



NATIONAL  
BLACK  
HERSTORY  
TASK FORCE

# The Herstorian Newsletter

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Sharon Jordan, Editor

## Save the Date

The National Black Herstory Task Force Conference will be held **March 24-25, 2011**. Save the date. The theme will be **“Our Healing Journeys: Exploring Spirit, Mind and Body”**.

We are also planning a Black Herstory Book Festival for October 2011. So please make your plans to attend the conference and book festival in 2011. We will have more details about both events to be held in Atlanta, in the next quarterly newsletter. So stay tuned.

## African American Women Business Enterprises And Entrepreneurship: The Post Civil Rights Era to the New Century

**Juliet E. K. Walker, PhD**

Professor, Department of History, Founder/Director Center Black Business History, Entrepreneurship, Technology University of Texas at Austin

The 1964 Civil Rights Act would have an important impact on the expansion of black women's participation as entrepreneurs in various mainstream American business enterprises. Also, for the first time, White Corporate America in response to Equal Employment Opportunity mandates opened the doors to employment that provided opportunities for management responsibilities for black women. Paradoxically, however, the post-Civil Rights era also marked a virtual decimation of the “separate black economy.” Even before the closing decades of the twentieth century black consumers, who once purchased goods and services from black businesspeople, transferred their spending power to both small white-owned business as well as to national chain stores established by White Corporate America. Also, various minority groups of people of color invaded the new but limited small black business districts and/or shopping malls established near large communities of urban and suburban blacks. Increasingly, these entities began to provide goods and services that once had been almost the virtual monopoly domain of black businesspeople, as had been the case in the pre-Civil Rights era of the separate black separate economy.

Simply put, at the turn of the twenty-first century the business receipts of blacks in post-Civil Rights America are substantially less than those of Hispanics and Asians. See Table 1. Moreover, of the 1.2 million black businesses in 2002, only 10,727 black-owned firms had business receipts of \$1 million or more. Even so, revenue generated by these firms was about \$49 billion, accounting for more than half, 55%, of all black business receipts. Yet, these firms represented only 1 percent of the total number of black-owned firms in 2002. Moreover, 72% of all black businesses had receipts of less than \$25,000, including the 770,000 businesses owned by black women which generated only \$29 billion in sales nationwide. Also, while the number of African American Owned Businesses, increased from 600,000 in 1992, to 1.2 million in 2002, including the 250,000 businesses owned by black women, only 9% of black women-owned businesses at that time had gross annual earnings of more than \$25,000.

Continued on page 2.

## Words of Wisdom

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**Claudia's Nugget**  
by Reverend Claudia Smalls

### Stand on the Faithfulness of God

Gospel artist Donnie McClurkin wrote and sang a very popular song entitled "Stand". It was stated by others that he wrote it with the intention to inspire and encourage those who are going through personal storms. I believe that we can all testify to the fact that we have experienced heartache and heartbreak. We have been in many battles and some may have visible scars to prove it. These trials many believers say are only a test but I ask a test for what? In James 1:2-4, the writer tells us to be glad, to count it joy when we are confronted with trials and temptations because they are working patience. Then King David tells us that many are the afflictions of the righteous but the Lord has delivered us from them all (Psalm 34:19). Now if anyone knows about being delivered from danger and forgiven for transgressions, he is one we can rely on. When we read in I Peter 1:6-7, the writer wants us to understand that God sees us with our heavy hearts because of the trouble we are having; but know that as gold is refined in the fire and will eventually perish, we as children of God will be placed in the fire of purification for a life eternal.

So what do you do when you have done all you can and it seems like it's never enough. What do you say when your friends turn away and you're all alone. What do you give when you have given your all and it seems like you can't make it through. Well, just stand and watch the Lord see you through, yes after you have done all you can, you just stand! Why? Because my God is able to do exceedingly abundantly above all you can ask or think according to the power that works in us, that's why! (Ephesians 3:20)

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## African American Women Business Enterprises Continued

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**TABLE 1**  
**2002 MINORITY POPULATION, BUSINESS FIRMS, BUSINESS RECEIPTS**

<b>RACE</b>	<b>POPULATION</b> [US Census Est.]	<b>FIRMS</b> Millions	<b>RECEIPTS</b> Billions
<b>BLACKS</b>	36.6 MILLION	1,197,576	\$88,641,608
<b>HISPANICS</b>	38.8 MILLION	1,573,600	\$221,976,823
<b>ASIANS</b>	13.1 Million	1,104,189	\$326,352,983

Source: This information was compiled using several reports published by the U.S. Census Bureau based on a 2002 Survey of Business Owners.

Yet, ironically, by the turn of the new century in post-Civil Rights America, just as had been the case at the turn of the twentieth century, two of the leading African American entrepreneurs were women. There was Oprah Winfrey, who established an entertainment media conglomerate, while accumulating wealth that by

Continued on page 3.

2001 would push her to billionaire status. Also, there was Cathy Hughes, the first black woman to take her company, Radio One, public (NasDA) with an IPO (initial public offer) of \$2 billion in stock sales. Interestingly, too, while Winfrey would be propelled to billionaire status by a consumer base driven by white America, Hughes' consumer base as she, too, built a communications empire, was Black America. In this third installment of African American Women in Business the focus, however, is on providing representative examples of black women entrepreneurs and ranking executive-level black women officers in the management structure of both Black and White Corporate America. While these women have won recognition in the business world, their successes have not been emphasized in the broader frame of African American history. Even so, while there would be tremendous successes for a few for the majority, despite their increased participation as business women, their economic status would reflect the general state of African Americans in business, especially compared to other minorities.

The Post-Civil Rights era marked an expansion of black women in all areas of enterprise, including their participation in the nation's financial industries, banking and insurance. In 1903, Maggie Lena Walker became the first American woman to establish a bank, the Saint Luke Penny Thrift Savings Bank. She was also the first American woman bank president. In the post-Civil Rights era, however, it was not until the closing decade of the twentieth century when an African American woman would again establish a bank. In 1992 Emma Chappell, a graduate of Temple University and Rutgers University Stonier Graduate School of Banking, founded the United Bank of Philadelphia, a full-service commercial bank, raising 55%, \$3.3 million, the amount required by the State Department of Banking, from the black community, primarily through the black church, whose members contributed funds for the purchase of stock in the names of their church. The other 45%, \$2.7 million, came from 14 institutional investors. In 1997, the bank reached assets of \$106 million. Then, in 2000, Evelyn Smalls, a graduate of North Carolina Central University was appointed President and CEO of the United Bank of Philadelphia. Also, by 2009 four black women headed black banks, including the nation's largest black bank, Carver Federal Savings Bank in New York In 1999, Deborah C. Wright., who holds a joint JD/MBA degree from Harvard, 1984, was appointed President and CEO. In 2009, the bank's assets were \$812.0 million.



Source: [http://www.harrywalker.com/speaker/Emma-Chappell.cfm?Spea\\_ID=73](http://www.harrywalker.com/speaker/Emma-Chappell.cfm?Spea_ID=73)

Limited access to venture capital has been a significant factor impeding the profitable expansion of black business activities. Consequently, in post-Civil Rights America, black women expanded their participation in the nation's finance industries, including investment banking. In 1991, Ernesta Bowman, who had founded the E.G. Bowman Co. Inc., in 1954, the first minority owned insurance brokerage firm on Wall Street, expanded her participation in finance by forming an investment firm, Bond, Procope Capital Management with her husband John Procope and Alan Bond. Also, as black women became important players in the financial world as investment bankers, their participation was not limited to New York or to working only for white investment firms. Some established their own firms. In Chicago, Barbara Landers Bowles established Kenwood Group Inc., in 1990. By 1996, Bowles with seven employees in her registered investment advisory firm handled \$200 million in investment. A Fisk university graduate in mathematics, with a University of Chicago MBA Bowles, a former Kraft employee, started her business with \$100,000 from her employee stock options, which she took when she left Kraft.

Also, Frankie D. Hughes who had worked for black investment bank, W..R. Lazard left in 1993 when she established her own Asset Bank, Hughes Capital Management. Then, in 1996 Marianne Spraggins became CEO at black investment bank W.R. Lazard in New York. Formerly with Smith Barney, Marianne had become a Managing Director, the first African American woman on Wall Street to achieve that position. Spraggins a Boston University graduate also received an LLM from Harvard Law School, and a JD from New York Law School. On leaving Lazard, she continued to work in the financial industry as CEO of the black-owned Atlanta Life Insurance Company. By 2009, Spraggins was President of Buy Hold America, a Canadian-based mutual fund money management company established by Jamaican born billionaire Michael Lee-Chin of African and Chinese descent. .



Source: <http://www.brooklynron.com/2008/04/marianne-c-spra.html>

Continued on page 4.

## World News

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### Passing of a Legend Lena Horne

**Lena Mary Calhoun Horne**, singer, actress, dancer and civil rights activist, passed away on May 9, 2010. Ms Horne was known for her performances at the Cotton Club and for such movies as ***Cabin in the Sky*** and ***Stormy Weather***. Because of her political views, she was blacklisted and could not find work in Hollywood. She returned to her first love of performing.

In 1981, Lena Horne returned in a one-woman show, ***Lena Horne: The Lady and Her Music***. Her show ran on Broadway for more than three hundred performances and earned her numerous awards and accolades.

Lena Horne will be missed, but not forgotten. She will always be in our hearts and mind. We thank Ms Horne for all she left us in her music and performances.

The National Black Herstory would like to honor Ms. Horne for breaking the barriers and open doors so that we can walk through.

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### African American Women Business Enterprises Continued

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Also, in the Black Financial Investment industry, Melody Hobson, a 1991 Princeton graduate, assumed the position of president of Chicago-based Ariel Capital Management in 2000. She had interned at Ariel, one of the nation's largest black-owned management firms, while an undergraduate at Princeton and on graduation assumed a full-time position. According to Ariel: "Melody is responsible for firm-wide management and strategic planning, overseeing all operations outside of research and portfolio management. Beyond her work at Ariel, Melody has become a nationally recognized voice on financial literacy and investor education. Specifically, she is a regular financial contributor on "Good Morning America", the featured consumer finance expert on Tom Joyner's "Money Mondays" radio program and a regular columnist for *Black Enterprise*." Hobson a native Chicagoan was raised by a single mother.



Source: <http://www.arielinvestments.com/content/blogcategory/72/1065/>

Federal equal employment affirmative action policies from the mid-1960s to mid-1970s also opened the doors of white corporate America to black women. A few advanced to senior level executive positions. The first highest ranking black woman in white corporate America was Ann M. Fudge. In 1996, she was appointed CEO and president of Maxwell House Coffee Co., the \$1.5 billion division of General Foods USA. A graduate of Simmons College, BA. (honors), 1973, with a Harvard MBA, 1977, Fudge married while an undergraduate and was a mother

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## African American Women Business Enterprises Continued

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when she completed her degree at Simmons and then was the mother of two children when she completed her Harvard degree. After leaving General Foods, in 2003, Fudge became chair and CEO of the giant Young & Rubicam Brands, a global group of advertising, communications, public relations, branding, and marketing companies. In this position, again Fudge became the first black woman to head a major American advertising firm. Presently, she sits on the Board of Directors of General Electric (GE) and also Fudge is a director of Novartis AG and Unilever PLC. .



Source: [http://www.ge.com/company/leadership/bios\\_bod/ann\\_fudge.html](http://www.ge.com/company/leadership/bios_bod/ann_fudge.html)

In competition for the black consumer dollar, demands were made for ads that could appeal to African Americans. Blacks in advertising capitalized on this market. In 1970 Barbara Gardner Proctor was the first black woman to found an advertising agency, when she established her Chicago-based multi-millions dollar Proctor and Gardner, Inc. agency. Also, with offices in Chicago and New York CHWA, the California-based Carol H. Williams Advertising Agency (CHWA) was founded by Williams in 1986. It is the only woman owned advertising agency listed on the "B.E. 100s Advertising Agencies". Of the ten companies listed CHWA ranked second with \$280 million in billings. from companies not only in Black Corporate America but also from White Corporate America. anxious to tap in to the increasing African American consumer dollar.

In yet another way, African American women tapped White Corporate America for advancement in business. As black women expanded their business activities, they became franchise owners. Valerie Daniels-Carter, a former financial analyst, established the Milwaukee-based V&J Foods, Inc. in 1983. By 1993, Daniels-Carter, CEO, and in partnership with her brother, John Daniels, a corporate and real estate lawyer, owned 32 Burger King franchises, 15 in Milwaukee and 17 in Detroit, with total sales in 1996 of \$36 Million. By 2007, their franchise holdings included 70 Pizza Huts and 38 Burger King franchises in Massachusetts, Michigan, New York and Wisconsin. By 2008, her franchise included 137 restaurants in six states. In 2009, V&J Holding, Co ranked 43<sup>rd</sup> on the "B.E.100s 2010|Industrial Service Companies," with revenues of \$90 million. See Table 2.



Source: <http://www.blackentrepreneurprofile.com/profile-full/article/valerie-daniels-carter/>

Still, despite their remarkable abilities, many with MBAs, JDs and college degrees not only from the nation's prestigious colleges and universities, but also the historically black colleges and universities, by the 1990s few had reached CEO positions, such as Ann Fudge. The retrenchment in affirmative action that began in 1980s was reflected in the continuing racism in corporate America as well as industry trends in downsizing. After climbing the corporate ladder, these highly educated black women, who advanced to senior level executive positions reached a glass ceiling. Rather than stay in positions that offered only limited advancement and, which failed to challenge their management abilities, increasingly, many began to leave. Some black women opened their own businesses, while others took their management expertise and assumed management positions in Black Corporate America. After twenty years at Avon, where she headed the company's international division, Joyce Roche' left to head the newly purchased black hair care products manufacturing company, Carson Inc, as President. While it remained a black majority-owned company, Carson went public in 1996, on both the New York Stock Exchange (NYSE) and the Johannesburg stock exchange (Subsequently, Carson would be purchased by French-based L'Oreal).

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## African American Women Business Enterprises Continued

The success of Black Corporate America in the post-Civil Rights era, consequently, would result in the White Corporate buy-out of several leading black-founded companies including BET, sold to Viacom for \$3 billion. When black-owned, Debra Lee, a graduate of Brown University and also a joint Harvard University JD/MPA, wife and mother of two children, first joined BET in 1986 as vice president and general counsel. In 1996 she was appointed president and COO (chief operating officer). In addition she held positions as general counsel and vice president of strategic development. At that time, BET was the nation's tenth largest black business, with sale of \$132.7 million. Then, in 2000-01, BET was purchased by media giant Viacom, thus becoming a subsidiary of Viacom, with Lee appointed. As COO in 2005, Viacom appointed her the Chairman and Chief Executive Officer of BET Holdings, LLC (BET Holdings, Inc.) .



Source: <http://www.shemadeit.org/meet/biography.aspx?m=39>

With the sale of Black Entertainment Television the Johnsons, Robert and his wife Shelia Crump Johnson, BET's co-founder and the network's vice president of corporate affairs, became billionaires. Divorced in 2002, after 33 years of marriage, Sheila was awarded half of the family's monetary assets. In 2005, Sheila purchase controlling interest in the WNBA's Washington Mystics, where she is the Mystics' president and managing partner. She also has ownership interest in NHL's Washington Capitals and the NBA's Washington Wizards, becoming the first American woman to hold interests in three professional sports teams. Also, in 2005, Sheila established and is CEO Salamander Hospitality, LLC which includes a 900 acre, 72-hole luxury resort in Innisbrook, Florida, also a luxury resort in South Carolina and under construction a luxury resort and spa in Virginia. Interestingly, resorts, inns, hotels and spas, hospitality enterprises, have been established by African American women since the eighteenth century. In expanding her business enterprise, Sheila Crump is also a partner in Projet Aviation, a comprehensive aviation service company specializing in aviation consulting, aircraft acquisitions, management, and charter services based in Winchester, Virginia.



Source: <http://www.thehistorymakers.com/biography/biography.asp?category=businessMakers>

Significantly, in the post-Civil Rights era, black women established multimillion dollar businesses in various fields of science and technology, including the computer and telecommunications industry. In 1993, after working for fourteen years in the area of nuclear power, Margie Lewis, founded her own company, Parallax, a nuclear engineering firm, with venture capital of \$10,000. By 1996, as president and CEO, with contracts from the federal government and leading Fortune 500 companies, Lewis's \$13 million company, with offices in five states, employs a staff of 160 people. In 1987, Pauline Brooks, CEO and president, founded Management Technology, Inc. with \$1,000. By 1996, the \$25 million company, with 600 employees, working in eight branches of her business, provides network services. Brooks had worked at IBM. Both businesses were founded in Maryland. Also, Kathryn C. Turner, who founded the Rockville, Maryland-based company, Standard Technology established a multimillion dollar business. The interest of black women in technology, early on is reflected in their patented inventions, not only Parker's furnace but also that of Henrietta Bradley, who in 1945 patented a submarine torpedo discharge mechanism.

Few minorities and virtually no women were awarded federal government contracts before the Civil Rights Act of 1964. In the post-Civil Rights era, however, federal government contracts and Fortune 500 government subcontracts have been invaluable for black women in the expansion of their enterprises. Also, the Maryland-based company, Bay State Inc. that specializes in Information Technology and Software Developments ranked No. 98 on the "B.E. 100s 2010 | Industrial Service Companies," with \$26 million in revenues. See Table 2. The company was founded in 1992, by Patricia Hill, a graduate of Virginia Commonwealth University. It provides services and products, primarily to various federal and state government agencies, including the State of Maryland, the U.S. Census Bureau, the Housing Urban Department, and the Environmental Protection Agency.

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## African American Women Business Enterprises Continued

Also, government contracts have been important in the growth of Texas-based Warrior Group founded in 1997 by Gail Warrior, a graduate of Clark-Atlanta University in accounting and an MBA from the University of Dallas. In 2009, it ranked 32<sup>nd</sup> in the BE's Industrial 100s with revenues of \$120 million. See Table 2. The company specializes in the construction of modular buildings, schools, dormitories, laboratories, and offices in more than 30 states. In 2007, the company in conjunction with several others won a \$40 million military contract to build barracks at Fort Bliss in Texas that will house about 1,400 servicemen.. Her husband Wayne Cunningham is vice president of development in the company.



Source: [http://money.cnn.com/magazines/fsb/fsb\\_archive/2007/06/01/100051006/index.htm](http://money.cnn.com/magazines/fsb/fsb_archive/2007/06/01/100051006/index.htm)

Significantly, in the B.E. 100s Industrial Service Companies, the 4<sup>th</sup>-ranked company listed, with \$998 million in revenues in 2009, was also established by a black woman graduate of an HBCU. In 1978, North Carolina-born Janice Bryant Howroyd, one of 11 children, and a North Carolina Agricultural & Technical State University graduate, In 1978, Howroyd, established the California-based company, a staffing firm., with only \$1,500. which included \$967 in savings and \$533 in loans from family. Her company employs 1,372 employed people, including eight of her siblings. Hoovers' company profile of The ACT-I Group, Inc. provided the following information:: "ACT-I Personnel Services offers permanent placement and temporary staffing services from more than 70 branch locations in the US. The company provides administrative, professional, and light industrial personnel for companies in the entertainment, medical, financial services, telecommunications, and manufacturing sectors, among others. Its technical and professional services unit supplies contract IT and engineering professionals. Other affiliated businesses offer a range of services including background screening, print purchasing, document scanning, distance learning, workforce training, and a travel agency." In its 2009 listing of the "Wealthiest African Americans", *Forbes* indicates that the Howroyd family is worth \$250 million.,



Source: [http://www.forbes.com/2009/05/06/richest-black-americans-busienss-billionaires-richest-black-americans\\_slide\\_13.html](http://www.forbes.com/2009/05/06/richest-black-americans-busienss-billionaires-richest-black-americans_slide_13.html)

**Table 2**  
**B.E. 100s 2010 | African American Women CEOs Industrial Service Companies**

<u>This Year</u>	<u>Last Year</u>	<u>Company Name</u>	<u>Location</u>	<u>Chief Executive</u>	<u>Staff</u>	<u>Type of Business</u>	<u>Revenues (M)</u>
		« »			« »		« »
4	5	<a href="#">ACT-I Group</a>	Torrance, CA	Janice Bryant Howroyd	1372	Staffing services	\$998.7
14	14	<a href="#">Harpo Inc.</a>	Chicago, IL	Oprah Winfrey	459	Multimedia	\$315.0
17	13	<a href="#">Radio One Inc.</a>	Lanham, MD	Alfred C. Liggins III	831	Radio broadcasting	\$272.0
22	15	<a href="#">Johnson Publishing Co.</a>	Chicago, IL 60605	Linda Johnson Rice	250	Publishing and cosmetics	\$200.0
32	35	<a href="#">Warrior Group Inc.</a>	DeSoto, TX	Gail Warrior-Lawrence	57	Construction services	\$120.0

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## African American Women Business Enterprises Continued

**Table 2**  
**B.E. 100s 2010 | African American Women CEOs Industrial Service Companies Continued**

39	45	<a href="#">Brooks Food Group</a>	Bedford, VA	Robin C. Brooks	309	Food services	\$101.0
43	52	<a href="#">V and J Holding Cos. Inc.</a>	Milwaukee, WI	Valerie Daniels-Carter	4500	Quick service restaurants	\$90.0
68	81	<a href="#">UNIBAR Services Inc.</a>	Ann Arbor, MI	G. Jean Davis	1500	Utility support services provider	\$55.0
98	--	<a href="#">Bay State Inc.</a>	Bowie, MD	Patricia Hill	35	Information technology and software development	\$26.0

**Source:** Information from *Black Enterprise* "B.E. 100s 2010 | Industrial Service Companies," See, <http://www.blackenterprise.com/be100s-2010/industrial-service-companies/?showposts=100>

In the post-Civil-rights era, the involvement of African American women in the nations IT industries in, telecommunications, and manufacturing sectors as both entrepreneurs and management employees in both Black and White Corporate America. It would not be until the end of the first decade of the twenty-first century that an African American woman would be appointed head of a Fortune 500 company. In 2009, Xerox named Ursula Burns its new Chairman and Chief Executive Officer (CEO), making her the first African American woman to run a Fortune 500 company. She assumed her new position July 1, 2009, having started with Xerox as a summer intern in mechanical engineering in 1980. She holds a BS degree in mechanical engineering from Polytechnic Institute of NYU and a MS in mechanical engineering from Columbia University. Presently, she is one of only four African Americans who hold the position of a Fortune 500 CEOs.



Source: <http://thedailyvoice.com/voice/2009/05/ursula-burns-the-first-black-w-001913.php> and <http://news.xerox.com/pr/xerox/ursula-m-burns.aspx>

According to a *New York Times* article, Ursula Burns, who excelled in Math: "grew up in "the Projects," a large low-income housing community on Delancey. "There were lots of Jewish immigrants, fewer Hispanics and African-Americans, but the common denominator and great equalizer was poverty," she once recalled. Ms. Burns was the middle child of three born to two different fathers. Neither man participated much in the family's life, she said, and her mother took in ironing and ran a day care center from home. Somehow, she was able to send all her children to Catholic schools. "She felt it was the only way to get us good educations, and keep us safe," Ms. Burns said. Burns is married and the mother of two children.

Also, in post-Civil Rights America, an increasing number of black women immigrants from sub-Saharan Africa and the West Indies go into business, establishing restaurants, food markets, traditional cultural art shops and hair dressing establishments. Then, there are those who establish businesses in professional services such as real estate, business consulting services, law and, medicine. Also, many obtain advanced degrees in their respective fields of specialization, as a basis to establish businesses. In 1987 Jamaican immigrant Shirley Nathan-Pullian, a registered nurse received a MA from Johns Hopkins in Administrative Science with an emphasis on business management. In 2004, she established her Baltimore-based Nathan Networks and Extended Family Adult Day Care, generating initial annual revenues of \$440,000 Her business has revenue-generating potential of up to or more than \$900,000.

Then, there are examples of immigrant women participating in various areas of management in White Corporate America such as Lisa Opoku Busumbru, who was listed in *Black Enterprise* in February 2010 as one of the 75 most powerful women in business. Originally from Ghana, Opoku is Managing Director & COO, Securities Division, Asia at Goldman Sachs, where as reported in *Black Enterprise* she: "manages the day-to-day activities of the global financial services giant's Hong Kong-based Asia securities division. Her previous

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## African American Women Business Enterprises Continued

role at the firm was serving as COO for the Fixed Income, Currency & Commodities Bank Loan Syndications and Trading businesses in New York and London.” Lisa earned a BA in Sociology, summa cum laude, from the University of Minnesota in 1993 and a JD from Harvard Law School in 1996. Until she joined Goldman Sachs in 2004, Lisa was a corporate attorney. While she started as an attorney in the Legal Department at Goldman, she was appointed a managing director in 2006.



Source: <http://www.blackenterprise.com/top-75-women/2010/01/07/opoku-lisa/>  
Also, <http://nestegg1979.blogspot.com/>

Consequently, in the post-Civil Rights era, there have been remarkable examples of African American women who have distinguished themselves as both leading entrepreneurs and high-level executives in both Black and White Corporate America. But they represent only a limited number in top management positions. According to the Equal Employment Opportunity Commission, Black women represent 2 percent of the officials and managers of major corporations, Black men 2.9 percent. The Bureau of Labor Statistics reported that in 2004, there were 8.8 million African American women in the workplace, some 6% of the nation’s labor force. Those in management, professional and related occupations accounted for less than 2.5 million or 5% of all people employed in these areas but African American women represented only 1.1 percent of corporate officers in Fortune 500 companies; more specifically, they numbered only 106 out of 10,092 positions.

In a similar vein, there are a few successful top black women entrepreneurs with multi-million dollar business revenues, Historically, while there have always been a few successful black women entrepreneurs, most businesses established by black women from Colonial America to post-Civil Rights America have been relatively small enterprises. Also, over one-third of the businesses owned by black women were in the field of health care and social assistance. See Table 3. Notwithstanding, at the turn of the new century, an increasing number of black women not only owned but also managed businesses as CEOs in both Black and White Corporate America.. In their business activities, these black women have sustained a commercial cultural tradition of self-help that has distinguished the economic lives of black women in America for almost 400 years. Most important, the business history of black women from slavery to freedom has been distinguished by a entrepreneurial tradition of establishing enterprises that have paralleled mainstream American business.

**Table 3**  
**Black-Owned Businesses by Gender: Women vs. Men, 2002**

Type of Business	Women-Owned	Male-Owned
Administrative Support & Waste Management & Remediation Services	8%	12%
Health Care & Social Assistance	35%	N/R
Professional, Scientific & Technical Services	8%	11%
Retail Trade	9%	N/R
Transportation & Warehousing	N/R	15%
Construction	N/R	11%
Other Services (except public administration)	19%	17%
All Other Kinds of Businesses	20%	34%

Source: U.S. Census Bureau. “[2002 Survey of Business Owners – Company Summary](#).” Released September 14, 2006. N/R = Not Reported in the 2002 U.S. Census. Also, <http://womeninbusiness.about.com/od/statisticsonminoritywobs/a/statblackwobmob.htm>

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## African American Women Business Enterprises Continued

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Notwithstanding, at the turn of the new century, an increasing number of black women not only owned but also managed businesses as CEOs in both Black and White Corporate America. In their business activities, these black women have sustained a commercial cultural tradition of self-help that has distinguished the economic lives of black women in America for almost 400 years. Most important, the business history of black women from slavery to freedom has been distinguished by a entrepreneurial tradition of establishing enterprises that have paralleled mainstream American business.

Consequently, in the closing decades of the twentieth century, an increasing number of black women have not only owned but also managed multimillion dollar businesses. In their business activities, these black women have sustained a commercial cultural tradition of self-help that has distinguished the economic lives of black women in America for almost 400 years. Most important, the business history of black women from slavery to freedom has been distinguished by a entrepreneurial tradition of establishing enterprises that have paralleled mainstream American business.

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### National Black Herstory Task Force Donation Form

Organization/Individual Name: \_\_\_\_\_

Address: \_\_\_\_\_

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Donation Amount: \_\_\_\_\_

***Mail to:***

Mozella Galloway  
National Black Herstory Task Force  
PO Box 55021  
Atlanta, GA 30308

Thank you for your support of the National Black Herstory Conference and its programs. If you have any questions, you may contact Mozella Galloway at 404-712-9674 or [info@blackherstory.org](mailto:info@blackherstory.org).

For additional information, please visit our website at [www.blackherstory.org](http://www.blackherstory.org).