

# THE ACUMEN

August 2024



## AN ACTION DRIVEN COMMUNITY

A Conversation With  
John Bailey

BY DR. ANGELIC COLE

**A NEW APPROACH TO  
EDUCATION**  
BY JAMIKA MCNALLY

**SHOPBIPOC: A NEW  
WAY TO BUY**  
KAREN BARTLETT

**FROM GARAGE TO  
WAREHOUSE**  
BY ADAM DENKE



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ST. ELIZABETH'S SCHOOL

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# President's Corner

## NATIONAL BLACK BUSINESS MONTH IS A BIG DEAL FOR BLACK COMMUNITIES

Dear Reader:

Black Business Month is celebrated in August — it's a time to acknowledge and appreciate black-owned businesses across the nation and all that they represent in the country's continual striving for diversity and equality. Denise Moore, CEO of the Black Business Alliance in Peoria, Illinois, has this to say about the importance of Black Business month: "Black Business Month is exciting because it gives us an opportunity to focus on a community that is far too often underrepresented when it comes to access to capital and opportunities to build wealth."

When we celebrate the contribution of black business owners and entrepreneurs, it pays homage to them and their legacies, especially since celebrating this month recognizes the importance of black-owned businesses when it comes to contributing to the nation's economy as well. Approximately 10% of all American businesses are black-owned, and if we look at what statistics say about minority-owned businesses, about 30% of these would belong to black business owners. The primary sectors in which black-owned businesses operate include health care, social work, repair and maintenance, beauty salons, restaurants, and more. Black businesses across the country are booming and, on the rise, with Washington D.C. having the highest ratio of black-owned businesses, a whopping 28%. These businesses also have an important role to play towards supporting student and education by giving funds towards scholarship of African American Students.

The history of Black Business Month can be traced back to the year 2004, when engineering entrepreneur Frederick E. Jordan partnered with the president and executive editor of the scholarly publishing company eAccess Corp, John William Templeton, to start this annual event. The intention of the pair was to "drive the policy agenda affecting the 2.6 million African American businesses," to highlight and empower Black business owners all over, especially given the unique challenges faced by minority business owners. This stemmed from Jordan's own personal experience of the struggle to gain financial backing and funding when he began his own firm in San Francisco in 1969.

Today, he is the successful owner of F. E. Jordan Associates Inc., a company that has international reach, but it also led him to realize that the odds are



still not in favor of Black entrepreneurship. To push for equity in the business spaces and to celebrate those who are thriving despite the challenges, Black Business Month is a month-long celebration of entrepreneurs who beat the odds.

Since the late 1700s, both free and enslaved Black people began to open their own small businesses, from barbershops to tobacco shops and shoemaking. As emancipation grew, so did the establishment of Black-owned businesses, and this led to the period between 1900 — 1930 being labeled as the 'golden age' of Black-owned businesses. Segregation saw entire districts becoming Black-owned, such as Black Wall Street in Tulsa, Oklahoma.

In 1915, with the establishment of The National Negro Business League, there was widespread support of African American entrepreneurship, with The National Business League spreading to over 34 states. By 2002, 1.2 million of the United States' 23 million businesses were owned by Black people, bringing in a revenue of over \$150 billion! How's that for booming business?

Simultaneously, recent forces like the devastating impact of the pandemic and ongoing socioeconomic battles like lack of access to much-needed capital to open or expand ventures have made it extremely challenging for Black entrepreneurs trying to advance in the highly competitive business mainstream.

From 1900 to 1930, the period was known as the 'golden age' for Black-owned businesses. Segregation helped nurture Black-owned districts, including Black Wall Street in Tulsa, Oklahoma."

Observers say it's crucial consumers and business owners support Black business owners during the month for several other reasons. For instance, more than ever, patronage is needed as many Black firms are rebounding from the pandemic and have experienced a tougher time doing so than other groups. In fact, 53% of Black business owners saw revenues fall by 50% or more since COVID-19 became a widespread concern, versus just 37% of white business owners.

Others add that backing is needed due to systemic racism throughout the nation, and Black businesses need assurance they are not fighting those conditions alone. Moreover, such advocacy and consumerism promote diversity and inclusion as Black businesses

tend to hire more diverse employees and invest in their communities.

It too has been estimated Black entrepreneurs can earn over 10 times more than non-Black business owners, helping trim the racial wealth gap and promoting economic balance.

**Dr. Angelic Cole**  
**President & CEO**  
Colorado Black Chamber of Commerce

*"Where there is no struggle, there is no strength."*  
**Oprah Winfrey**

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# Bulletin Board

Introducing the remaining CBCC board members.



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Group*



**Heather Barry**

*Vice President Strategic  
Partnerships,  
SSP America*



**Daniel Brown**

*Senior Director, ePMO &  
Chief of Staff,  
Xcel Energy*



**Angela  
Norris-Hawkins**

*Owner,  
Angel's Heavenly Kitchen*



**Jake Gilmore**

*President,  
Gilmore Construction*



**Clifton Waters**

*AVP, Customer Care  
League, Inc*

## In Memoriam: Lee Gash-Maxey

The Colorado Black Chamber of Commerce honors the memory of Lee Gash-Maxey, who served with dedication and passion. Lee's leadership and commitment to the community left a lasting impact, and her legacy will continue to inspire us. She will be deeply missed.



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# ShopBIPOC

# BUSINESS

# PURPOSE



ShopBIPOC Launch Party.  
*Image: ShopBIPOC.*

**ShopBIPOC**

**ShopBIPOC:  
Bridging the Gap  
in Colorado's  
Business  
Landscape**

By **KAREN BARTLETT**

As we celebrate National Small Black-Owned Business Month this August, there's a powerful initiative in Colorado that deserves our attention and support. ShopBIPOC, an innovative online directory, is not just changing the way we shop—it's increasing visibility and market access for Black, Indigenous, and People of Color (BIPOC) entrepreneurs across the state, creating new opportunities for growth and connection.

Black-owned businesses play a crucial role in the U.S. economy, contributing to job creation, innovation, and community development. Nationally, there are about 3.12 million Black-owned businesses, representing 10.6% of all U.S. businesses[1]. In Colorado, Black-owned businesses make up approximately 2.1% of all firms[2], highlighting both the contributions of these enterprises and the significant opportunity for growth.

However, Black entrepreneurs face substantial racialized systemic barriers, including limited access to capital, discrimination in lending practices, and lack of business development resources[3]. These obstacles contribute to lower

survival rates and reduced scalability for Black-owned businesses, perpetuating the racial wealth gap. Supporting these businesses is, therefore, not just about economic opportunity but also about addressing systemic inequities, fostering economic equity, building generational wealth, and strengthening local communities.

The growth of BIPOC-owned businesses could significantly benefit Colorado's economy as a whole. Research indicates that if the number and revenue of BIPOC-owned businesses were proportionate to their demographic representation, they could generate an estimated 7.7 million jobs and contribute an additional \$8 trillion to the U.S. GDP[4]. In Colorado specifically, addressing the racial equity gap could potentially increase the state's GDP by \$45 billion annually[5]. This economic expansion would result in enhanced tax revenues, increased employment opportunities, and overall economic prosperity, yielding benefits for all Colorado residents, irrespective of racial background. Launched in the fall of 2022, ShopBIPOC is more than just a directory—it's a movement. Born from a collaborative effort of thirteen community



Fit & Nu.  
Photo: ShopBIPOC.

organizations, this platform is the answer to a growing demand from consumers, businesses, and institutions who wanted to support BIPOC-owned businesses but lacked a centralized resource to do so.

## The Vision Behind ShopBIPOC

“People have a real appetite for buying from local small businesses right now, but they can be hard to identify and find,” says Yessica Holguin, Executive Director of the Center for Community Wealth Building, one of ShopBIPOC’s founding organizations. “We care about closing the racial wealth gap and lifting entrepreneurs of color. We created ShopBIPOC to connect local BIPOC-owned small businesses with a wider market.”<sup>[6]</sup>

This vision resonates deeply with the current economic climate. According to the U.S. Small Business Administration, Hispanic entrepreneurs comprise 11.1 percent of business owners in Colorado, while BIPOC entrepreneurs comprise 7.4 percent<sup>[2]</sup>. These numbers highlight the need for initiatives like ShopBIPOC that can amplify the visibility and reach of these businesses.

## A Year of Growth and Impact

As ShopBIPOC celebrates its one-year anniversary, the platform’s impact is already evident. From its initial launch with nearly 200 businesses, the directory has grown to include over 630 BIPOC-owned small businesses across Colorado. This growth is not just in numbers—it represents real opportunities for entrepreneurs who have historically faced barriers in the business world.

Take, for example, Edwin Sandoval of Xatrucho Concepts. “ShopBIPOC has been a valuable resource to Xatrucho in many ways,” Sandoval shares, “primarily in helping us reach and connect with government offices and organizations that are looking to diversify their purchasing.”<sup>[6]</sup> This connection between BIPOC-owned businesses and larger institutions is a key feature of ShopBIPOC. The platform aims to connect



BlackTravelBox.  
Photo: ShopBIPOC.

individual consumers with these businesses and facilitate partnerships with “anchor” institutions such as universities, hospitals, and municipalities.

Michelle Sturm from the Center for Community Wealth Building explains, “We’ve been working on building that appetite and that sort of mindset since about 2018. It was really the George Floyd murder, the social uprising, and the disparate impact of the pandemic that made it become really clear in 2020 and led to both institutions saying, ‘Yes, we do want to shift our spending and become part of the solution.’”<sup>[7]</sup>

## Addressing the Racial Wealth Gap

The importance of ShopBIPOC goes beyond just connecting buyers and sellers. It’s a direct response to the racial wealth gap that persists in our society, particularly in Colorado. By providing

a platform for BIPOC-owned businesses to increase their visibility and reach new markets, ShopBIPOC is helping to level the playing field.

In Colorado, the racial wealth gap is stark and well-documented:

- According to a 2019 report by the Bell Policy Center, the median white household in Colorado has 10 times the wealth of the median Latinx household and 8 times the wealth of the median Black household[9].
- The Colorado Health Institute reports that in 2019, the median income for white households in Colorado was \$77,324, compared to \$57,790 for Hispanic households and \$50,977 for Black households[10].
- A 2021 study by the Common Sense Institute found that the unemployment rate for Black Coloradans was 14.5%, compared to 6.9% for white Coloradans[11].
- The 2023 Colorado Health Access Survey highlights significant economic disparities: 19.5% of Hispanic or Latino Coloradans reported difficulty paying for housing in the past year, compared to 9.9% of White Coloradans[11]. This gap underscores the

financial challenges disproportionately facing communities of color, which can impact their capacity for business ownership and growth.

Kanitha Snow formerly of Energize Colorado, another partner organization, emphasizes the ongoing impact of these disparities: "We also know that the BIPOC businesses in the state were impacted by the pandemic more deeply. There are ripple effects of that, and many of them are still in recovery mode. These dollars really matter to these small businesses." [7]

The challenges faced by BIPOC entrepreneurs are multifaceted. Access to capital is often more difficult, with entrepreneurs of color typically facing higher barriers when seeking loans or investments. Many also lack the generational wealth that can provide a safety net or initial funding for a new business venture.

Moreover, systemic racism can manifest in various ways, from difficulties in renting business spaces to language barriers for immigrant business owners. ShopBIPOC aims to address these challenges by increasing the visibility and accessibility of these businesses, potentially leading to more opportunities and partnerships.

## A Diverse Marketplace

One of the most striking features of ShopBIPOC is the sheer diversity of businesses represented. From caterers and craftspeople to IT consultants and wellness practitioners, the platform showcases the rich tapestry of BIPOC entrepreneurship in Colorado.

"It's a huge variety," says Michelle Sturm. "We cover printing and promotional material, a lot of food vendors, a lot of facilities services, a lot of small retail vendors. If you go on the website and look on the 'Buy' page at every category that's listed, there's a business that provides that service or those goods." [7]

This diversity not only provides more options for consumers but also strengthens the overall economic ecosystem of Colorado. By supporting



I Love Me Gems.  
Photo: ShopBIPOC.



**Otisa Eads LLC.**  
*Photo: ShopBIPOC.*

a wide range of BIPOC-owned businesses across various sectors, ShopBIPOC helps create a more resilient and interconnected local economy. This diversity can lead to increased innovation, as businesses from different sectors can collaborate and cross-pollinate ideas, ultimately driving economic growth and community development.

## The Power of Intentional Spending

ShopBIPOC isn't just about supporting businesses—it's about empowering consumers to align their spending with their values. As Karen Bartlett from the Center for Community Wealth Building puts it, "Every time we spend money, it's a statement."<sup>[7]</sup>

This idea of "voting with your dollar" has gained traction in recent years, and ShopBIPOC makes it easier than ever for consumers to support local BIPOC-owned businesses. Whether choosing a caterer for an event, finding a new favorite restaurant, or selecting a vendor for business services, ShopBIPOC provides an easy-to-use platform for making these intentional choices.

Moreover, supporting these businesses often means accessing unique products and services. "The caterers on ShopBIPOC are serving

food that's unique and different from the standard options that people may have used in the past," Bartlett notes. "We hear regularly how nice it is to have some different, more interesting food than what they typically have bought."<sup>[7]</sup>

This diversity in offerings not only provides more choices for consumers but also enriches Colorado's overall business landscape.

## The Importance of Shopping Local

While ShopBIPOC focuses on BIPOC-owned businesses, it's also part of a larger movement to support local small businesses in general. As Michelle Sturm explains, "The global supply chain is something that's really tough to compete against, and it causes all kinds of problems in our communities. The amount of people who own things has gotten less and less over the last ten, twenty and thirty years."<sup>[7]</sup>

By shopping locally, consumers can help create a more resilient and diverse local economy. "We know that small businesses generate jobs. We



**Xatrucho.**  
*Photo: ShopBIPOC.*

know that small businesses that are local care about the community in a different way, and they're part of a thriving community," Sturm adds. "If we really want to see a thriving, healthy, and inclusive local economy, we have to shop local. We have to spend money with these businesses so they can thrive." [7]

## Looking to the Future

As ShopBIPOC celebrates its first anniversary, the team behind the platform is already looking to the future. Plans are in place to expand the directory to include even more businesses across Colorado, particularly in areas outside Denver.

One key goal for the future is to track the platform's economic impact more precisely. As Kanitha Snow explains, "We want to be able to track the dollars invested and how people find these BIPOC businesses." [7] This data will not

only demonstrate the platform's impact but also help identify areas for further growth and improvement.

The ShopBIPOC Collaborative is also working to create a sense of community amongst the BIPOC businesses listed on the platform, the partner organizations, and the institutions and consumers that use the platform. The official launch in August 2023 had 374 guests registered to attend. In July of this year, ShopBIPOC hosted their first of three events for the coming year, a Happy Hour at Green Spaces in Denver's Five Points neighborhood.

## Getting Involved with ShopBIPOC

As we celebrate the growth and impact of ShopBIPOC, there are two important ways you can get involved:

1. **For BIPOC Business Owners:** If you're a BIPOC entrepreneur in Colorado and your business isn't yet listed on ShopBIPOC, now is the perfect time to join. Listing your business is free and can be done easily through the website. As Karen Bartlett explains, "All they have to do is go to the website, and there's a tab for 'Sell,' and they fill out a profile. It takes fifteen to thirty minutes depending on how readily available they have their business assets." [7] Your profile will typically be live on the site within five to ten business days, opening your business up to a whole new market of conscious consumers and potential institutional partners.
2. **For Consumers and Businesses:** Whether you're an individual looking to support local BIPOC-owned businesses or a procurement professional seeking to diversify your company's suppliers, ShopBIPOC is an invaluable resource. Visit [shopbipoc.com](http://shopbipoc.com) today and start exploring the diverse array of businesses and services available. By choosing to shop with these businesses, you're not just making a purchase—you're making a statement and contributing to a more equitable local economy.



Kenyatta Computer Services.  
Photo: ShopBIPOC.



**La Catrina Grill.**  
*Photo: ShopBIPOC.*

stands as an inspiring example of what can be achieved when community organizations come together with a shared vision. In just one year, this platform has already made significant strides in connecting BIPOC-owned businesses with conscious consumers and institutional buyers.

But the work is far from over. The racial wealth gap persists, and BIPOC entrepreneurs continue to face unique challenges in the business world. Initiatives like ShopBIPOC play a crucial role in addressing these issues, but they rely on the active participation of both businesses and consumers to create real change.

So this month, as we celebrate the achievements and resilience of Black-owned businesses, let's also commit to supporting them—and all BIPOC-owned businesses—throughout the year. Whether you're a business owner looking to expand your reach or a consumer wanting to make more intentional purchasing decisions, ShopBIPOC provides a powerful tool for creating the kind of diverse, equitable, and thriving local economy we all want to see.

In the words of Yessica Holguin, "Choosing BIPOC means that we are voting for equity and representation through our dollars." [8] Through platforms like ShopBIPOC, we all have the power to cast that vote every day. Let's use it wisely.

## **Building a Legacy: ShopBIPOC and the Future of Inclusive Commerce**

As we mark National Small Black-Owned Business Month this August, ShopBIPOC



**ShopBIPOC Collaborative Partners**  
*Photo: ShopBIPOC.*

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# BLACK RETAILERS GROUP

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I SAY THE USE OF IT  
FOR GOOD  
IS REAL  
POWER  
HIAWATHA DAVIS JR.

# **Community- Oriented and Action Driven**

**A Conversation with John Bailey**

**By DR. ANGELIC COLE**



Photo: McBoat Photography

**Cole:** What would you say is the primary motivating factor behind your leadership?

**Bailey:** There are several. I am descendants of African Kings and Queens, To whom much is given, much is expected, Success runs in our race, I have a sense of where I am in the world, and lastly I have multiple skill sets and I belong to the community.

**Cole:** Who are your role models, and what life-changing lessons did you pick up from them?

**Bailey:** Dr. Sharon Brown Bailey (my deceased wife), William Patterson (step-father), Pete & John Young (men in the community who took me under their wing), Paul Robeson (if people were trees he would be The Tallest Tree in the Forest) - hard work, discipline, perseverance, being on time, being competitive, sacrifice, community engagement, self concept.

**Cole:** How do you ensure that others benefit from the life-changing knowledge you gained from your mentors?

**Bailey:** By being engaged in the Black Community in the areas of business development, youth development, political development, educational development, social justice and supporting other community organizations around Hot Topics and Gaining Ground in the Black Community issues. Building and creating organization around issues and concerns impacting the Black Community (Colorado Black Round Table, Black Cannabis Equity Initiative, Black Economic Opportunities Council, Joint Effort Youth Foundation & Community Sports Program). By being a mentor to concerned citizens, young adults and youth in the Denver metro area.

**Cole:** What advice do you wish someone had given you earlier in your career?

**Bailey:** To be confident, read everything you can get your hands on and research Black History.

**Cole:** What inspired you to pursue a career in a nonprofit that supports and advocates for Black businesses, and how did you get started?

**Bailey:** After college and a brief stint in professional basketball, I returned to the town I grew up in Princeton NJ and created the Joint Effort Youth Foundation as a way to educate and engage Black youth in the Witherspoon Jack community.

Subsequently, I became the Executive Director of the Princeton Youth Center, an arts, cultural and educational enrichment facility catering to the Black Community. Shortly after that, I married Sharon Brown, a student at Princeton who was the Director of the Community House Program,



*Photo: McBoat Photography*

Princeton University's outreach commitment into the Black Community. This is where it started.

After two years we moved back to Sharon's hometown of Denver CO where I created the Joint Effort Community Sports Program to facilitate sports and education opportunities for Black student-athletes throughout Colorado and over the years have assisted over 3000 student athletes obtain college scholarship opportunities. Further, I worked as the Director of Public Relations and Fundraising for Girl Scouts Mile Hi Council, Executive Director of the Salvation Army Red Shield Center and started an athletic and apparel business and a corporate community outreach business known as the Bailey Consulting Network.

The intersection of my non-profit background and the vision to run my own business inspired me to create and develop the Black Cannabis Equity Initiative to advocate for social equity in the National and Colorado cannabis space and the Black Economic Opportunities Council in conjunction with the Colorado Black Chamber of Commerce to create a bridge between the Black Community and corporate Colorado. With the advocacy work for these two organizations and the development of the monthly Black Business



*Photo: McBoat Photography*

“Meet and Greets” we have been able to create engagement opportunities for Black businesses and the work continues.

**Cole:** What do you believe to be the most important piece of advice for a leader to follow?

**Bailey:** Lead by example.

**Cole:** How do you prioritize work-life balance, and what advice do you have for junior professionals who are struggling to find balance?

**Bailey:** I am not the best person to ask this question. I am a work-a-holic, however I do come up for air, but not to relax, but to be creative.

**Cole:** As an African American leader, what do you consider to be one of the most difficult obstacles you've faced?

**Bailey:** There have been many. Two of the most difficult obstacles I encountered was one when I was at Wagner College and realized that all over the country Black college students were

taking campus action for more Black students, courses and administrators. On my campus, we felt a need to do something so we took over the Administration Building and held a security guard hostage. We stayed in that building until the Administration expelled us all and took us to court and we were eventually reinstated.

Second obstacle is our efforts in trying to get our communities and our people to recognize the impact slavery has had on our community, historically. We ALL need to read the Willie Lynch Letters to see what was done to us, so that we can change how we look at ourselves. We don't ALL have to agree or have the same worldview, but we have to ALL agree on the situation we find ourselves in and collectively what we do about what we know and don't know. There are historical implications here that are necessary for us to get a better sense of where we are at and where we are going.

**Cole:** What do you think are the biggest challenges facing the community today, and how do you see ways to overcome them?

**Bailey:** There are too many challenges in our community to go into great detail here, but I will say this - We as a community need to advocate and demand equity, opportunity and community benefits. With that we need access to authentic information, more than adequate resources to develop our communities, in particular youth and families as well as substantial investments in programs for training, education, job preparation, business development and artificial intelligence to name a few.

**Cole:** How clear is your vision for what the future of community responsibility should look like in Denver?

**Bailey:** Community work requires much more than just a vision. It also requires, voice and a viable plan of action. Community work includes knowing as a community where we have been (hindsight), where we are at now (insight), and where we are going (foresight). Each one of us



Photo: McBoat Photography



Photo: McBoat Photography



Photo: McBoat Photography

needs to make a commitment to action, positive change and healing. Each one of us needs to ask ourselves:

- Who Are You?
- Why Are You Here?
- What Are You Going To Do?
- When Are You Going To Do It

**Cole:** What do you see your legacy looking like?

**Bailey:** Don't Mourn For Me Organize - Paul Robeson.



Photo: McBoat Photography



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- **CBCC Membership Committee**  
Third Tuesdays, 3pm MT. Starts April 16th
- **Gala Committee**  
Fridays, times To Be Determined



**FOR MORE INFORMATION, contact Dr. Angelic Cole:**

[dr.angelic.cole@cbcc.biz](mailto:dr.angelic.cole@cbcc.biz)

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# How to Grow Your Small Business - From the Garage to the Warehouse to Retail

By ALAN DENKE

Do you have a home business? Do you have a great idea and want to get started? One of the first major challenges you may face is having enough space. Stepping up to the space you need, while maintaining a budget can be a huge challenge for small businesses. Let's look at how some small businesses dealt with space and growth.

Melissa Mercado-Denke started Campanula Design Studio in a two-car garage. Growing from a garage to a thriving online and retail business has been a floral adventure. Melissa delivers something unique to the gifting community in Seattle. Campanula sells wooden baskets that hold both florals and gift offerings. The baskets are custom and made at home. This required a separate space to isolate the sawdust from the flowers. The local government required that Melissa store alcohol in a secure location. This meant having a special place in the garage for these items.

As sales grew, the neighborhood was not thrilled with the noisy power tools used to make baskets. The planer's rhythmic hum as it danced on old fence boards was not a welcome noise to neighbors. Seattle's variable temperature added another layer of challenge. Designing flowers in the garage was a labor of love, but success brought its own set of challenges.

## The Quest for Space

As demand soared Melissa moved into a dedicated workspace. Enter SaltBox, a solution tailor-made for small businesses like Melissa's. Saltbox is a co-warehousing and 3rd party logistics company.

Co-warehousing companies exist around the country. They offer amenities like:

- Shared kitchen spaces
- Sound-proof phone rooms
- Shared meeting rooms
- Photo studios
- Shipping stations
- Package pickup by major carriers
- Shared restrooms
- Shared office equipment
- Wi-Fi networks



Image: Adobe

## Shopping for the Right Co-Warehousing Space

Try researching warehouse space leasing companies like ReadySpaces, WeWork, CubeWork, Room2Work, and Saltbox. See what companies have a presence in your city. To find a shared warehouse space you need to ask some important questions:

- Do you need ground-level shipping and receiving? If not now, will you soon need dock access?
- How much space do you need and what is the cost per square foot of each option?
- Do you have specific electrical needs? Melissa had a floral cooler which is best kept on its own circuit. Will your landlord allow for such custom installations?
- What sort of lighting is available in your space? Will you be taking product shots there and having to set up a photo station? Does the landlord have a photo studio as an amenity?
- What about meeting rooms? Do you meet

with customers or vendors?

- Budget: Can you afford this space at the sales level you are at now? If not, are you on a growth trajectory to afford it soon?
- Will the landlord's amenities help you save on some costs? If you don't have to pay a Wi-Fi provider or buy a refrigerator, can those costs help justify the space?
- What about privacy? Does the space have floor to ceiling walls? Will you be subjected to your neighbor's terrible taste in music?

Look at all the options in and around your city. Consider commute time – how accessible is this to your home, your vendors, or your customers? Co-warehousing options are popping up all over – some are part of larger chains and some are local.

## Investing in Growth

Success has a way of outgrowing its confines, and soon, the need for a retail space became clear. The warehouse space was just not good



Image: Adobe

enough for servicing Melissa's customers or attracting drive-by business. Watching your local real estate market can be critical to a business owner. Melissa had priced the rental of retail spaces, but hadn't found the right space at the right price. One day, she found a commercial condo unit for sale that worked out to less of a per-month cost than renting. This was surprising for the Seattle market, and serves as a reminder to always keep your options open. Historically, an investment in real estate has been the lifesaver for some companies. It's always good to know what is out there, even if it is out of reach for now.

### **No Budget? Try Pop-ups!**

There are still options if renting, or purchasing are not in your budget. Sarah Herbert of Toadstool Flower Club has found a creative answer in Pop-up retail. Pop-up retail allows you to set up a temporary store for a short period of time. This allows you to take advantage of seasonal demand. This can take place in a farmer's market style setting with other retailers. There are also other options for pop-ups. Study the neighborhood. See if you can find a non-competitor who might be willing to share some space. Some businesses will be happy to have an event like a plant sale, or craft sale to draw in more customers. Sarah has sold houseplants and Christmas wreaths at donut shops and neighborhood cafes. If you have a product that attracts attention, chances are you can find a business willing to lend you some space, even if it's on the sidewalk outside.

### **Most Importantly, Don't Give Up!**

You'll never succeed if you don't try. You'll never get rewarded if you don't take risks. Try one of our ideas or find one of your own that suits your business. Take a chance and prepare for growth!



*Image: Adobe*

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Image: Adobe

## Deconstructing The Anatomy of Memorable Visuals

By KEN HUBBARD

Iconic advertisements have a certain magic that captivates audiences, leaving a lasting impression. At the heart of their success lies a profound understanding of visual elements that engage viewers on multiple levels. Research indicates that visual content is critical for consumer engagement, with 91% of consumers preferring visual content over written content and retaining 55% more information when images are included. By dissecting these key components, we can unveil the secrets behind memorable visuals and their powerful impact on consumer behavior.

## The Power of Visual Appeal

Colors, composition, and imagery are the bedrock of visual appeal. Advertisers meticulously choose colors to evoke specific emotions — reds for urgency or passion, blues for trust and calm. These choices are not arbitrary; they are grounded in color psychology and tailored to elicit desired responses from the audience. Visuals in advertisements, particularly color, play a significant role in brand recognition and consumer response. Studies indicate that the use of specific colors can enhance brand recognition by as much as 80%, underscoring their effectiveness as a strategic advertising tool.



Image: Adobe

The composition and layout of an advertisement play a crucial role in guiding the viewer's eye through the visual narrative. A balanced, harmonious layout ensures that the most important elements stand out, creating a natural flow that keeps the viewer engaged. High-quality imagery is non-negotiable; it must be striking, relevant, and of impeccable resolution to make a strong impact.

## Brand Consistency: A Visual Signature

Consistency in branding across all advertisements is vital for building brand recognition and trust. This involves the consistent use of logos, brand colors, and visual styles that reflect the brand's identity. A unified visual language ensures that every advertisement, regardless of its context, reinforces the brand's image and message. According to recent data, a consistent brand presentation can increase revenue by up to 33%.

Maintaining brand voice through visuals means aligning every element with the brand's personality. Whether it's playful, serious, innovative, or traditional, the visuals should communicate this essence effortlessly. This alignment is crucial for establishing a unified brand identity that truly connects with the audience.

## Emotional Connection: The Heartbeat of Engagement

Great advertisements tell a story. They use carefully crafted visuals to create narratives that evoke emotions and form personal connections with viewers. This storytelling can be achieved through relatable imagery that mirrors the audience's aspirations or challenges, making the advertisement feel personal and relevant.

The use of familiar faces or symbols can significantly enhance this emotional connection. Celebrities, influencers, or iconic symbols bring a sense of familiarity and trust, making the advertisement more relatable and impactful. These elements tap into existing emotional bonds, amplifying the advertisement's effectiveness.

## Simplicity and Clarity: Less is More

In an era of information overload, simplicity is a powerful tool. Clear, uncluttered design allows the core message to shine through without



distractions. Advertisements that focus on a single, compelling message are more likely to be remembered and acted upon.

Clarity in visuals ensures that the audience can quickly grasp the advertisement's message. This involves using straightforward imagery, concise text, and a clean layout. The goal is to communicate the message in a way that is easily understood, leaving no room for ambiguity.

### **Innovative and Unique Elements: Standing Out in a Crowd**

To capture attention in a saturated market, advertisements must break the mold with creativity and innovation. This could involve using unconventional visual elements, experimenting with new styles, or incorporating cutting-edge technology. Advertisements that dare to be different grab attention and create a lasting impression.

Incorporating new technology, such as augmented reality or interactive elements, can elevate an advertisement from ordinary to extraordinary. These innovations engage viewers in novel ways, making the advertisement memorable and shareable.

### **The Impact of Well-Constructed Visuals**

The anatomy of a memorable advertisement lies in its ability to blend visual appeal, brand consistency, emotional connection, simplicity, and innovation. Each element plays a crucial role in creating a visual masterpiece that resonates with the audience and drives engagement. Creativity and consistency are the cornerstones of effective advertising. Advertisers can craft compelling narratives that leave a lasting impression by aligning visuals with the brand's identity and the audience's needs. In the end, it's the thoughtful construction of these visual elements that transforms an advertisement from a fleeting image to an iconic memory.

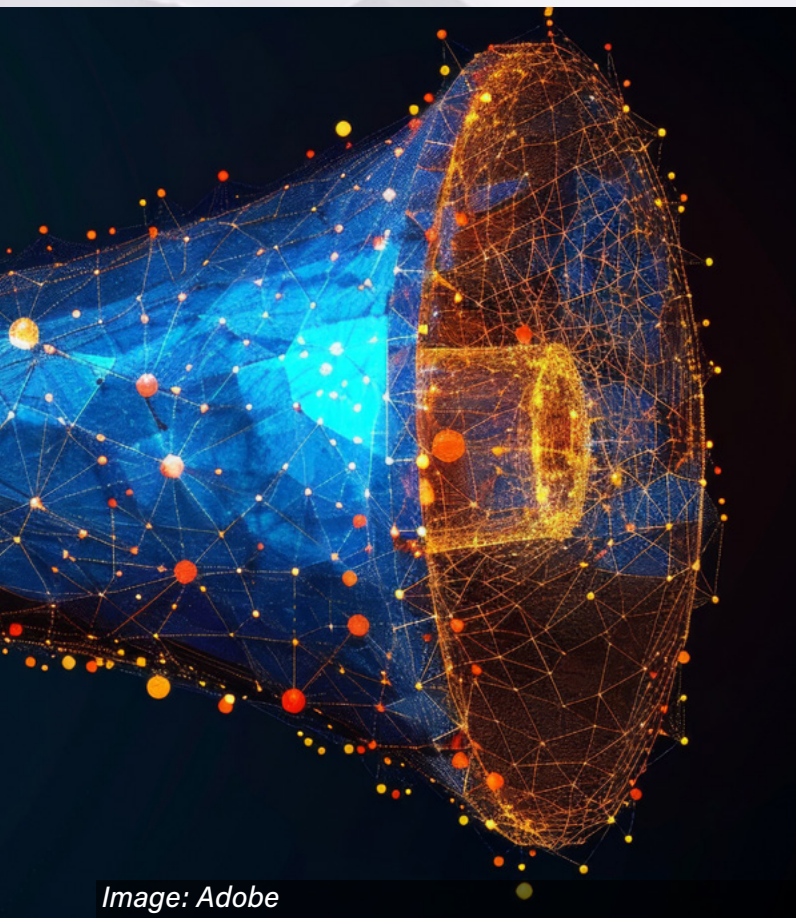


Image: Adobe

## **DID YOU KNOW?!**

CBCC offers committees and special interest groups for members to get involved with, including:

- **Business Policy Cabinet with Senator James Coleman**
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- **Black Construction Group**
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# Black Business ON THE MOVE



Photo: St. Elizabeth's School.

## Discover a New Approach to Education at St. Elizabeth's School

By JAMIKA MCNALLY

For families seeking alternatives to traditional public education in Denver, [St. Elizabeth's School](#), an independent K-8 Episcopal school in Denver, offers a unique and enriching educational experience that goes beyond the conventional classroom. St. Elizabeth's School prioritizes academic excellence, inclusive communities, and the holistic development of each student with a [sliding-scale tuition](#). The nurturing environment at St. Elizabeth's is designed to foster social-emotional well-being, ensuring that every child feels valued and supported.

### Academic Excellence

At St. Elizabeth's School, academic excellence is paramount. This private Episcopal school in the Park Hill neighborhood, in Denver provides a [rigorous curriculum](#) designed to challenge students and encourage a love of learning. Offering a broad range of subjects, the school caters to various interests and talents, ensuring that each student can explore their passions and develop their skills. Experienced and dedicated teachers at St. Elizabeth's provide personalized instruction that meets the needs of each learner, helping them achieve their full potential.

### Inclusive and Supportive Community

St. Elizabeth's School believes that a diverse and inclusive community enriches the learning experience. As an inclusive Episcopal school in Denver, St. Elizabeth's is dedicated to creating an environment where all students feel welcome and respected. The school's [inclusive approach](#) fosters a sense of belonging and encourages students to appreciate and celebrate differences. With opportunities like a Social Justice Class, students engage with one another, build meaningful relationships, and develop a deep understanding of different cultures and perspectives, preparing them to thrive in a global society.

### Holistic Development

Education at St. Elizabeth's School goes beyond academics. The school is committed to the holistic development of its students, focusing on their intellectual, emotional, social, and physical growth. Programs at this K-8 school in Denver help students develop critical thinking skills, emotional intelligence, curiosity, and a strong sense of self. A range of co-curricular activities, including arts, music, and theater, provide students with opportunities to explore new interests and develop their talents. This holistic approach ensures that students are well-rounded individuals prepared to be [trailblazers](#) in the future.

### Social-Emotional Well-Being

St. Elizabeth's School understands the importance of social-emotional well-being in the development of happy and successful students. The nurturing environment and small class sizes are designed to support the emotional and mental health of students. Resources and programs help students develop resilience, empathy, and effective communication skills. Small class sizes allow for individualized attention, ensuring each student feels heard and supported. Counseling services and wellness

programs further support students' mental health and well-being.

### **Small Class Sizes**

One of the key advantages of St. Elizabeth's School is its small class sizes. With a low student-to-teacher ratio, educators can provide personalized instruction and support to each student. This fosters more meaningful interactions between teachers and students and enables teachers to truly know and understand each child and how they learn. Small class sizes also create a [close-knit community](#) where students feel comfortable and connected.

### **Supportive Community**

At St. Elizabeth's School, a supportive community is essential for student success. The school strives to create a warm and welcoming environment where students, parents, and staff work together to support each other. Built on the values of curiosity, compassion, courage, and connection, the school encourages parent involvement and offers various opportunities for families to engage with the school, including parent-teacher associations, volunteer programs, and school events. This [strong sense of community](#) helps students feel connected and supported throughout their educational journey.

### **Experience a Unique Approach**

Families are invited to experience the St. Elizabeth's School difference firsthand. Join a group tour to see the [redefined approach to education](#) in action. During the tour, you will have the opportunity to explore the beautiful campus, meet the dedicated staff, and learn more about the programs and philosophy. You will see how the nurturing environment, inclusive community, and commitment to excellence create a unique and enriching educational experience for students.

### **Schedule Your Tour Today!**

[Take the first step](#) toward providing your child

with a transformative education. Schedule your tour of St. Elizabeth's School today and discover why this inclusive Episcopal school in Denver is the right choice for your child's learning and development.

For more information, visit [www.stelizabethsdenver.org](http://www.stelizabethsdenver.org)



*Photo: St. Elizabeth's School.*

## **Share Your Story with Us!**

Are you a Black business owner in Colorado making an impact? We're seeking submissions for our "Black Businesses on the Move" section! In 500-1,000 words, tell us what sets your business apart, your contributions to the community, and any challenges you've overcome. Please include relevant photos and/or bios to accompany your story.

Send your submissions to:  
[TheAcumen@cbcc.biz](mailto:TheAcumen@cbcc.biz).

**Let's celebrate your achievements and inspire our community together!**

# Editorial and Deadline Calendar

<b>Featured Topic</b>	<b>Space Reservations</b>	<b>Materials Due</b>
<b>September 2024</b>		
911 Memorial	Tuesday, August 13	Friday, August 16
<b>October 2024</b>		
Health	Tuesday, September 17	Friday, September 20
<b>November 2024</b>		
Youth Entrepreneurs	Tuesday, October 15	Friday, October 18
<b>December 2024</b>		
National Write a Business Plan Month	Tuesday, November 12	Friday, November 15
<b>January 2025</b>		
A Salute to Dr. Martin Luther King, Jr.	Tuesday December 10	Friday, December 13
<b>February 2025</b>		
Black History Month	Tuesday, January 14	Friday, January 17
<b>March 2025</b>		
International Women's Day	Tuesday, February 11	Friday, February 14
<b>April 2025</b>		
Black Women's Month	Tuesday, March 18	Friday, March 21
<b>May 2025</b>		
National Small Business Month	Tuesday, April 15	Friday, April 18
<b>June 2025</b>		
Juneteenth	Tuesday, May 13	Friday, May 16
<b>July 2025</b>		
International Day of Cooperatives	Tuesday, June 17	Friday, June 20
<b>August 2025</b>		
National Black Business Month	Tuesday, July 16	Friday, July 19

# Advertisements

Boost your business's visibility by advertising with the Colorado Black Chamber of Commerce in **The Acumen**. Connect with a wide, engaged audience that supports local enterprises and gain unparalleled exposure within the community. Don't miss this opportunity - contact us today to place your ad and expand your reach!

## Advertising Rates

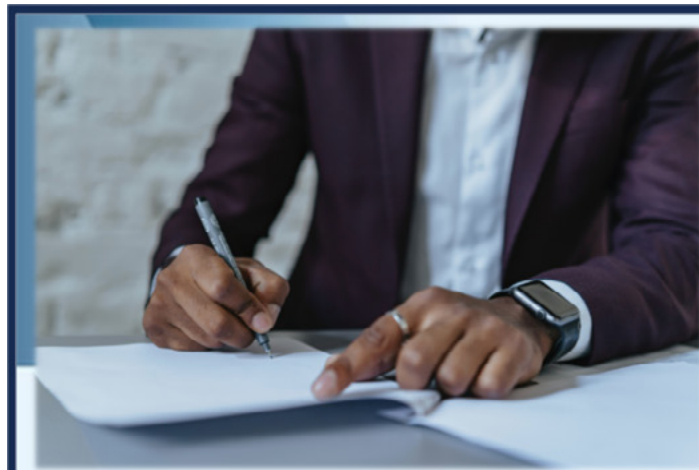
Listed in cost per ad placement.

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
<b>Full Page</b>	\$1000.00	\$900.00	\$800.00	\$700.00	\$600.00
<b>Junior Page</b>	\$750.00	\$675.00	\$600.00	\$525.00	\$450.00
<b>Half Page</b>	\$500.00	\$450.00	\$400.00	\$350.00	\$300.00
<b>Quarter Page</b>	\$250.00	\$225.00	\$200.00	\$175.00	\$150.00
<b>Eighth Page</b>	\$125.00	\$112.50	\$100.00	\$87.50	\$75.00
<b>Sixteenth Page</b>	\$62.50	\$56.25	\$50.00	\$43.75	\$37.50

## Advertisement Sizes

	<b>Without Bleed (inches)</b>	<b>With Bleed (inches)</b>
<b>Full Page</b>	8.500 w x 11.000 h	8.750 w x 11.250 h
<b>Junior Page</b>	5.000 w x 7.750 h	5.250 w x 8.000 h
<b>Half Page - Horizontal</b>	7.500 w x 4.875 h	7.750 w x 5.125 h
<b>Half Page - Vertical</b>	3.625 w x 10.000 h	3.875 w x 10.250 h
<b>Quarter Page - Horizontal</b>	4.875 w x 3.625 h	5.125 w x 3.875 h
<b>Quarter Page - Vertical</b>	3.625 w x 4.875 h	3.875 w x 5.125 h
<b>Eighth Page (business card) - Horizontal</b>	3.500 w x 2.000 h	3.750 w x 2.250 h
<b>Eighth Page (business card) - Vertical</b>	2.000 w x 3.500 h	2.250 w x 3.750 h
<b>Sixteenth Page</b>	1.750 w x 2.375 h	2.000 w x 2.625 h

**To purchase advertising space, or to request more information, please contact [TheAcumen@cbcc.biz](mailto:TheAcumen@cbcc.biz).**



## ATTENTION ALL CBCC MEMBERS!

Want to share your story with fellow members?  
Submit an article about your business or industry to be included in **THE ACUMEN**, a Colorado Black Chamber of Commerce monthly publication.

## Are you a member of the Colorado Black Chamber of Commerce?

The CBCC is a thriving business community that is driving success for Black-owned business. We create programs and services for business assistance and support; we connect Black-owned businesses with each other for networking and visibility; and we collaborate with corporate partners and other organizations to support the community as a whole. The Colorado Black Chamber of Commerce is the voice of Black business owners and an advocate for resources and policies that impact us.

Our membership offers unparalleled networking opportunities, exclusive access to business resources, and strong advocacy for your business interests. Elevate your business with our educational workshops and events that keep you at the forefront of industry trends. Connect, grow, and succeed with a community that champions your success. Take the first step towards unlocking your business's full potential.

**Join today and be part of a network that drives growth and innovation!**

**[Explore Member Benefits](#)**

**[Begin an Application](#)**