



PARTNERS for ECONOMIC INCLUSION

8th Annual Conference

Bridging the Digital Divide

*Using Simple Technologies to
Improve Your Business*

Dr. Phillip L. Clay

Chancellor, Massachusetts Institute of Technology

Wednesday, February 8th, 2006

Cape Fear Community College North Campus

Wilmington, North Carolina

Headline Sponsor:



Progress Energy

EXPANDING BUSINESS OPPORTUNITIES FOR LOCAL AFRICAN-AMERICANS BY DEVELOPING STRATEGIES FOR ECONOMIC INCLUSIVENESS



Agenda & Desired Outcomes

- Define and create awareness concerning digital divide and digital literacy.
- Show business owners how technology can improve their business.
- Provide examples of easy, convenient and inexpensive ways to increase digital literacy.
- Educate and build awareness about who PEI is and what we do to increase membership.

| Activity | Presenter | Start Time |
|--|--------------------------------|------------|
| Breakfast/Registration | | 8:00 |
| Welcome | | 8:30 |
| Introduction | MC: Connie Majure-Rhett | |
| CFCC Dean's Welcome | Clarence Smith | |
| New Hanover County Commission Vice-Chairman Welcome | Commissioner William A. Caster | |
| Mayor's Welcome | Mayor Spence Broadhurst | |
| PEI Overview & History, Inclusion Board Success Story | Louis Rogers, Larry Clark | 8:45 |
| Progress Energy Welcome | | |
| Keynote | | 9:00 |
| Introduction | Arlene Lawson | |
| Speaker | Dr. Phillip Clay | |
| Audience Input | Dr. Phillip Clay & Audience | 9:40 |
| Break | | 10:00 |
| Awards | Leslie Langer, Pat Melvin | 10:15 |
| Recognition of Community Stakeholders | MC: Connie Majure-Rhett | 10:30 |
| Technology Panel Discussion | Moderator: Dr. Howard Rasheed | 10:45 |
| Audience Input | Panel & Audience | 11:30 |
| Networking & Lunch | | 11:45 |
| Serve Lunch | | 11:45 |
| PEI Blog Demonstration | | 12:00 |
| Audience Input | | 12:30 |
| Conference Wrap-up | MC: Connie Majure-Rhett | 12:40 |
| Adjourn | | 12:45 |
| Post-Conference Seminar | | 1-4pm |
| Intro to Computers, Room 312 | Janet Morin | |



Dr. Phillip L. Clay, Keynote

Chancellor of the Massachusetts Institute of Technology (MIT), Dr. Phillip L. Clay is one of the two most senior academic officers of MIT and has responsibility for graduate and undergraduate education, student life and student services at the university. An MIT alumnus (PhD 1975) with an undergraduate degree from the University of North Carolina at Chapel Hill, he is widely known for his work in housing development policy and community development.

He has served as a member of the Policy and Research Advisory Councils of the Federal National Mortgage Association (Fannie Mae) and served as a consultant to many federal and state agencies and foundations including the NASA Education Advisory Committee.

Born and raised in Wilmington, NC, Professor Clay is a 1964 graduate of Williston High School in Wilmington.

Digital Divide: Where do you stand?

When it comes to today's competitive market, technology plays a vital role in making the business world go around. For some entrepreneurs, however, keeping up with the latest innovations represents a major job in itself. All too often, professionals find themselves behind the technological curve, in turn settling for out-dated, less-efficient equipment and practices.

"There is a racial digital divide, an income digital divide, and an age digital divide," PEI Leadership Team Member Matthew Magne said, describing the gap between those who benefit from technology, and those who do not use it altogether. "We're talking about digital literacy. It can be something as basic as learning how to use a keyboard, to something as technical as setting up a Web site or blog. If you're trying to grow a business, you need to look at the competition and see what they're doing. Knowing how to use technology is not a nicety, it's a necessity."

Statistics from the National Telecommunication and Information Administration, recorded in Oct. 2003, show 65.1% of white individuals used the Internet. During the same time period, 45.6% of black individuals used the service. The figures represent Internet use from any location by people age 3 and up.

"There's about a 20% difference in the probability that a white person has access to the Internet than a black person," Magne said. "We want to see how we can shrink this gap."

While PEI understands some people might have reservations about trying to play catch-up in today's tech-savvy world, Magne said ignoring these limitations could mean the death of many businesses.

"It's just like taxes," he explained. "Taxes are really complicated, but you have to do them."

In some instances, such as establishing Internet marketing or building a Web site, Magne said it's not so much figuring out how to accomplish these tasks, as it is just knowing these options exist. "You don't necessarily have to learn all of this technology," he noted. "You just have to know somebody who does do this work, and know you need it. As a business owner, the question you have to ask yourself is, 'What am I giving up if I don't use technology to improve my business? Are you on the wrong side of the digital divide?'"





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Panelists

Dr. Howard Rasheed is an Associate Professor of Business and teaches courses in Strategic Management, Entrepreneurship, and Managing Innovation and Technology at the UNCW. After completing his doctorate at Florida State, Dr. Rasheed published over 25 articles on Business Strategy, E-commerce, and Entrepreneurship.

As founder and CEO of Institute for Innovation, Dr. Rasheed recently started a new entrepreneurial venture that promotes proprietary electronic brainstorming software for innovation and strategic visioning based on a unique multisociative thinking process.

www.institute4innovations.com



Moderator

Janet Morin is the founder of Kaleidoscope Seminars and has facilitated personal and professional development for almost 20 years. Currently offering job skills training and technology courses at CFCC, she continues to apply her friendly and practical approach to adult education, whether in the traditional classroom or through personalized life coaching.



Kevin Weeden is vice president of Ken Weeden & Associates Inc. Planning Consultants (KWA) headquartered in Wilmington. Mr. Weeden has been with KWA for nearly six years and holds a master of public administration degree from North Carolina State University.



Brenda Dixon is the founder and owner of Dixon Realty, a local, residential real estate company that has operated for over 14 years. Brenda is the mother of a 7-year-old princess and a devoted believer of the gospel. Brenda has used technology to great effect for her business, saying her business has become a virtual mobile office with the use of technology.”

www.brendadixon.com



Mike Duncan is CEO and Creative Director of Sage Island, an Interactive Marketing Agency in Wilmington, North Carolina. He founded the company in 1997 with two partners who continue to work with him today. With a staff of 20, Sage Island includes Account Executives, Graphic Designers, Web Programmers, Search Engine and Internet Marketing Consultants, and Administrators. The company provides a full range of design and marketing services to local, national and international clients. www.sageisland.com



Vernetta A. Mitchell is the Subcontractor Program Manager for Rodgers Builders, Inc. of Charlotte. Her responsibilities include seeking out potential subcontractors and suppliers to develop relationships with Rodgers and administering the company's Minority and Women Business programs. Vernetta is also the Chair of the NC MWBE Coordinators' Network.



Dave Lamoureux is a Procurement Counselor at the Small Business and Technology Development Center (SBTDC), UNCW. He has almost 30 years experience in the government purchasing and contracting area, having worked in government and in the private sector. Prior to joining the SBTDC, he was Procurement Counsel at the FDIC in Washington, D.C., and worked in contract law at the Office of General Counsel, Department of the Navy. He received his JD at Boston College Law School. www.sbtcd.org





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Action Teams

Leadership

Patrick Boykin, First Citizens Bank
Denis Carter, UNCW - Academic Affairs
Larry Clark, UNCW - Cameron School of Business
Todd Gerlach, The VTA Group
Peter Grear, Greater Diversity News
Paul Hicks, RBC Centura
Randall Johnson, NC Biotechnology Center
Arlene Lawson, First Citizens Bank
Jonathan Kriepps, Waccamaw Bank
Matthew Magne, CFCC – Small Business Center

Connie Majure-Rhett, Greater Wilmington Chamber of Commerce
Pat Melvin, New Hanover County
Leslie Langer, SBTDC - UNCW
Laura Padgett, Financial Advisor
Nick Rhodes, Retired (Price Waterhouse Coopers)
Anita Roberts, Sun Trust Bank
Louis H. Rogers, III, Self-Help Credit Union
Clyde Stunson, Retired (Corning)

Public Relations

Nick Rhodes, Co-leader
Todd Gerlach, Co-leader
Neela Rajendra
Patt Noday
Jerome Belton
Kendra Gerlach
Stephen Bon
Susan Harrell
Randall Johnson

Capital

Patrick Boykin, Co-Leader
Jonathan Kriepps, Co-Leader
Randall Johnson
Anita Roberts
Mike Worsham
Michael Teer
Billy Smith
Cheryl Cooper
Carlo Laurore
Donnie Norris
Helen Stevens
Jeremy Phillips
Susie Parker
Deidre McGlone-Webb
William Vaughn
Brad Bruestle
Susi Hamilton
Amy Gore
Steve Bridges

Education

Paul Hicks, Co-Leader
Matthew Magne, Co-Leader
Leslie Langer
Tim Brewington
John Cowan
Hettie Map
Dale Smith

Ex-Officio

Al Corbett, Corbett Package Co.
Windell Daniels, Daniels Development
Herbert Harris, LifeSkills Institute
Henry Hebel, Retired (Kraft Foods)
Phil Marion, BB&T
Gerry McCants, Black Pages USA
Hank Miller, Cape Fear Commercial
Linda Pearce, Elderhaus
Linda Upperman Smith, Retired (consultant)
Beth White-Steelman, WHQR - Public Radio
Bob Warwick, McGladrey & Pullen
Ken Weeden, Ken Weeden & Associates

Conference

Matthew Magne, Co-Leader
Clyde E. Stunson, Co-Leader
Randall Johnson
Neela Rajendra
Peter Grear

Relationships

Clyde E. Stunson, Co-Leader
Laura Ess, Co-Leader
Linda Pierce
Vera Weiss
Cheryl Sutton
Larry Clark
Paul Hicks
Rob Gerlach
Linda Upperman-Smith

Stakeholders

Crystal German, NC Institute of Minority Economic Development * Gerry McCants, Black Pages USA * Eleanor Nichols, Cape Fear Area Resource Center * Cheryl Sutton, UNCW HUB Coordinator * Jimmy Pierce, Kids Making It * Vernetta Mitchell, NC MWBE Coordinator Network



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