

WELCOME TO OUR NEWSLETTER

KRA@Work

we're so glad you're here!

KRA Senior Leader Spotlight!

A Message from Derrick Colbert, Director, Strategic Partnerships

Small businesses are not only the backbone of the US economy, but they also serve as the lifeline of local communities. These businesses provide employment opportunities for residents and contribute to the overall prosperity of the local economy.

As a member of the late Mayor Marion Barry Ward 8 Business Council and through my work in the Bowser Administration in Washington DC, I developed policy recommendations to promote equitable programs for African American entrepreneurs and small businesses. This experience has shown me firsthand, how the growth of these companies leads to stronger, healthier, and thriving families and communities.

In my current role as the Director of Strategic Partnerships at KRA Corporation, I have the privilege of utilizing my 14 years' experience in business development to contribute to the growth and expansion of this esteemed 42-year-old firm.

I also have the opportunity to support our program-level Management and Business Services Teams as they assist employer-customers in achieving their operational goals and objectives. It is truly a pleasure and an honor for me to be a part of providing economic upward mobility opportunities for residents in marginalized and under-represented communities.

Sincerely,
Derrick Colbert

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Workforce Wednesday

EMPOWERING SUCCESS: PAST INSIGHTS FROM MADAM CJ WALKER AND THE CURRENT LANDSCAPE OF BLACK ENTREPRENEURSHIP



In honor of Madam C.J. Walker, Mattel introduced a historical Barbie that celebrates her as an entrepreneur, philanthropist, and activist. Walker, recognized as America's first self-made female millionaire despite facing oppressive laws that limited African American progress, prompts us to ponder what factors contributed to her triumph. Let's delve into the key elements:

- **Innovation:** She developed a groundbreaking hair care product that catered to the specific needs of African American women.
- **Entrepreneurial Spirit:** She recognized an opportunity within the industry and pursued it with unwavering commitment, passion, and determination.
- **Marketing and Branding:** She effectively connected with her target audience, utilizing testimonials to establish trust and credibility.
- **Training and Development System:** She built an extensive distribution network by empowering a group of sales agents known as "Walker Agents" through comprehensive training and support.
- **Community Engagement:** She actively engaged with her community, leveraging networking opportunities, participating in events, sponsoring scholarships, and providing financial support to various organizations.

Presently, the number of Black self-employed professionals has risen by 38%, with over 2 million Black-owned small businesses across the United States. Nevertheless, challenges persist, including limited access to capital and mentorship. As workforce development professionals, we can connect entrepreneurs with financial resources, mentorship and training opportunities, and continue to advocate with policymakers to maintain funding for programs that spur entrepreneurship. By combining the factors that fueled Madam C.J. Walker's success, supporting Black businesses, and tearing down barriers, we can ensure that the current rise in Black entrepreneurship endures as a long-standing trend that benefits society as a whole.

Read More:

[Madam C.J. Walker Business Millionaire](#)
[Why Black Entrepreneurship is on the Rise](#)



The KRA Way

5-STAR EXPERIENCE. REAL LIFE IMPACT.



Principles

TRAILBLAZING IS IN OUR DNA



People

INCLUSIVE SINCE INCEPTION



Programs

INNOVATIVE WORKFORCE PROGRAMS
AT THE SPEED OF BUSINESS



Partnerships

RELATIONSHIPS THAT DELIVER RESULTS



Performance

YOUR SUCCESS IS OUR SUCCESS!

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K R A
CORPORATION
Innovative Exceptional Trusted



KRA + JP Morgan Chase & Co.

Financial Wellness Education

KRA is proud to announce that we have joined forces with JPMorgan Chase & Co. to empower DC residents and KRA employees on their path to financial health!

In July, DC Participants received an in-depth education session related to building budgets, credit management, homeownership readiness, planning financial goals, and personal credit.

This insightful session was delivered by Shakeira Tennort, Community Manager with JP Morgan Chase, and Brian Atkins, Vice President of Community Engagement with JP Morgan Chase, and orchestrated by KRA's Derrick Colbert, Director of Strategic Partnerships.

KRA's internal Financial Wellness series begins this month and will include three live learning sessions, available to all employees, dedicated to the detailed review of Money Management, Personal Credit, and Home Ownership.

As we celebrate Black Business Month and reflect on the extraordinary accomplishments and contributions that people of color have made to our society and economy, we recognize the importance of financial literacy education and access for all individuals. Our partnership aims to provide the tools and knowledge that is needed to achieve economic stability and plan for future financial wellness. Together, we are working towards a future where families can sustain themselves and build a solid foundation for generations to come!

Latest News

KRA CELEBRATES BLACK BUSINESS MONTH!

"August 1, 2023, marked the beginning of Black Business Month that celebrates the success and innovation of African-American entrepreneurs...KRA, founded in 1981 by Knowlton R. Atterbeary, is proud to be one of those 3.12 million enterprises, and of its recognition as a National Leader in Workforce Development Services. Early in a career devoted to community- and economic-development, Mr. Atterbeary became convinced that sustainable economic development was linked inextricably to effective workforce development at the local level..."

Read More: [The Trajectory of KRA Corporation...A Black-owned Business Enterprise](#)

"In June, The Partnership [Chicago Cook Workforce Partnership], which oversees the largest public workforce development system in the country, issued a press release announcing Mr. Wright's appointment as chief executive officer. Since 2016, KRA has valued its relationship with The Partnership, beginning with our operation of the Garfield One-Stop Career Center, and expanding over time to include the Westside AJC and the Chatham Workforce and Education Center on the South Side..."

Read More: [Congratulations to George Wright, the new CEO of the Chicago Cook Workforce Partnership!](#)

"[Joseph Seymour] joined KRA as a Job Developer on a contract with the North Central Connecticut WDB, never envisioning that this job would develop into a 14-year, life-changing journey... with mixed emotions, I announce my transition from KRA to pursue my entrepreneurial goal of launching Manifest Maximum, a T&D consulting firm. As I step out on faith, I stand tall on the shoulders of all of you who have shared my KRA journey with me..."

Read More: [Endings and Beginnings: A Celebration of Career Transitions](#)

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KRA'S LATEST NEWS

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Join us on LinkedIn today and stay connected! We invite you to check out our community events, and visit our Jobs and Life page for a glance at KRA's workforce culture.

[#KRAatWork](#) [#KRAlife](#)
[#workforcedevelopment](#) [#reallifeimpact](#)

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Tune into our podcast!

KRA'S THE HUB

In Episode 15 **Cami Eakins**, CEO of Career Path Services, discusses ways her organization is making a difference in workforce for underserved communities. Career Path Services provides help to those who need a little extra support- refugees, immigrants, underemployed individuals, and unhoused populations. Cami emphasizes the importance of recognizing who's already serving these communities and partnering with them to provide resources and support, as well as hiring from the communities they serve. She also shares takeaways for any organization looking for innovative ways to engage underserved communities.

[KRA'S THE HUB ON SPOTIFY](#)