

Black Board of Directors Project

Summer... Fall... Through It All! See What Has Been Happening and What is About to Happen!

Project Points

Volume 6, Issue 2 / 12/2016 / Publisher: Marvin E. Perry

**TO ACHIEVE THE BLACK ECONOMIC DREAM:
IS A CULTURAL SHIFT NECESSARY?**



About the Publisher: MARVIN E. PERRY, President and Founder of the BLACK BOARD OF DIRECTORS PROJECT has had tremendous positive influence in many areas. When barely out of his 20s, he was able to influence the three largest commercial banks... at that time... to diversify their boards of directors; namely, George Evans (Valley National Bank Board), Dr. Morrison Warren (First National Bank Board) and Ronnie Lopez (Arizona Bank Board). His efforts have also lead to billions of dollars in loans being made in underserved areas in Arizona, such as South Mountain (South Phoenix) and to minority owned businesses.

We request BBOD Project members and alums to keep us informed of personal and professional changes and achievements in your life. This includes promotions, births, anniversaries, vacations, social events, degrees, major transitions of close family members and awards.

Honoree is ...

The Women's Foundation of Southern Arizona is thrilled to announce that **Wanda F. Moore is our 2017 Luncheon Honoree.**

Past trustee of the Women's Foundation and active member of our Advisory Council, Wanda is Chair of the University of Arizona Sarver Heart Center's Women Heart Health Education Minority Outreach Program.

Wanda is an active member of the Delta Sigma Theta Sorority Inc. She is the 1st African American to received this award. Wanda has received numerous awards for her work and community service, including the 2014 Governor's Volunteer of the Year Award for the State of Arizona.



We are moved by her personal story and by her legacy of work on behalf of women and girls. Wanda knows firsthand that knowledge is power and helps women advocate for their own health and rights.

A formal announcement of Wanda F. Moore as our 2017 Luncheon Honoree is coming soon. For now, please save the date for Wednesday, April 26, 2017 at the Tucson Convention Center. We hope you will all join us, along with Wanda's family and friends, to celebrate.

Congratulations Wanda!

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**2016 VIP AWARDS
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was held October 24, 2016



The 2016 AWARDEES...

AWARDS OF APPRECIATION

Law firm of Gillespie, Shields, Durrant, and Goldfarb
&
Goodwill Industries of Central Arizona



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OUTSTANDING NONPROFIT ORGANIZATION - Esperanca



DR. LAURA BANKS REED LIVING LEGEND
AWARD

Judith Register

DR. CHARLES R. CAMPBELL OUTSTANDING
ALUMNUS AWARD

Christopher Houk





DR. LINCOLN J. RAGSDALE OUTSTANDING
DIRECTOR AWARD

Richmond Vincent







**Green,
Sustainable
and Energy
Harvesting
Solutions**



CFRC Water and Energy Solutions, Inc., produces solutions that substantially reduces fresh water and energy usage by customers who have showers thereby cutting cost and increasing customer's sustainability footprint.

Our Product

Significant savings for institutions with one or many showers. Example: 1000 shower stalls at a usage rate of 2 showers per day at 10 minutes per shower, will save \$102,200 annually in water, sewer and energy costs when using our innovative solution. Targets: Hotels, Universities/Colleges, Hospitals, Residential, New Construction, Renovation.

The WatermaticFlow is a patented technology that conserves water and energy. It enjoys intellectual protection under US and Canadian Patents. Additional patents pending protect revolutionary value features. The operation of the unit is similar to sensor-activated faucets and toilets often found in public restrooms, which have been proven to save significant water usage and cost, but significantly enhanced and targeted to shower use, in this iteration. Our technology eliminates the current cumbersome ineffectiveness of today's touchless systems.

The WatermaticFlow intelligently senses a person's showering activity and regulates the water flow through the showerhead, making for a more pleasant, sensible showering experience. For example the user can simply move away from the direct water stream to apply soap, scrub etc without having to needlessly waste water flow. (water is wasted at 2.5 – 4.5 gallons per minute. Some flow levels are less) The water reduces to the customer's desired water flow amount. As the user moves back into the stream for full-flow rinsing, the water resumes at full flow. Even more compelling to customers of CFRC, the system reduces the total volume of water used and the corresponding amount of water heating energy used and lowers sewage waste volume. Fresh water, water heating energy and sewage costs can be reduced by 25% - 75% according on the user's reduction targets.

The WatermaticFlow (early production units available) is a self contained, front shower stall wall mounted, energy harvesting unit requiring no external power or batteries (operates on energy scavenged from water flow as alternative energy), mounts with nearly any existing shower head assembly in 5 to 10 minutes, and can be equipped with voice activation for ADA compliancy. Multiple customers have expressed interest in the WatermaticFlow for its ease of installation and zero power usage offering the customer a much faster ROI. Nine months, or less, to one year in most cases. This unit will offer the single unit or multi-unit's home owner consumer a cost effective water and energy saving solution for total fresh water, energy and sewage. Initial pilot production of the WatermaticFlow began Q4 2016.

The Hydroficient, our first generation product, is a behind the wall mounted system offering a valuable solution for new construction and renovation projects. It operates on 24VAC and offers the same functionality and savings as the WatermaticFlow. The WatermaticFlow is our most exciting product as it easily and quickly attaches in front of the shower stall, battery or battery-less operated. These systems are patent protected thereby **providing investment minded entities protection barrier to market entry.**

Extensive pre-manufacturing testing was conducted at Kent State University in Kent, Ohio, resulting in 36% savings! The product is currently deployed at CMHA, Sherwin Williams, Sona Construction, YMCA, Baldwin Wallace University and several other multi unit residential properties in the mid-west.

WatermaticFlow



Hydroficient



Contact: Chuck Williams, Founder/Chairman, CFRC Water & Energy Solutions, Inc.
702.307.4989 or chuck@bolinds.com or chuck@cfcsolutions.com www.watermaticflow.com

**FORMER BLACK CORPORATE
EXECUTIVES REFLECT
ON THEIR PATHS TO THE
CORPORATE SUITE**

Getting to the top of any profession isn't easy. But trying to get to the top in the extremely competitive multi-billion dollar business industry, is even more extreme for Blacks. A lack of mentors, fighting preconceived biases and notions, all of these added challenges, make it even tougher to penetrate that upper layer. It's demanding, to say the least.

Fortunately, we have some tough skinned, relentless people, who have not only succeeded and made it to the top...but they are also willing to share their insights about the journey, the struggles, the sacrifices, and the rewards.

Tamika Curry Smith who owns TCS Group, Inc., a diversity consulting group, says "Getting to the top, fitting in and truly being accepted and respected is tough for Blacks."

"It's being done, but there are still layers and layers of challenges," she says. "Everyone brings a portion of themselves to the position--but how much can you really bring when you're trying to be a part of the team...the "White team?" It's human nature to stick with your own kind, and to want to be around your own people...fitting in, isn't always easy," she adds.

Smith's company provides diversity and inclusion solutions to corporate and non-Profit clients around the country. "It's not a cake walk at the top--it's hard work getting there. And you can believe Blacks have their work cut out for them," she adds.



PROCTOR HOUSTON

IBM VICE PRESIDENT

"I believe the key to my success was that I have never lost the common touch. Growing up in East Harlem, New York, I sold watermelons off a truck. I've always been 'street smart'. At 15 years old, I worked in a New York City hat shop, making felt hats," says Proctor Houston. He started as a sales rep for IBM in 1964 and rose to the corporate level of a company vice-president.

During his 25-year career with the company, he ultimately became an IBM Vice President. He did break through the glass ceiling.

"Not only did I break through, I brought in Columbia University to take a look at our employees--I found out we had good people who were not being utilized. Blacks were basically in entry level positions. None were working at higher levels. I presented that information to the company, which had about 350,000 nonunion workers at the time."

Houston helped to spearhead an accelerated program for blacks and women to better utilize their skills. The president thought it was an acronym for pushing people through, he says.

"He changed a bit. And each position I held, had challenges, so I met with him many times, and I learned to pick my fights, but never compromise myself."

"I had challenges from blacks in the company too, who called me a handkerchief head Negro. They wondered if I was black enough...Sometimes the system causes us to compete against each other," he said.

striving for the top today.

"First, you need to make sure getting to the top, is really what you want. Family time suffers tremendously. It's not a 9-5 job at the top. It never stops. You also need to be careful what you say and who you say it to. At those social event, drinking becomes a truth serum. You need to always be aware of what's going on around you. Most of the people don't want you there, so they're quick to take information and twist it. you are constantly proving yourself. It's not a onetime deal. Every day in every way, you are being tested," he says.

There were meetings he was not invited to, although he should have been. Houston says even today, there are still closed doors at the top.

"If I had an issue, you can believe, I would be heard. I didn't sell out. I had my little wins, here and there," he continues.

Although Houston and his family moved 11 times throughout his career, and there were many challenges along the way, he says it was an exciting journey to the top.

"There were amazing! financial, social and educational benefits, not to mention national and international travel opportunities that we will long remember," he says. He's now retired.

WALTER O'NEAL

SENIOR VICE PRESIDENT, Television Production Finance
WALT DISNEY NETWORK

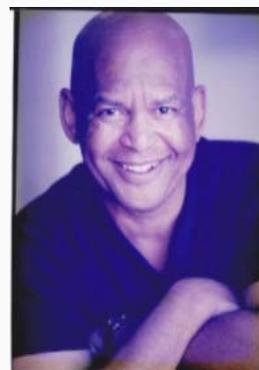
Walter O'Neal joined Walt Disney Television in 1986 as director of television estimating and auditing. The current Arizona resident rose to senior vice president of the company. Now retired, he worked at Walt Disney about 15 years. He's quick to tell you it was a challenging ride with lots of twists and turns along the way.

"As a black man, I was constantly proving my worth. I made sure I left nothing to chance. It's like playing chess. The job required me to be six moves ahead of my opponent. It was tantamount that I excelled because I was the only black. What I learned to do was always backtrack...that means create safety nets. The key for me was simple, no surprises," he says.

"It was also important for me to learn everything that I could...study human nature, learn how they think, watch their body language. You have to be fearless and believe in yourself constantly and completely. I never let the color of my skin hold me back or be an excuse. I was proud and accepted full responsibility for my work and the team of 60 I directed," he said.

O'Neal is quick to tell you, hard work trumps all.

"I was always good with numbers and math, so it follows I would do well in finance. My first job, after leaving home at 15 years old was as a production controller at Viacom. I also worked at Tri Star Pictures before coming to Disney as a payroll clerk. From there, hard work led me from one promotion to another. When I got to the top, my job was to oversee the cost of producing shows including "Home Improvement," "Boy Meets Girl," "Ellen," "The Wonderful World of Disney," "The Disney Sunday Night Movie," and others," he says.



had to be sure the spending was in line with the budget. We're talking \$30,000 per hour to produce a show. The level of stress was brutal for me and my staff of 60 people," he said.

O'Neal says no matter what color you are, if you drop the ball, miss a beat, you are out and quickly replaced by someone else who can do the job.

At the top, O'Neal says he had to carry two cell phones and a pager. When the company wanted you, it didn't matter if you were on vacation with the family. You had to respond.

"I always put my family first. But at the same time, I wanted to carve out a sound financial future for them and that required lots of give and take over the years. Bottom line, you have to be fearless, reduce the negatives, compete and remember God never gives us more than we can handle," he says.



ALCURTIS ROBINSON

MUTUAL OF OMAHA VICE PRESIDENT

"My wife had my sales presentations memorized, from start to finish. She has definitely played an important role in my rise from salesman to Vice President of Mutual of Omaha. I'm proud to say her passion and constant support made it possible for me to make it to the top," says Alcurtis Robinson, who is now retired.

He was the first black man to be a member of the corporate team. He remained at the top, as a vice president for nearly 10 years.

"My title was Vice President of Minority and Community Affairs, and I reported directly to the chairman of the board. At first, there was a lot of resentment and the company was very conservative at the time. But I managed to remain there, work hard, learn, make contacts, network and figure out the game plan," Robinson says.

His belief is simple. He says corporate workers should never underestimate the power of networking and making connections as they work towards promotions and getting to the top.

"I did lots of special assignments. My philosophy--don't worry about where the mules are going, just keep loading the wagons," he says. "That means, continue to study, learn, and get additional training. You can go by yourself," but you can go further and accomplish more, with a team," he adds.

Robinson also says it's important to always invest in yourself, while developing relationships. He believes that having a plan A and a plan B are critical as well.

"A career in insurance has been very rewarding, building trust, helping other minorities to find their way, bridging the gap and being a part of exciting company. Bringing more diversity into the arena, has helped all to reach a common goal," he says.

"Always be open minded and continue to grow, no matter what level you are currently on and by all means, don't lose your focus, don't get tunnel vision, and blind-sided by circumstances and work situations. Look at the Big Picture," he says.

EDWARD HOWARD

SR. VICE PRESIDENT WESTERN REGION JCPENNEY

“I had proven results, my sales were much higher than others, who were being promoted. I made it clear, I was not going to stay at J.C. Penney without a promotion,” says Edward Howard.

He ended up rising to senior Vice President, for the Western Region before he retired. He spent 10 years at the top of J.C. Penney, at a time when the company had no blacks, and no Jews in corporate management roles.

Being at the top, had a tremendous impact on the family too.

“My family moved every three years. My wife’s career had to be put on the back burner. Some weeks, I had to travel Monday through Friday, and my first major promotion was in the boonies,” he said.

“My first district manager assignment was at a beat-up, run-down, pathetic shopping center in Dayton, Ohio. I had already proven myself but it’s always about proving yourself, over and over again,” Howard says.

Howard adds when he reached the top, the perks came--a huge pension and retirement package, stock options, a large salary, and the ability to recommend qualified blacks for his team. “I promoted black members of my team as fast as I could. In fact, one of the people I promoted took my job, I’m proud to say.”

Howard says although there was a bit of envy along the way, the majority of his colleagues did give him respect. He says he didn’t have to compromise his values as a black man.

“Some doors were still closed at the top. I could have been in line for CEO, but there was a hostile takeover. I didn’t go with the flow. When no one would speak up, I always spoke up. My advice for those who want to promote to top levels is simple. Don’t take no for an answer--know where you want to go and find out what it takes to get there, plan, research and execute. Find mentors, make the sacrifice and don’t compromise your blackness,” he says.





AFRICAN AMERICAN
CONFERENCE ON DISABILITIES
 presented by UnitedHealthcare Community Plan

Feb 17 2017, 8:00 am - 5:00 pm
Desert Willow Conference Center
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KEYNOTE SPEAKER:

Dr. Matthew C. Whitaker

Founder and CEO of the Diamond Strategies, LLC (DSC). He is also an award-winning educator, author, community engagement specialist, motivational speaker, and founder the Center for the Study of Race and Democracy, winner of the 2014 Arizona Diversity Leadership Alliance (DLA) Inclusive Workplace Award, at Arizona State University, where he was a professor of history for 15 years.

Workshops

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Questions:

Renaldo Fowler, Arizona Center for Disability Law (602) 274-6287

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The Gilded Year by Karin Tanabe

A review by Dana A Jamison, MD

In our state where many are “*Arizona beige*” (a tanned shade of unknown ethnic origin that allows one to partake of white privilege on both a daily and as needed basis); the plight, challenges and triumphs we face are not much different than the protagonist, Anita Hemmings, in *The Gilded Age* by Karin Tanabe. The novel is based on the true story of Anita Florence Hemmings, the first African American woman to graduate from Vassar College in 1897. The twist is that she did it while passing as white. Although a coming of age story set at one of the Seven Sisters colleges in the 1890s, “the Gilded Age” deals with the issues of race, wealth and privilege that still ring true today. Although a work of historical fiction, the novel highlights some of the true first Negro women to graduate from some of the finest schools in the country: Alberta Scott at Radcliffe and Hortense Parker at Mt Holyoke. Elizabeth Baker, attended Wellesley College in 1896, although she left to marry William Henry Lewis, an Amherst and Harvard man, who was the first African American All-American football player and the first appointed as assistant Attorney General. Miss Baker gave up her education for what was considered more important, marriage to a prominent man. It is ironic that Wellesley just named their first African American school president, Dr Paula Johnson, a Harvard-Radcliffe and Harvard Medical School alum, who is also married with children. Despite the important history, the book is somewhat formulaic embellishing the story with tidbits on the fashion, art and traditions of the era. It is known from the start that Anita is passing as white to gain an education but it is not until 3/4s through the book that the other characters find out. If looking for a light read with some important African American history, *The Gilded Age*, is for you.

Dr. Jamison earned her BA from Radcliffe College and her MD from University of Illinois College of Medicine. She is an orthopedic surgeon and serves on the Board of Arizona Humanities Council.



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