



## News for Immediate Release

### **National Black MBA Association and the African American Chamber of Commerce awarded \$2500 to new mentoring company, "NewMinds"**

**Harrisburg, December 4** –The Greater Harrisburg Chapter of the National Black MBA Association, Inc. (NBMBA) in partnership with the African American Chamber of Commerce (AACC) awarded \$2,500.00 to Jonathan Z. Queen, Founder/President of a youth mentoring program, “NewMinds,” during their first “Business Bootcamp.”

The event took place on Saturday, November 20 at the Omega Psi Phi Fraternity House on State Street. With the objective of providing a one-day business planning seminar, to encourage entrepreneurship within the African-American community.

“The purpose of the boot camp was to teach entrepreneurs and aspiring entrepreneurs in the Harrisburg area to effectively write business plans, proposals, develop marketing strategies and pitch business ideas,” Sharnell Weathersby, the chapter's Programming Director, said.

During the seminar, seven entrepreneurs also competed for a \$2,500 award for their business during the “5 for 25” challenge. They each had to pitch their ideas to a panel of judges in five minutes. Panelists included Tyrone and Mary Powell of Powell & Powell Law Firm, Titus Brown from Wachovia and Richard Foster of PCN.

“The judges awarded Queen according to the rules and guidelines set forth, he had a phenomenal 5 min. pitch. The ability to succinctly communicate a business idea in a short period time is a critical skill set for business owners,” Mitchell said.

In addition, to the \$2,500 awarded during the “5 for 25” challenge, \$1,500 was given in business startup giveaways and one lucky entrepreneur will receive a \$1,000 Business Plan Grant if a full plan is submitted **by 5 p.m. on Feb. 28<sup>th</sup>**.

“It is not merely enough for African-American business owners to survive, they must thrive. We want to make sure they have the tools to do so,” Leland Nelson said, event co-Chair..

Event co-chairs, Sharnell Weathersby and Leland Nelson, were recognized for organizing and ensuring this seminar was a success and the NBMBA and AACC Harrisburg chapters hope to have many more.

“With the strong support of our corporate partners: Hershey Entertainment & Resorts, Prudential, PNC, Highmark, Wachovia Bank and The Touch 95.3FM, we were positioned well to provide resources, support, access and the tools needed to develop a winning entrepreneurship program,” Mitchell added.

**Media Contact:** Angela Mitchell, 763-381-7291

Editor's Note:

The Greater Harrisburg Chapter was first established as an Interest Group in October 2008 and became an Interim Chapter in April 2009. Its charter members sought to build a support network for blacks that are established and new to the Greater Harrisburg area. The majority of the members were frequently traveling to other cities (Philadelphia, Baltimore, D.C.) for professional development and networking opportunities and there seemed to be a strong opportunity to provide these types of events locally. The Greater Harrisburg Chapter of the National Black MBA Association, Inc. is comprised of business professionals and graduate students representing diverse industries. Our members share the common goals of exposure, development and obtaining career opportunities with increased responsibility.

The African American Chamber of Commerce of Central Pennsylvania (AACCCP) is open to any business, church, non-profit organization or agency committed to advocating for collective African American economic empowerment and to representing their interests. The AACCCP is a network of dedicated business professionals working together to improve business opportunities, increase company exposure and establish personal and professional relationships. The AACCCP is committed to African American entrepreneur and business development and assistance.

###