker said the foundation will launch more chapters in Illinois, Atlanta, North Carolina, Texas, and Oregon, with plans to purchase a property called the The Princess Palace that will provide housing and counseling for homeless girls and teenage mothers.

"Seeing girls who had no self-esteem go from hating (themselves) to walking around with their heads held high has been very rewarding."





"The supreme investments fathers can make aren't in stocks, bonds or real estate, rather it is in investing in our children."

Kashaun Cooper Sr.

CEO & Founder Fathers Rock Inc.
Fairfax, VA

With a high percentage of black men in the prison system and the majority of black children growing up in fatherless homes, Kashaun Cooper knew he had to act now if he wanted to help save the black family.

"There was no positive reinforcement or support for this vital issue that was perpetually destroying (the) lives of children, women, whole families, and their communities," said Cooper.

From this need, Fathers Rock Inc. was founded in 2009 as a non-profit organization dedicated to appreciating fathers and father figures. FRI was born to "restore the integrity" of the bond between fathers, their children, household and community. Cooper's other priority is providing outreach to help black men in the prison system and their children.

"We are working on developing projects that will allow inmates to have an income that will provide some financial support for their families," said Cooper, whose organization will eventually provide effective rehabilitative re-entry programs for former inmates.

"Our children are our personalized thumbprint on the earth," he said. "The supreme investments fathers can make aren't in stocks, bonds or real estate, rather it is in investing in our children."



"My mission is to engage the next generation in creating the world as it should be."

Rosetta Thurman

*Principal Consultant of Thurman Consulting
Washington, D.C.*

Growing up in the public housing projects of Cleveland, Rosetta Thurman always knew she needed to do something to help people who weren't so fortunate.

"It was nonprofits that had come to our aid when we couldn't make ends meet," said Thurman, who specializes in merging social media with nonprofit management and leadership as an adjunct professor in the School of Professional Studies at Trinity University in D.C.

Known as the young, creative nonprofit leader who is widely respected by her peers, Thurman is dedicated to helping young people create rewarding and meaningful careers using new technology. "My mission is to engage the next generation in creating the world as it should be, and I'm passionate about sharing resources, advice and fresh ideas to inspire young people."

Currently working on her book, "Getting From Entry Level to Leadership: 50 Ways to Accelerate Your Nonprofit Career," Thurman advised young professionals, "Don't let the age difference distract you."

"Many young people get turned off from the idea of working in the nonprofit sector because they think the term nonprofit means that they won't get paid. There are many bright spots for young workers who wish to pursue a career in social change."





Reginald Goodman

*Risk Management Analyst, Genworth Financial Inc.
Raleigh, N.C.*

There aren't many people who can say anything positive about the housing slump that still continues to affect minorities at a disproportionate rate. But Reginald Goodman can.

As risk management analyst of Genworth, the largest private sector mortgage insurer in the world, Goodman and his team help increase homeownership in urban areas.

"We make it possible for consumers to achieve their dream of becoming homeowners, therefore my job is critical to this process," he explained. "The housing crisis has actually given us more credibility and my department is at the forefront."

Goodman began his career in finance almost 20 years ago participating in the General Electric Company Financial Management Program. Later he would go on to manage \$132 billion portfolios as department leader of GE Capital. In his current role, he manages the New Product Introduction risk analytics process, lender's programs and proposals, analyzes product performance and has recently become the database manager for his risk department.

"I feel proud to have a job that's challenging, rewarding and with a great amount of influence," he said. "We have an enormous impact on African Americans and other minorities."

"I feel proud to have a job that's challenging, rewarding and with a great amount of influence."



CELEBRATE THE BLACK EXPERIENCE IN D.C.

WHAT TO DO IN THE CHOCOLATE CITY

If you've heard of the Smithsonian Museum in Washington, D.C., and think it's an ideal building to visit, think again. The Smithsonian is the world's largest museum and research complex, comprising 16 museums and galleries, and the National Zoo. And if you're planning to shop at the National Mall, re-think that plan too. The mall is home to monuments, memorials and museums – but no shopping.

From the scholars, artists and activists who strolled the streets of yesterday's "Black Broadway" to the entrepreneurs, political figures like President Obama and Mayor Adrian Fenty, and high-ranking executives, Washington, D.C., is a black power capital that's home to sites and attractions that are of special interest to black visitors. Put these on your to-see list:



Coming Soon...

The Martin Luther King Jr. National Memorial will be the first major memorial along the National Mall dedicated to a person of color, and to a non-president. Completion is expected next summer. The National Museum of African American History and Culture, expected to open in 2015, will be adjacent to the Washington Monument and across from the National Museum of American History.

CELEBRATE THE BLACK EXPERIENCE IN D.C.

U Street Corridor

The corridor is where the street celebrations took place the night President Obama was elected. Nicknamed "Black Broadway" for its ties to musical legends like Duke Ellington and performance venues like the Lincoln Theatre, this Mecca of black culture and nightlife has experienced a rebirth. Grab a chili half-smoke at the famous **Ben's Chili Bowl** or at Next Door.



African American Civil War Memorial

The sculpture commemorates the more than 209,145 soldiers who served in the United States Color Troupes during the Civil War.





CELEBRATE
THE BLACK
EXPERIENCE IN
D.C.

The Anacostia Neighborhood

Known for its rich African-American history and culture, the neighborhood is home to Frederick Douglass' magnificent home, the 21-room **Victorian mansion Cedar Hill** that opens up onto a breathtaking view of D.C.



Cultural Tourism DC's African-American Heritage Trail

Enhance your appreciation for D.C.'s rich cultural roots and the generations of African Americans who built strong communities, churches and businesses throughout the city. Many of the sites are open to the public, while others are private residences or businesses.



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Celebrating 100 Years



This year the National Urban League celebrates 100 years at the forefront of the Civil Rights Movement. Since its inception in 1910, the National Urban League has been committed to empowering communities and changing lives. With programs focused on eliminating the equality gap for all people, the National Urban League delivers social services and programs to over two million people annually through a network of over 100 affiliates.



I AM EMPOWERED

While the centennial celebration is a time to reflect on the rich history of the National Urban League, it is also a time to look forward as the transformative movement continues to serve the emerging and future needs of urban America.

The National Urban League celebrates its centennial by launching the **I AM EMPOWERED** campaign, instilling a message of hope and individual empowerment to make a lasting difference. Focused on four aspirational goals for America – education, employment, housing and health care – I AM EMPOWERED is galvanizing millions of people to take a pledge to commit to help achieve the goals by 2025!

Individuals, communities, corporations and government agencies are being encouraged to improve the state of America and pledge to commit to their time and talent to the following **EMPOWERMENT GOALS**:

Education

Every American child is ready for college, work and life.

Jobs

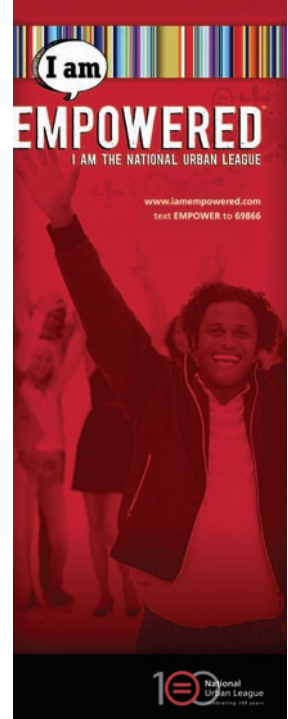
Every American has access to jobs with a living wage and good benefits.

Housing

Every American lives in safe, decent, affordable and energy-efficient housing on fair terms.

Health Care

Every American has access to quality and affordable health care solutions.



This campaign reminds everyone of the power of the individual to become a force for change by encouraging collective action to bring change to entire communities and urban areas. The "Divine Nine," the nine historically black Greek letter organizations that make up the National Pan-Hellenic Council, have partnered with the National Urban League, along with the National Council of La Raza and other civic and community organizations to spread this message of empowerment and achieve these goals by 2025.

Become a part of the excitement and celebrate a legacy of service as the National Urban League prepares for the next 100 years of progress! Visit IAMEMPOWERED.com and

Sign the Pledge Today!

IAMEMPOWERED.COM **Mobilizing The Nation!**

By signing the pledge you will become a part of the I AM EMPOWERED community through the National Urban League's new Social Mobilization Platform (SMP) at IAMEMPOWERED.com. You can work toward the Empowerment Goals right from your computer or mobile phone as the website and mobile application provide information on programs and services in your community (anything from GED programs to financing for entrepreneurs). You can also get info on ways to get involved or volunteer, all while connecting to friends, colleagues and others who have taken the pledge!



Community organizations have traditionally been static, reactive entities. The National Urban League begins its next 100 years of service with this first-of-its-kind social networking platform for civic engagement. The use of this technology and social networking allows the I AM EMPOWERED campaign to truly live, expanding the audience, the services delivered and the ways to get involved.

This groundbreaking platform is the central nervous system of the I AM EMPOWERED campaign and a playground and meeting place for civically engaged people across the country who have taken the pledge committing to building a better future and empowering the nation! The largest interactive empowerment community, IAMEMPOWERED.COM provides information and tools for people to volunteer, find health care solutions, information on schools and housing counseling. You will also be able to find a job with online searches and step-by-step instructions to post an online video resume. The Social Mobilization Platform will also feature a mobile application compatible with the iPhone, Blackberry and Android. ☺

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Walgreens Commitment To Multicultural Communities Helps Battle Health Disparities

Walgreens Continues Take Care Health Tour
With National Urban League



Wellness Tour

It's a Fact:

African-American and Hispanic communities are more likely to suffer from preventable and treatable diseases than other communities. Walgreens and the National Urban League have joined forces to form the Wellness Tour in an effort to promote early detection of major illnesses such as diabetes, heart disease, high blood pressure and osteoporosis. The tour makes every effort to ensure that every American has access to quality and affordable health care solutions.

About the Wellness Tour:

For a fourth consecutive year, National Urban League and Walgreens have partnered to provide six free health screenings to residents in urban communities nationwide. In honor of National Urban League's 100 years of service, this year's educational health screening campaign highlights the League's Centennial "I Am Empowered" national service initiative, and collaborates with Urban League affiliates to offer free health education and screening events in urban communities convenient to where consumers live, work and play. These free services, valued at more than \$140, include blood pressure, bone density, glucose and cholesterol levels, body mass index and waist circumference. For more information call toll free 1-866-484-TOUR (8687) or access a schedule online at www.walgreens.com/tour.

Walgreens' Commitment to Diversity

Walgreens has a long history of serving multicultural communities through providing valuable health services, employment opportunities and supporting programs in the communities in which we operate.

We continue to value our partnership with the NUL and are honored to celebrate NUL's 100-year commitment to urban communities through our health-education and screening tour. We are working together to provide resources that allow people in urban communities access to free preventive care. Our common goal is to provide healthy outcomes and help the people in communities who benefit most from these services.

Tour Cities Include:

Charlotte, NC
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Atlanta, GA
Houston, TX
Philadelphia, PA
Chicago, IL
Cleveland, OH
Indianapolis, IN
Columbus, OH
Washington, DC
Boston, MA
Buffalo, NY
Newark, NJ
New York, NY
Akron, OH
Louisville, KY
Knoxville, TN
Chattanooga, TN
Columbia, SC
Columbus, GA
Jacksonville, FL
West Palm Beach, FL
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Every day, from all over the world, we see the immense value of varied cultures, experiences and perspectives. And as our industry faces the formidable challenge of meeting the world's energy needs, we know that it will be met by the shared intellect, skill, and dedication of all of us.

When Ruth Standish Baldwin and Dr. George Edmund Haynes met with a group of Americans, both black and white, in New York on September 29, 1910 to launch an organization designed to improve the quality of life for all people of color, they started a movement to level the playing field in human and civil rights in the U.S. and around the world.

Their shared vision of ensuring the future of the African American community by focusing intense resources toward full human and civil rights

continues through the National Urban League's work today. 100 years later the National Urban League is this nation's largest, oldest, and most widely recognized organization to enable African Americans to secure economic self-sufficiency.

ExxonMobil has supported the National Urban League for much of its 100-year history because we share a belief in the important contributions that varied cultures, experiences and perspectives make to every human endeavor, including the energy industry.


Organizations like the National Urban League have served as strong defenders of equality in our nation's history. Because of the National Urban League's leadership many of the legal barriers have fallen that set the stage to ensure the attainment of full civil rights and equal opportunity for all people.

We commend the National Urban League for staying true to its mission and making such a meaningful difference in the lives of many who share the dream of becoming economically empowered and who through the League's guidance have achieved self-sufficiency.

We are proud of our long-term relationship with the National Urban League and are as equally pleased to be among the many supporters of your Centennial Convention.

On behalf of the men and women of ExxonMobil, congratulations on your 100th birthday.

Hal Cramer
Vice President, Exxon Mobil Corporation
President, ExxonMobil Fuels Marketing Company
Member, National Urban League Honorary Centennial Committee



ExxonMobil congratulates the National Urban League for 100 years of community empowerment.

During the past century, the National Urban League has provided guidance and services to communities around the country. ExxonMobil is proud to be part of this movement, and proud to sponsor the 2010 Centennial Conference.

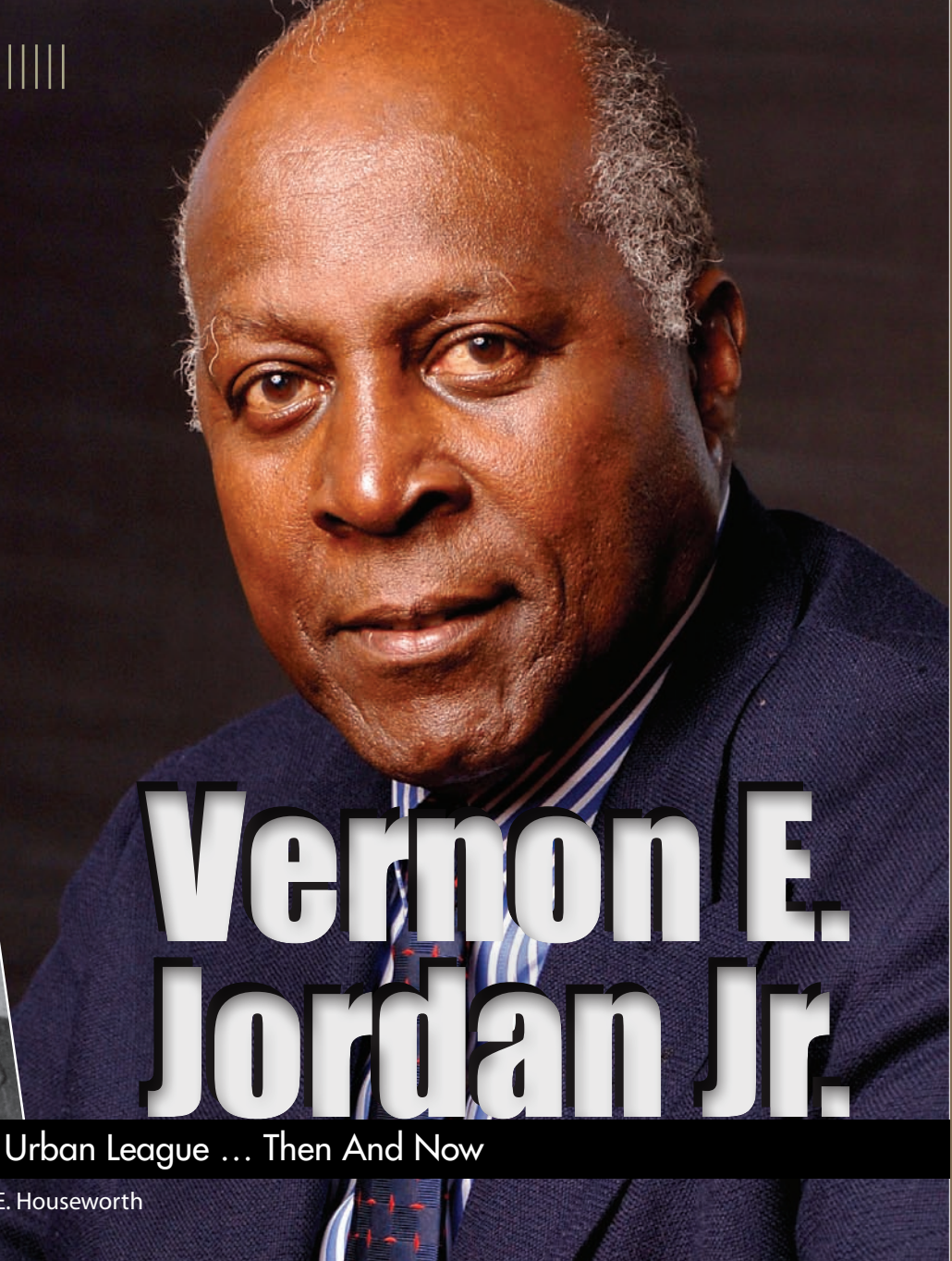
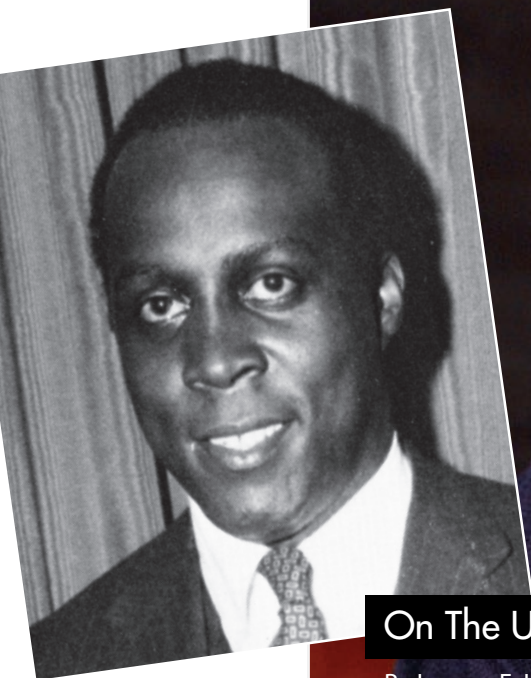
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Vernon E. Jordan Jr.

On The Urban League ... Then And Now

By Lenora E. Houseworth

Three decades have passed since Vernon E. Jordan Jr.'s voice echoed in the National Urban League headquarters as its president. Back then, the country was still reeling from the tumultuous racial unrest of the '50s and '60, and looked to Jordan and other civil rights leaders countless times for answers amidst chaos.

For many, Jordan's term (1971-81) marked a new direction for the League; a tipping point just as America appeared ready to crack open the doors of equality for African Americans unlike ever before. It was Jordan's job to make sure the country delivered.

Today, the civil rights activist turned political powerbroker and author is uniquely omnipresent as a senior managing director and executive officer of the investment banking firm Lazard Freres & Co. LLC. He serves on the boards of Asbury Automotive Group and Xerox Corporation; as a senior advisor to the board of American Express Company; and as a trustee to Howard University and DePauw University, among other affiliations.

Urban Influence talked to Jordan about where the organization has been, its role in history, and the League's next 100 years.

UI: What does it mean to you that the Urban League is celebrating 100 years? Do you feel you have contributed to the organization's legacy?

Jordan: What it means is two things: One is that we have a lot to celebrate because dramatic changes have taken place in those 100 years and fortunately the Urban League had a hand in it. The first 100 years convinced me that for the next 100 years, if there was no Urban League, we would have to invent one. So 100 years later, the Urban League is as needed and necessary as it was 100 years ago.

UI: So then you disagree with people who feel that civil rights organizations are no longer needed or relevant?

Jordan: I don't know anybody who thinks that.

UI: Really?

Jordan: Yes, and I don't want to know them.

UI: What do you say to young people who maybe feel they are disconnected from the Urban League movement?

Jordan: It is a dual obligation on the part of young people to seek out organizations like the League that speaks to their needs and their aspirations, but it is also the responsibility of the League to reach out to these young people. And so if you

get both making some effort to connect, to make that contact, then something happens. When I was a very young kid in high school, somehow I got drawn into the Urban League to do things in Atlanta with white kids. I was looking for interracial activity. So it's a two-way street in that young people have to aspire; they have to want. You just can't sit there and expect something to happen. At the same token, the organization has some responsibility to reach out and say, "We have this service to offer."

UI: How can organizations like the League reinvent themselves for the next generation of leaders?

Jordan: I don't know that. I have been gone 29 years. That is not a question I can answer because I am not there. They fired me 29 years ago, so I am just an old veteran.

“My time at the Urban League was to me the greatest opportunity in my life to be of service.”

UI: So how did you find your way to the Urban League?

Jordan: The Urban League found me (laughs).

UI: So you came highly recommended then?

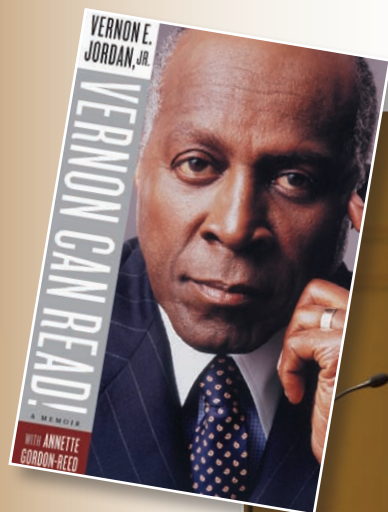
Jordan: I assume so.

UI: How has the Urban League has changed over the years?

Jordan: It has changed in much of the ways that America has changed and it has responded to these changes. It started off (in) a very apartheid atmosphere and it along with the NAACP and other institutions of society slowly and surely broke down the barriers bit by bit and bit by bit and bit by bit. One hundred years later, those same barriers exist. They are not visible the way they are when we started. There is not Plessy v. Ferguson. Let me give an example: We were given the right to check in to hotels and motels of the country. Once we got that right, we had to make sure that when black people were checked in they would have the money to check out because the act of checking in is useless without the wherewithal to check out.

UI: How would you sum up your time at the Urban League?

Jordan: Well my time at the Urban League was to me the greatest opportunity in my life to be of service. It was within those 10 years an opportunity for me to give back, to serve, to help, to be a leader. It was 10 of the most satisfying years of my life.





UI: During your time, did you have feelings of discouragement or self doubt?

Jordan: *Self doubt has never been something that I have been afflicted with.*

UI: What is your advice to the younger generations who may have that self doubt given what they are faced with today?

Jordan: *I think you can't do anything in life or with life absent some confidence in yourself. So it begins with self. Once you get beyond that then you have to be committed to hard work, sacrifice and excellence.*

UI: What do you see for the Urban League in the future?

Jordan: *I think the Urban League has to be as vigilant as it has always been in these next 100 years. As vigilant, as active, as vocal, as articulate as it's ever been because we have not achieved the kind of equality, that equal opportunity that should be achieved. So we still have a long way to go.*

UI: How do think organizations like the NUL will connect with future generations? In what ways can they resonated with the next generation of leaders?

Jordan: *That's not for me to decide. That is what (NUL President) Marc (Morial's) job is. He can figure that out; he knows it. And I think there is nothing worse than some old executive saying what the organization ought to be doing. That's Marc's job and I would have felt that way if Mr. (Lester) Granger (former NUL executive secretary) had been making suggestions about what I should have been doing when he was around.*

UI: You are close friends and close counsel to President Clinton and there are those who see the similarities between him and President Obama. What things do you think the two presidents have in common?

Jordan: *They are both Ivy League educated, they are both very smart, very excellent politicians. One has been a good president and one is now being a good president.*

UI: Should Obama run again?

Jordan: *Well I don't think we elected him to do one term, so I am confident that he will run and that he will win.*

UI: Another one of your close friends, Hilary Clinton, broke ground as a strong presidential candidate. After Obama, do you think the country is ready to break more ground?

Jordan: *I think the presidency will be open to new faces and new people from all backgrounds.*

UI: The Civil Rights Movement no doubt defined your generation. What is the major societal plight that will define today's generation of young people?

Jordan: *The basic problem is that white people are still ahead. It is of a different proportion, a different venue, but some things have not changed like black unemployment being double that of white unemployment.*

UI: When you look back on your story, how do you hope your influence will be defined?

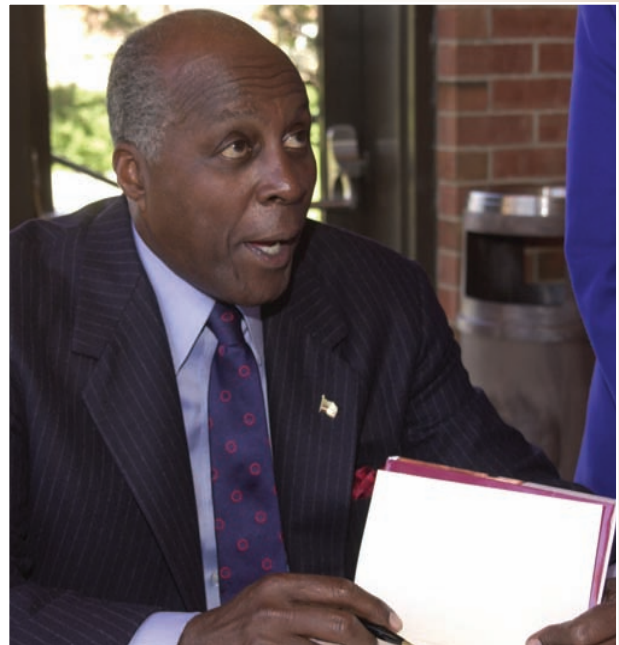


Photo by Marilyn Culver

Jordan: *I hope my tenure will not be remembered as my tenure. I hope my tenure will be remembered as a good 10 years for the National Urban League. It was never, ever about me-not then and not now. I was the fifth executive director, president or director. Since me there has been (four) other executives. That's pretty good in terms of 100 years of history in terms of leadership.*

But keep in mind that the strength, the ultimate strength of the Urban League movement is in its community roots. The strength of the Urban League is in its affiliates because they are closest to the people. They serve the people. So based on what we learned from our affiliates, we have a position to be a national advocate for the interest of black people but it comes up from the affiliates. The affiliates represent the heart, the soul and the essence of the Urban League in my judgment and in my experience.

Lenora E. Houseworth is assistant editor of Urban Influence.



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A CENTURY OF PROGRESS

The story of the National Urban League is the story of African-American history and culture over the past 100 years. The events, moments and historical firsts are too numerous to capture in this medium, so here is a snapshot of our story.

"We've all got to keep our eye on the important mission of economic parity. Once that is accomplished, America will truly offer a level playing field for all."

– Marc H. Morial, President & CEO, National Urban League



The National Urban League is established by Dr. George E. Haynes and Ruth S. Baldwin (widow of railroad magnate William Baldwin).

1910

National Urban League establishes its first department: housing.

1913

Following World War I, the Urban League creates housing management companies to stimulate the building of better-quality housing in black neighborhoods.

1918

Vocational Centers are established to provide career advice and prepare African-American youth for jobs.

1920

President Roosevelt's administration is encouraged by the National Urban League to appoint more than 100 blacks to race-relations advisory positions within federal departments and newly established agencies.

1936

1941

The Fair Employment Act is passed by President Roosevelt in response to A. Philip Randolph's March on Washington, which protested the racial discrimination of the defense industries.

1954

The U.S. Supreme Court rules against segregation in schools in the landmark *Brown v. Board of Education of Topeka*.

1961

National Urban League establishes an office in Washington, D.C., to keep informed about Washington developments and forge closer ties between the Urban League and both the legislative and executive branches of the federal government.

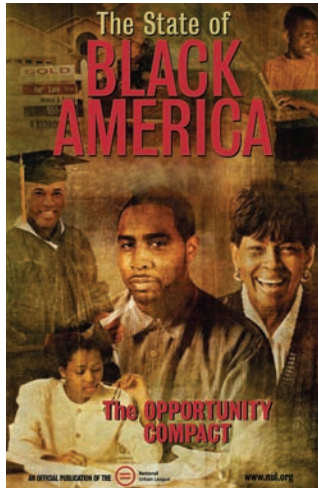
1963

National Urban Leaguers among the 250,000 people who joined the historic March on Washington, a peaceful demonstration to promote civil rights and economic equality for African Americans. In the same year, under the leadership of Whitney M. Young Jr., the Urban League proposed the "Domestic Marshall Plan" to improve education, employment and social status of African Americans suffering from poverty.

1964

The Civil Rights Act is passed, making racial discrimination illegal in public places.





National Urban League establishes the Operation Equality Program to provide counseling, information and housing assistance programs.

1965

The Black Executive Exchange Program (BEEP) is established to prepare students of HBCUs for industry-related careers. Whitney M. Young Jr. is awarded the nation's highest civilian honor, The Medal of Freedom, by President Johnson

1969

National Urban League creates the State of Black America. The annual report's Equality Index looks at key indices to see how blacks compare with whites in economics, education and health.

1976

The National Urban League Incentives to Excel and Succeed program was established to create an affiliate-based network to empower African-American youth. The program was the beneficiary of all proceeds from the Stop the Violence movement and the Hip-Hop single "Self Destruction."

1989

National Urban League Young Professionals auxiliary is established to engage young professionals, age 21-40, to help the affiliates and communities through volunteerism and philanthropy.

1999

2003

National Urban League creates the first Legislative Policy Conference under NUL President and CEO Marc H. Morial. NUL also secures a \$127.5 million equity fund to invest in minority businesses through the New Market Tax Credit program.

2005

National Urban League joins the Congressional Black Caucus in support of the Hurricane Katrina Recovery, Reclamation, Restoration & Reunion Act.

2008

National Urban League and the National Coalition for Black Civic Participation launch the Vote to Empower! bus tour and rally to encourage voter participation. Amidst the recession, the Urban League's Empowerment Tour features a Restore Our Homes housing fair and foreclosure-prevention workshops.

2009

Illinois Sen. Barack Obama becomes the first African-American President of the United States. Michele Obama becomes the first African-American First Lady of the United States.

2010

National Urban League launches the "I Am Empowered" multimedia initiative with a goal of getting two million people to sign a pledge of empowerment.



Sources: National Urban League, Time magazine (February 22, 2010) and Urban Influence staff.

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BLACK ANGELS

SOAR

ON AND OFF THE STAGE

By Lenora E. Houseworth

It is a story told several times and yet not enough.

In the off-Broadway production of "Black Angels Over Tuskegee," six talented actors explore the struggles, brotherhood, patriotism and heroic acts of the Tuskegee Airmen, the first African-American fighter pilots in the U.S. Army Air Forces.

"When it really sinks in, you think, 'These men were incredible,'" said actor Lamman Rucker, who stars in the production. "I think the ease of this story is that we make the characters very accessible, very normal, very realistic so you know exactly who these men are; they're the men in your life."

The production comprises a stellar group of men dubbed "The Black Gents of Hollywood" who are steadily winning over crowds with their powerful portrayals of men serving their country at the height of the Jim Crow era. But when the lights come up, the all-male ensemble works overtime with a clearly defined mission to resurrect, redefine, and restore positive images of African-American men.

"It's a whole other dynamic of what we do just based on who we are," said Rucker. "We consider ourselves a service organization as well. We are in the community getting involved, partnering with other nonprofit organizations so that we have a presence and we get a collective of young



David Wendell Boykins



Thom Scott II



Lamman Rucker

“This story really inspires us to see how dreams and determination work together.”

black men that are behind them setting an example to do what we can to help people move their initiatives forward.”

The play, which opened this January, already has received several awards, including the NAACP award for Best Ensemble. The cast also includes rotating performances from Lawrence St. Victor (“Guiding Light”) and Tobias Truvillion (“One Life To Live”) as well as David Wendell Boykins, Demetrius Grosse, Thom Scott II, Steve Brustien, Thaddeus Daniels, Melvin Huffnagle, and playwright/director Layon Gray. Next year, the play also will launch overseas.

“This story really inspires us to see how dreams and

determination work together,” said Gray. “I’ve witnessed audience members laughing hysterically and then sobbing solemnly. It is a perfect vehicle to educate, entertain, inspire and add perspective to a rarely heard chapter in American history and I’m so glad to share it.”

Lenora E. Houseworth is assistant editor of Urban Influence. Photos by Markglennstudios.com and Sue Coffin/MaxStudios.



Demetrius Grosse



Layon Gray



Cast of “Black Angels Over Tuskegee”

THAT'S A WRAP

Hot Faces & Places

BET Awards Shines On Like A Prince

The stars shined brightly at the BET Awards as star after star took to the stage to introduce nominees, perform, and if fortunate accept an award at the fast-paced show hosted by (1) the talented Queen Latifah. Winners and performers included (2) the Black Eyed Peas (3) Chris Brown (4) Humanitarian Award winner John Legend and (5) Trey Songz (with his mother April Tucker). An all-female tribute (6) featured (from left) Patti LaBelle, Janelle Monae, Esperanza Spalding and Alicia Keys as they serenaded Lifetime Achievement honoree Prince (7).

(Photos by Vince Bucci, Frank Micelotta, Lamond Goodloe and Earl Gibson/Picture Group)



Black Films Are The Star At Annual Festival

More than 3,500 festival-goers made the 14th Annual American Black Film Festival the hottest place to be in late June as the star-laden four-day festival in Miami paid deserved honors to aspiring actors and filmmakers. Events and activities filled venues all around town and attracted up-and-coming and established Hollywood types including: (1) Elise Neal (2) Jeff Friday and wife (3) David Banner (4) Keith David and (5) Sommore.

(Photos by Scott Miller)

Anheuser-Busch Cares About CARES

At a recent National CARES Mentoring Movement board of directors meeting, (6) Johnny Furr Jr. (right) vice president, Community Affairs and Consumer Outreach for Anheuser-Busch, presented a \$100,000 donation on behalf of the Anheuser-Busch Foundation to NCMM's Founder and CEO Susan L. Taylor and NCMM Board Chairman Thomas W. Dortch. The most recent gift brings the company's five-year support to \$500,000 for the national mentoring initiative.

(Photo by Quinn Hood)



What's A Black Republican To Do?

By Michele M. Moore

It's clear that the past 18 months have been among the most triumphant and tumultuous in American history, from President Obama's election, rebuilding our global standing and healthcare reform to disasters in the economy, housing market and the Gulf. Fortunately, the tide is slowly turning toward an economic recovery and we've discovered a resiliency and appreciation for simplicity in our lives.

This time also revealed emerging political forces that redefined the Republican Party, not only as the party opposed to Democrats, but a party deeply conflicted on fiscal, social, environmental and racial issues.

Who really represents the GOP today?

Is the standard-bearer for the Republican Party talk show host Rush Limbaugh? This \$400 million media impresario's first words less than 24 hours after Obama's inauguration were, "I hope the president fails." Limbaugh's speech not only whipped the Conservative Political Action Conference gathering into a frenzy, but forced Republican National Committee Chairman Michael Steele to publicly apologize for criticizing him.

Is it "drill baby drill" former Alaska Gov. Sara Palin? Her cryptic one-liners, talk of death panels in healthcare reform and anti-Washington rebellion led many political pollsters to believe she is the most likely GOP candidate in 2012. Palin now touts her record on Alaskan environmental conservation in light of the Gulf spill.

Is it the Tea Party? Their fever-pitched concerns about Washington bailouts, socialized healthcare and immigration have enabled Fox's TV's Glenn Beck to schedule a Tea Party march

on Washington, D.C., in August on the anniversary date of Dr. Martin Luther King's 1963 March on Washington, claiming the Tea Party march is the real demonstration for civil rights in America.

There's RNC Chairman Steele, whose missteps, allegations of misuse of GOP funds at the Voyeur Club and steady drop in party contributions have caused some GOP leaders to call for his ouster.

If you're an African American in the Republican Party, where can you stand? As the Tea Party may represent your fiscal conservatism, how do you justify some of the blatant racial signs and slurs at Tea Party marches? How can one hear Sara Palin, Rush Limbaugh and Glenn Beck bash Washington bailouts, yet have nothing to say about reforming Wall Street? Steele has to rationalize how a party that hates bailouts hurt so many of the blue collar/GOP supporters by denying unemployment benefits to them.

Today's political climate is tough enough, but this fall, where will black Republicans turn?



Michele M. Moore is a media and marketing strategist for the private and public sectors. She resides in New York City.

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