



For Immediate Release

Contact: Lamell J. McMorris
CEO and Founding Principal
Perennial Strategy Group
202.638.5090
lmcmorris@perennialsg.com

New NAACP President and CEO Speaks to Young African American Professionals

Washington, D.C., November 4, 2005 – In a week when the country mourns the passing of Rosa Parks and celebrates her life and accomplishments, America pauses to remember how far it has come...and the distant places it has yet to go.

On Tuesday, November 1, young African American business leaders from the Washington D.C. area met to honor the strength and struggles of civil rights pioneers and discussed plans to shape the future of the NAACP, the oldest civil rights organization in the United States. New NAACP President and CEO Bruce Gordon spoke on “Building for the Next Generation” at The Young Business Leaders Breakfast Reception.

Mr. Gordon charged the young leaders with the responsibility of leading the NAACP into the 21st century. According to him, the 96-year old organization needs to evolve to meet the needs of a modern society and it requires young, successful African Americans to show the way.

Mr. Gordon took the helm of the NAACP this past August. Formerly the President of Verizon Communications’ Retail Markets Group, he was hailed as one of Fortune Magazine’s “50 Most Powerful Black Executives” in 2002 and named "1998 Executive of the Year" By Black Enterprise magazine. Many say his appointment heralds a transformation in modern African American politics – showing that success in business can prepare one for leadership in the civil rights arena. This is an significant lesson for young professionals.

“It’s important that the young leaders who have reaped the benefits of civil rights heroes like Rosa Parks realize their privilege and give back in some way,” said Lamell McMorris, CEO and Founding Principal of Perennial Strategy Group, and the event’s host.

“We want to ensure that the community of D.C. young professionals has an opportunity to help shape the mission of the NAACP,” said event organizer Justin Paschal, of Paschal Development Company.

About Perennial Strategy Group

Perennial is a bi-partisan government relations and business consulting firm. Our leaders are former CEOs, Embassy and Capitol Hill staff, and non-profit executives who advance their clients’ appropriations and policy concerns in Congress and the Executive Branch.