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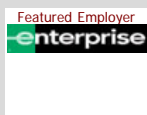
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# Social-Business Networking Helps Young Entrepreneurs

 Malik Russell  

*New Online Network Could Become Key Resource*

*"ICABA, stands for Identifying, Connecting and Activating the Black Accomplished, our vision is to provide an opportunity for accomplished black professionals and entrepreneurs to be able to connect and communicate with each other via a global platform.*

*- Jerome Hutchinson Jr., Chief Executive Officer of ICABA Media Holdings*

Jerome Hutchinson Jr., sees ICABA as the next crucial step in utilizing social marketing style tools to unite Black entrepreneurs over the world via an integrated format that appears part social, part educational, but all business.

The interactive site will feature articles, pictorial directories, a lifestyle channel, video profiles, blogs, conferencing, and social networking tools. It will also include a quarterly print publication featuring accomplished business entrepreneurs, organizations and professionals buffered by networking events in cities around the nation and the Caribbean.



ICABA will also "provide information and relevant issues important to the collective goals and aspirations and lifestyles of that target group that's our overall vision if you will," said Hutchinson.

Headquartered in Southern Florida, ICABA is the outgrowth of work done by Hutchinson and his wife Pamela, who published a networking guide for Black professionals in South Florida that drew acclaim and wide support. The foray into networking opened their eyes as to issues faced by Black business professionals and the type of resources needed to address them.

"We recognize that the same issues thought they may be in different levels of development in different markets are fairly common around the country and so the rest of the world today is very much an interconnected world because its important that we connect as black entrepreneurs in the state as well and across boundaries as we go into the Caribbean, Africa and Europe."

### ICABA'S OBJECTIVES ARE:

- Provide a much-needed communication platform to connect black entrepreneurs and professionals worldwide
- Enhance business and career opportunities for black entrepreneurs and professionals
- Provide a superior relationship marketing tool for companies desiring to increase market share and awareness with affluent black consumers throughout the world

ICABA plans to expand with launches in Denver, Atlanta, Chicago, Houston, Dallas, Louisville, Washington, DC and internationally, in Jamaica during 2009. In addition to its work of expanding opportunities and connecting Black business leaders, ICABA is also finding a way to spread the jewel of entrepreneurship to younger individuals via a partnership with the Urban League.

ICABA will initiate a mentoring type program with the Urban League of Broward County, Florida that will eventually expand to other parts of the nation. ICABA will seek to work with members of the Young Professionals Network and allow them to learn and network with its well-seasoned business leaders.

"What's going to happen as a part of that overall process," says Hutchinson, "is were going to require that the young professionals in the Urban League have the opportunity to be mentored by the ICABA members (and) that they will (in turn) mentor a college student," he added.

Hutchinson sees the new application of the old adage of "each one teach one," working its way down through high school and all the way to students in elementary school level.


The way Hutchinson sees it, ICABA will provide ways for businesses to grow and connect, as well as instill those values in the younger generations.

"We're providing two ways of intergenerational opportunities for networking and mentoring and to help our community to grow and prosper," he added.

For more information visit <http://www.icabaonline.com/>

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