



ISSUE 1 ■ MAY 2006 ■ VOL. 2

**Entergy**  
Nuclear Northeast



**01** NEW LEADERSHIP AT THE CHAMBER

**AFRICAN AMERICAN CHAMBER OF COMMERCE**  
OF WESTCHESTER AND ROCKLAND COUNTIES



**02** CHAIRMAN'S MESSAGE

**02** PRESIDENT'S MESSAGE



**03** SEVENTH ANNUAL BUSINESS-TO-BUSINESS EXCHANGE

**03** CELEBRATING TEN YEARS



**04** ENTERGRATE CALL FOR SUCCESS STORIES

# THE DIVERSIFIED Entrepreneur

NEWSLETTER OF THE AFRICAN AMERICAN CHAMBER OF COMMERCE OF WESTCHESTER AND ROCKLAND COUNTIES

## AFRICAN AMERICAN CHAMBER OF COMMERCE CELEBRATES 10<sup>TH</sup> ANNIVERSARY!

### AFRICAN AMERICAN CHAMBER OF COMMERCE OF WESTCHESTER AND ROCKLAND COUNTIES ANNOUNCES NEW LEADERSHIP

#### *White Plains, NY*

Kenneth R. Theobalds, Vice President of Government Affairs for Entergy Nuclear Northeast has been sworn in as Chairman of the Board for the African American Chamber of Commerce of Westchester and Rockland Counties. "We are excited to have Mr. Theobalds serve as Chairman of the Board," says Robin Douglas, President and Founder of the AACCW. "His tireless work and support of diversity issues and minority business development will benefit the Chamber's programs and membership."

Established June 28, 1996, the African American Chamber of Commerce of Westchester and Rockland Counties, Inc. was created as an independent not-for-profit agency to assist, counsel and protect the interest of the African American Business

concerns. The Chamber serves as an advocate for local African American-owned businesses. "I am honored to serve as Chairman of the Chamber's Board. The Board consists of distinguished area business leaders, and organizations, who are committed to developing and empowering minority businesses", states Kenneth R. Theobalds, Vice President of Entergy Nuclear Northeast. The African American Chamber of Commerce of Westchester and Rockland Counties continues to work to maintain and strengthen the overall economy for minority businesses.

As a volunteer organization, the Chamber's members are individuals and businesses who work together to advance the commercial, financial, industrial and civic interests of a diverse community. The Chamber's

recent successes include the premier issue of Entegrate Magazine, a business publication, the 9th Annual Awards and Scholarship Dinner and designation by the NYS Empire State Development Corporation to administer a revolving loan fund for MWBE's.

The Chamber sponsors small business seminars, networking events and procurement diversity workshops. Topics range from financial planning, marketing and business management.

To learn more about the African American Chamber of Commerce and membership information visit [www.aaccnys.org](http://www.aaccnys.org).

**Mr. Kenneth Theobalds**  
*Entergy Nuclear Northeast*  
AACCCR Chairman

**Ms. Robin L. Douglas**  
President/CEO/Founder

#### **DIRECTORS:**

Mr. Andrew Frazier, *NY Life Insurance Company*  
Mr. Bruce Jackson, Esq. *Microsoft*  
Ms. Debbie Knight *Citibank*  
Ms. Elizabeth D. Moore, Esq. *Nixon and Peabody*  
Ms. Jeannine Nettles *State Farm Insurance*  
Mrs. Joan Parrott-Fonseca, Esq. *Jpf & associates*  
Dr. Anita Underwood *Partner Design Group*  
Hon. Lyndon D. Williams, Esq. *Citigroup*  
Ms. Debra White *New York Power Authority*

#### **CORPORATE ADVISORY BOARD 2006:**

Mrs. Rosa Barksdale *Barksdale Healthcare Service*  
Mr. John Butler *Verizon*  
Mr. Gordon Clarke *TransWestern Publishing*  
Mr. Maurice L. Coleman *Bank of America*  
Mrs. Greta Davis *Time Warner*  
Ms. Claire Dorfman *Cablevision*  
Mr. Ernie Ellison *PGA*  
Ms. Shelley Freeman *Starwood Hotels & Resorts*  
Mr. Michael J. Garner *NYC School Construction Authority*  
Mr. Floyd Green *Aetna*  
Ms. Carole Lakin *Enterprise rent-a-car*  
Ms. Lois Lane *US Postal Service*  
Mr. Ernest McFadden *PepsiCo*  
Ms. Wanda McKenzie *IBM*  
Ms. Joanne Mendes *Heineken USA*  
Mrs. Sandy Miller *Con Edison*  
Mr. Peter Mosbacher *The Bank of NY*  
Mr. Kenneth Neal *MTA*  
Mr. Edward Odom *CITIBANK*  
Ms. Valerie Price *Commerce Bank*  
Mr. M. Paul Redd *Westchester County Press*  
Ms. Patricia Ricketts *JP Morgan Chase*  
Mr. Dan Robinson *Xerox*  
Ms. Jacqueline Rosa *Morgan Stanley*  
Ms. Brenda Scott *Macy's East, Inc.*  
Ms. Brenda Y. Stone *Washington Mutual*  
Mr. John Tuller *The Journal News*  
Mr. Clarence W. Wright *AXA Advisors*  
*Black Enterprise Magazine*

#### **CHAMBER COUNSEL:**

Bruce Bozeman, Esq. *Bozeman, Trott & Savage*  
John S. Savage, Esq. *Bozeman, Trott & Savage*

#### **The Diversified Entrepreneur**

**Editor:** Robin L. Douglas

**Design:** 3D Studios, Inc.

Individuals wishing to be added to the mailing list should contact us at 914-699-9050.

## CHAIRMAN'S MESSAGE

Dear Chamber Members, Friends and Supporters,

As we celebrate our 10th Anniversary, the Chamber would like to thank our members, friends and supporters, who continue to work together to advance the commercial, financial, industrial and civic interests of our diverse community. The Chamber's successes over the last decade are many however our most recent include: Entergrate Magazine, an outstanding Women's Month Celebration with Alan Hevesi and Star Jones Reynolds, our Annual Awards and Scholarship Dinner and designation by the NYS Empire State Development Corporation to administer a revolving loan fund for MWBE's.

As we prepare for summer, a season of renewal, this is an excellent time for members and friends to renew your commitment to the Chamber. Your renewed commitment in the Chamber will ensure another decade of success for this dynamic organization that continues to improve the landscape of our business community.

Sincerely,  
Kenneth Theobalds  
Chair

## PRESIDENT'S MESSAGE

Welcome back to the pages of The Diversified Entrepreneur. We are pleased to discover that you are enjoying the inaugural issues of Entergrate Magazine and that a number of you are using the magazine as a tool to assist in the growth of your businesses and careers.

Last year was filled with political scandals, natural disasters and social anomalies. We were regularly bombarded with information surrounding the nation's economic recovery. Fortune 500 companies and segments of the small business community experienced record-breaking profits but for most small businesses, the recovery was slow or non-existent.

How did the large companies do it? The business development teams within large companies made the most of strategies that included outsourcing non-essential activity and personnel. Many large companies eliminated services that did not characterize their core business. In a recovery, it is important for a small business to employ similar strategies.

As we look toward a prosperous year, small business owners must develop a course of action that will allow the team to concentrate on core serves while working smarter and not harder.

On behalf of the entire editorial teams of The Diversified Entrepreneur and Entergrate Magazine, we wish you and yours a profitable year.

Sincerely,  
Robin L. Douglas  
President

# ALAN HEVESI AND STAR JONES REYNOLDS LEAD WOMEN'S HISTORY MONTH CELEBRATION

White Plains, NY - In celebration of Women's History Month, The African American Chamber of Commerce of Westchester and Rockland Counties (AACCCWR) honored women that exemplify the 2006 theme, "Creating Opportunity through Image, Power and Diversity" on Wednesday, April 5, 2006 at the Crowne Plaza Hotel located in White Plains, NY.

The all day celebration began with **Alan Hevesi**, New York State

Comptroller speaking at the breakfast. Madame C.J. Walker award recipient **Star Jones Reynolds**, Co-Host of The View, was the luncheon keynote speaker and **Kellye Davis**, author of *The Bliss Principal-5 Easy Ways to Reduce Stress* addressed attendees during the evening reception.

**Star Jones Reynolds**, engaged the audience as the luncheon keynote speaker and Madame C.J. Walker award recipient. She discussed her journey from prosecutor to co-host to businesswomen. Star is currently a co-host of The View, along with four other women including executive producer Barbara Walters. The View, recipient of the 2003 Daytime Emmy Award for "Outstanding Talk Show," is



the original forum where real women discuss relevant, everyday issues and share their daily, no-holds-barred opinions and lively, colorful conversations.

Vera Moore, President of Vera Moore Cosmetics, served as Mistress of Ceremony. The 2006 Women's History Month Luncheon Honorees included: **IMANI BENNETT**, Business Development Specialist, MBDA/US Department Of Commerce, **ZENAIDA CHAPE**, Asst. Dir. Of M/

WBE Outreach Programs, Metropolitan Transportation Authority and **PHYL-LIS RAMSEY**, Supervisor of Agency Services M/WBE Procurement, Empire State Development Corporation.

"The Chamber is proud to host an event that addresses a variety of needs for today's working women- from business development, personal development and stress management," says Robin Douglas, President and Founder of AACCCWR. "In addition, this is a great opportunity to celebrate women who have made a positive impact in our community."



Additional activities for the day included a book signing with Star Jones Reynolds, Business-to-Business Procurement Seminar, Job Fair, and Business Expo. More than 350 guests attended the luncheon and B2B event.

The evening reception, which was the final event of the day featured speaker **Kellye Davis**, Author of the Bliss Principles.

Sponsors of this year's event include Enterprise Rent-A-Car. "We're thrilled to be a supporter of the AACCCWR's Seventh Annual Women's History

Month Luncheon and B2B exchange," says Carol Lakin, Enterprise, Group Relations Manager and Chair of the 2006 B2B Exchange. "Participation in such a wonderful event allows us to live one of our founding values, "Our Doors Are Open". On April 5th, the AACCCWR enabled us to open our doors to both potential employees and MBE vendors." Additional sponsors included: Black Enterprise Magazine, IBM, Entergy, Con Edison, the New York Power Authority, the Journal News, American Legacy Magazine, Citibank, All Tech Electronics, State Farm, Marie Elaine and the Bank of NY.

## CHAMBER CELEBRATES 10<sup>TH</sup> YEAR OF SERVICE TO THE MINORITY COMMUNITY OF WESTCHESTER AND ROCKLAND COUNTIES

This year marks the tenth year of service to the minorities and women in business community for The African American Chamber of Commerce of Westchester and Rockland Counties. The Chamber kicked-off a year of activities planned to celebrate its milestone with a special reception on Thursday, January 19, 2006 hosted by Earnest McFadden, manager of community affairs, at the headquarters of PepsiCo, located at 700 Anderson Hill Rd. in Purchase, NY.

"We could not have achieved so many of our goals without the support of our corporate and community partners", said Robin L. Douglas, president of the African American Chamber of Commerce of Westchester and Rockland Counties. "Their participation for such a young organization has been extraordinary."

The 10th Anniversary Co-chairs, the Chamber's Executive Committee and Corporate Advisory Board were on

hand to unveil the second issue of ENTERGRATE Magazine. This issue takes a look at "Finding Future Success in Lessons From the Past" with an in-depth interview with Rodney Reynolds; publisher of American Legacy magazine.

# NEW DIVERSITY MAGAZINE TO FOCUS ON BEST PRACTICES AND BENEFITS OF CONTRACTING MINORITY AND WOMEN BUSINESSES

## *ISSUES CALL FOR SUCCESS STORIES*

### *White Plains, NY*

Entergrate Magazine, a newly launched business diversity publication planned as a quarterly custom publication of the Westchester Journal News, is issuing a call to Fortune 500 companies, high growth industry organizations, government agencies, associations and other non-profit organizations share success stories about contracting with minority and women-owned businesses. The call goes out to organizations in Westchester County and the surrounding areas.

The magazine is the first of its kind almost exclusively devoted to sharing best practices in minority and women business enterprise procure-

ment and is a venture of the African American Chamber of Commerce of Westchester and Rockland Counties with underwriting from Entergy Nuclear Northeast. The publication is designed to appeal to those with procurement authority in organizations across sectors offering insight about how to benefit from doing business with minority contractors. "By sharing insight and lessons learned with readers of the magazine, the African American Chamber of Commerce hopes to spur greater opportunities for small, minority and women owned businesses in the areas," says Robin L. Douglas. "We believe that larger organizations also stand to learn something from smaller enterprises as well."

The magazine will also serve as a resource for small businesses seeking procurement opportunities with larger organizations in Westchester and the surrounding areas. The inaugural issue will reach more than 7000 business decision makers, franchise operators, business owners and entrepreneurs in Westchester and surrounding areas. It will specifically cover best practices areas that include: *Financial • Insurance/Health • Marketing • Procurement Development • Real-estate & Technology*

Please email your stories to editor at [entergrate@aaccnys.org](mailto:entergrate@aaccnys.org)

**WWW.AFRICANAMERICANCHAMBEROFCOMMERCEINYS.ORG**

**AFRICAN AMERICAN**  
**CHAMBER OF COMMERCE**  
WESTCHESTER & ROCKLAND COUNTIES INC.

100 Stevens Avenue, Suite 202  
Mount Vernon, NY 10550