

# African American Black Business Association Accomplishments 2007-2009

- # Surveyed 20 Black businesses to assess general needs and emerging trends. Businesses included optometry, screen printing, import, motivational speaking, health providers, re-entry service providers, publishing, legal services, construction contraction, insurance, real estate, playwright, food service providers and beauty salons. This shows that the community has a wide-range of contemporary businesses.
- # Provided technical assistance grants in the form of resource referrals and financial support to 12 businesses. Money awarded ranged from \$400-\$600 to assist with marketing, technical equipment, retail store equipment and education.
- # Provided 2 loan clients to an approved SBA lender
- # Scheduled 16 businesses for legal counsel paid for by AABBA
- # Sponsored seminars on *Where to find funding, Which legal entity should I choose and Credit Scores at Genesis Enterprise Center*
- # Organized a highly successful two day Business Boot Camp with nationally known marketing specialist Gerry Foster for 33 businesses. This boot camp assisted clients with identifying vision and mission statements, clarified branding, market position, selling techniques and rejuvenated nearly every business which attended so that they could moved to a new level of thinking and revenue streams.
- # Hosted Black History Month Membership and Recognition Reception featuring role-model entrepreneurs who started locally and grew into international entities. One was R.B. Brent, publisher of over 10 successful magazines. Another was Valerie Daniels-Carter who owns Burger King Franchises in Milwaukee and New Jersey and now South Africa.
- # Featured in local media, the Wisconsin State Journal and UMOJA magazine on several occasions for events that AABBA held.
- # Initiated branding image for AABBA with creation of the AABBA logo, AABBA anthem song, the 10 Smart Business Ways to Grow Smarter, AABBA brochure, and official membership cards.
- # Redesigned website and upgraded its content to reflect business events.
- # Supported the Urban League's new building by purchasing a tile.