



Seventh Annual African-American Business Conference

hosted by

The Black Management Association

J.L. Kellogg Graduate School of Management

Northwestern University

April 15, 16 & 17, 1994

Evanston, Illinois



Shifting the Scales:

From Community Strains To Capital Gains

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21st CENTURY ENTREPRENEURSHIP: Designing Businesses for Success in the Next Millennium

Moderator: Dominique Murray

America's economic resurgence in the 1990's will spring from the creativity and due diligence of minority and women entrepreneurs, who have found it increasingly difficult to start-up and remain profitable in the inner city. Cutbacks in state and federal government assistance, high crime rates and increasing financial limitations of local residents have created overwhelming economic barriers. Similarly, with more than 80% of job growth derived from small businesses and major corporations downsizing, minority and women entrepreneurs must play a significant role in nurturing economic revival within the African-American communities.

The success of small businesses is heavily dependent on the economic strength of the community it operates in and by being a primary contributor to community prosperity, entrepreneurs will, in essence, be guaranteeing their market. The panel discussion will include (but not limited to) identifying new entrepreneurial opportunities for African-Americans, creating an effective business plan, raising capital, managing cash flow, marketing your firm, as well as creating a balance between the social and economic needs of our African-American communities.

Pierre A. Clark

President/Executive Director, Self-Employment Enterprises Leadership Forum, Inc. (S.E.L.F.)

Pierre attended Harvard University and the University of Chicago. Pierre published his own Newspaper (South Street News), magazines (Chicago Disco, Chicago Entertainment Tonight) and Newsletters (Wealth Producer). He founded S.E.L.F. in 1991 to address a need on the part of community residents who want to become entrepreneurs. The agency trains community residents in Entrepreneurship by conducting workshops and information seminars.

Hermene Hartman

Owner/Publisher, N'Digo Magapaper

Hermene Hartman is the owner and publisher of N'Digo "Magapaper". A former Chicago educator, Hartman founded the publication in 1989 when she saw the need for an alternative African American voice in Chicago journalism. As a shrewd businesswoman, Hartman also saw an economic opportunity for N'Digo as a vehicle for advertisers to reach Chicago's \$15 billion black consumer market. Hartman holds masters degrees in sociology and education philosophy. In 1973, she joined the faculty of City Colleges of Chicago. In 1988, Hartman became the first woman in the history of City Colleges of Chicago to be named a vice chancellor of the eight-campus community college system.

Scott L. Walker

Vice President of Marketing and Sales and Corporate Secretary, IceBreaker Enterprises Inc.

Scott Walker, born February 17, 1964, attended Princeton University where he received his Bachelor of Arts degree in economics. In 1988 he received his Master of Management degree in Finance and Management Policy from the J.L. Kellogg Graduate School of Management.

Walker joined Citicorps Asset Based Finance Group as a senior account officer where he managed a portfolio of leveraged buyout relationships. He joined IceBreaker in March of 1993. He is responsible for overseeing IceBreakers sales and marketing efforts.

Gary Watson

Attorney-At-Law, Law Offices of Watson & Traylor

Watson graduated from Stanford University in 1980, with a Bachelor of Arts in Economics and received his law degree from the University of California at Berkeley (Boalt Hall) in 1984. He is a board member of the Black Entertainment and Sports Lawyers Association. Before Watson's association with the Law Offices of Watson and Traylor, he practiced law with the firm Glusker, Fields, Claman & Machtinger, which is best known for its representation of clients who are well-established in the entertainment industry.

