

## **A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER**

The African American Connection is a self reliant action born of both need and necessity, and for the first time in history, empowers every citizen of the African American community to affect change within their personal and collective circumstances through the simple process of intelligent choice. It identifies and provides a one stop support system that encourages the growth and development of the enterprising activities that have the greatest impact upon the overall economic well being of the African American community in a fair and inclusive way.

More than any other time in history, the African American community faces the greatest challenges to its collective survival. The challenges we faced previously were without question, both difficult and painful. These challenges were in large part external to our existence; slavery, racism, discrimination, and the physical attacks that we endured where all identifiable behaviors that we were quick to recognize. Today, we face a more formidable adversary as any people before us have ever faced.

Our challenges today lay within the thinking of our own mind and behavior. Our situation today is so critical that we can no longer afford the risk of relying or depending upon any other people, or their recommended solutions for addressing our problems, regardless of their intentions or their complicity as it would relate to our situation. The impetus for change must rest solely with us. The time of rhetoric and dogma must be transformed into constructive action.

The African American Connection embodies a complete change of paradigm from associating community service with the arduous virtue of sacrifice, to the realization of community service as a rewarding experience. Our system has been thoughtfully and fairly designed to act as a platform that harnesses the wealth and resources of our communities while simultaneously acknowledging and including non African American enterprising activities who desire to honestly compete for the purchasing power of our communities with full and equal access, based upon a relationship that allows us to eliminate the exploitations of the past.

In conclusion, I would be remiss in my obligation to the truth if I didn't recognize the fact of opposition. In today's climate of political correctness I am convinced that some will be offended by the straight forward language that is required in order for us to avoid the misunderstandings and confusion, which would eventually lead us to our demise. In this instance, I can only be a reminder and say that we have all been instructed by the highest of authority, that it would require the truth to set us free. If we are to sincerely seek real solutions to the real problems that plague our circumstances, our spirit, and our mind, it must begin with facing our realities and discussing them in the clearest of language that all of us can come to understand.

It is both the mission and the commitment of The African American Connection to work with all parties to improve upon our system in the service of meeting the legitimate needs of our community. I invite all voices of good will to submit both their criticisms and there comments to [cbowlds@aaconnection.com](mailto:cbowlds@aaconnection.com).

A Luta Continua, “The Struggle Continues”!

Sincerely,

Charles Bowlds  
Chief Executive Officer