



California African American Chamber of Commerce (CAACC) has ambitious goals to achieve economic parity, make sound investments, bolster revenues and wealth-building for its members, statewide



(L to R) Carl Davis, Jr, Timothy Alan Simon, Esq.

CAACC selects Carl Davis, Jr to propel California's Black-owned businesses forward

For Immediate Release:

Sacramento, CA (November 1, 2021)—The California African American Chamber of Commerce (CAACC, www.calaacc.org) represents more than 10,000 black-owned businesses, employing over 75,000 persons, according to pre-pandemic statistics. CAACC looks to better position its member businesses for participation in accelerated ventures, industry growth markets and state contracting opportunities that will bolster revenues, significantly. **Carl Davis, Jr** has been selected to accomplish this critical mission. Davis says of his vision for CAACC, “We must embrace technology as the new difference maker where businesses survive or even thrive in today’s digital landscape.”

Timothy Alan Simon, Esq., CAACC’s Board Chairman says of Davis, “Carl brings a wealth of executive level chamber experience along with a seasoned national network. We are very excited about the future under his leadership.”

CAACC has identified a number of priorities that Davis is charged with managing, among them: implement strategic programs that address all stages of business development from startups to mid-tenure and advanced stage operations; catapult effective strategies for post-pandemic preparedness; deploy tactical modalities for economic impact and desired outcomes and; by no means the least of CAACC’s goals include ongoing assessment to identify who and where Black businesses are located within the State. All combined, CAACC will curate and navigate approaches for its members to stay actively engaged with chamber activities.

The State of California reflects a gross economy that exceeds three trillion dollars with a statewide population of more than forty million residents. According to CA.gov, the COVID-19 pandemic has presented a significant challenge to small businesses, employers and employees. A recent Small Business Majority survey data found that 44% of small businesses are at risk of shutting down. Data released through the Census Current Population Survey found that minority-owned businesses are disproportionately impacted: the number of active businesses owned by African-Americans dropped by 41%, Latinx by 32%, Asians by 25%, and immigrants by 36%.

ABOUT Carl Davis, Jr

A graduate of Cal State (Los Angeles), Davis brings over 30 years of management, leadership and entrepreneurial training to the role. He earned an impressive track record of cultivating and maintaining chamber growth and expansion along with program development to assist small businesses. Prior to accepting the position with the California African American Chamber of Commerce, Davis served as the first Executive Director of the Santa Clara County Black Chamber of Commerce where he grew the organization’s membership from 35 to more than 250, pre-pandemic figures. He is founder and current chairperson of the Northern California Black Chamber Presidents Association. In 1995, Davis was elected to the President’s White House Conference on Small Business. Known to aggregate business entities toward improved alliances, Davis assembled a coalition of Hispanic, Vietnamese, Chinese, Filipino and BlackChambers to create the Silicon Valley Heritage Expo, an event designed to stimulate commerce and celebrate the best of cultures and diversity. A consummate communicator, Davis hosts a Bay Area talk show focusing on economic development.