

Black Business News

YOUR LINK TO BLACK BUSINESS ENTERPRISE IN SOUTHERN CALIFORNIA

The Official Business Journal of the Black Business Association

U.S. Small Business Administration 2007 Award Winner "Journalist of the Year"

President's Message

"Accepting the Baton: The New Generation Paradigm"

August 2007

Our business communities partially suffer from the old American ancestral challenge commonly identified as a generational gap. The African American young business leaders are not provided enough guidance and mentorship, and at the Black Business Association (BBA) we recognize it is our responsibility to facilitate that support for success in order to lessen the generational gap.

For over 37 years, the BBA has been committed to its mission to "... advocate for and advance the development and growth of African-American owned businesses." To date, we have contributed to and supported the development, progress and expansion of more than 15,000 African American Businesses.

In line with our mission, we are proud to announce the formation of our new membership division geared towards mobilizing and supporting the next generation of African-American business leaders and entrepreneurs.

Legacy Leaders is BBA's new young adult membership group. Geared towards entrepreneurs ages 21-40, the goal of Legacy Leaders is to provide access, resources and business support to a rapidly growing segment of African American business community.

From self-employed professionals to CEO's of multi-million dollar enterprises and corporations, Legacy Leaders are individuals who have the economic future of the African American community in the palm of their hands. As a leadership organization, we at the BBA understand that the torch needs to be passed on and placed in the hands of

these future business leaders.

Therefore, beginning Fall 2007 we will start providing an array of services and programs catered to the specific needs of young African American business owners. Through classes, workshops, networking events, and business development support, the BBA seeks to ensure the economic prosperity of the African American community by elevating the business acumen of our future professionals and entrepreneurs.

Finally, in addition to the development of Legacy Leaders group, we have also created "genneXt," a new section of our monthly publication. Written by BBA Member and Legacy Leader Chair, Ms. Starlett Quarles (see article on page 5), genneXt will be dedicated to showcasing the entrepreneurial spirits of the next generation of business leaders and professionals.

In honor of this new endeavor, the BBA, in conjunction with urban X marketing, will host a

launch event at to officially announce the creation of the Legacy Leaders group and our genneXt column. The evening will consist of a networking mixer followed by a keynote speaker on "Accepting the Baton: The New Generation Paradigm."

This highlighted work is exciting and I encourage successful businesses to join in this movement to guide and support the next generation of entrepreneurs. This is a joint venture presented by the BBA & Urban X Marketing.

Please contact our office or visits our web site, www.bbala.org to help pass the baton of business expansion.

Earl "Skip" Cooper, II

President/Chief Executive Officer



(l-r) Earl "Skip" Cooper, the Honorable Ombeni Yohana Sefue, Ambassador to the USA from the United Republic of Tanzania and V. Anthony Thompson, AIC, DAE Managing General Partner, Gibraltar.