



Press Information

African American Leadership Institute (AALI)

Black X Leadership Conference

June 18, 2024

Submitted by:

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NEWS RELEASE

NEWS RELEASE

FOR IMMEDIATE RELEASE

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AALI Hosts Third Annual Black X Conference: Rise to Excellence

(Austin, Texas) – The African American Leadership Institute (AALI) is excited to present the third annual Black X Conference on Tuesday, June 18, at the Long Center for Performing Arts. This year's conference theme, "Rise to Excellence: Empowering Black Futures," celebrates the transformative power of freedom and highlights the achievements of African American professionals, entrepreneurs, and leaders.

BiNi Coleman, Co-founder/CEO of AALI, emphasized the importance of celebrating African American achievements and empowerment in the context of Juneteenth. "As we commemorate Juneteenth, the Black X Conference serves as a platform to equip individuals with the tools needed to drive positive change and inspire action. In light of the challenges faced by Black Austinites, it is imperative to address affordability, workplace dynamics, and systemic barriers to make Greater Austin a place where everyone feels a sense of belonging and ownership," she said.

Coleman added, "The Black X Conference is particularly significant as it empowers leaders to rise to excellence. By providing opportunities for engagement, mentorship, and professional development, we are cultivating a new generation of leaders who are equipped to make meaningful contributions to our community and beyond."

The MEASURE report underscores the desire for recognition of skills, equitable compensation, and affirming work culture among Black community members. AALI seeks to foster inclusive work environments that appreciate the expertise of Black employees and promote a sense of belonging through events like the Black X Conference.

Attendees can expect engaging discussions, workshops, and networking opportunities led by thought leaders, industry experts, and aspiring entrepreneurs. The goal of the conference is to inspire and empower individuals to make a difference and build a stronger, more inclusive community.

AALI's mission is to equip exceptional leaders with the tools to improve lives locally, nationally, and globally. To learn more about the conference and register, please visit blackxconference.com.

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MEASURE REPORT



MEASURE, a research and data activism organization, in alignment with Austin Justice Coalition, will be presenting a joint panel to share the findings of the newly released "The State of Black Lives in Austin" report. This black paper evaluates current outcomes, previous initiatives, and resource allocation targeted at improving the quality of life for the African American (Black) community in Austin, Texas, and presents an in-depth analysis of the systemic challenges, disparities, and aspirations of Black residents.

The report compares the findings of the 2008 African American Quality of Life report with a holistic assessment in 2023, providing valuable insights into the progress made and the work still needed. Attendees will find this panel engaging for its comprehensive evaluation of key issues affecting the Black community in Austin, backed by robust data and research. This session will not only highlight areas of improvement but also offer actionable recommendations for fostering equity and inclusion. By understanding these systemic challenges and engaging with the solutions proposed, participants can become more informed advocates and contributors to meaningful change within their own communities.

STORY IDEAS

Empowering Leadership Through Juneteenth

Join us at the Black X conference on June 18th as we celebrate Juneteenth—a pivotal moment in history marking the emancipation of enslaved African Americans. Explore the intersection of leadership and social justice as we reflect on the significance of Juneteenth and its relevance to promoting freedom, equality, and justice in our communities. Discover how this celebration inspires transformative leadership and fosters inclusive environments at the Black X conference.

Waymo to Showcase Driverless Vehicle Set to Roll Out in Austin

Experience the future of transportation with Waymo's exciting showcase of their driverless vehicle initiative at the Black X Conference. Attendees will get an exclusive look at the cutting-edge technology that is revolutionizing mobility and accessibility. Discover how autonomous vehicles are poised to reshape the landscape of transportation in Austin and foster innovation in urban mobility solutions.

Highlights of the Conference

A collaboration between AALI and the organization OfColor Creative to spotlight local artist Chris Tobar, who will design the 2024 Conference Art to be featured at the event. This initiative is sponsored by SixSquare. The conference will feature over 30 thought leaders and experts from companies such as Meta, Google, DivInc, Matterlab, MEASURE, Austin Justice Coalition, and more.

FEATURED GUESTS

Rise to Excellence

Keynote Address by Jeremy Hills



Jeremy Hills Founder/President, The Collective

We are thrilled to announce Jeremy Hills, Founder and President of The Collective, as the keynote speaker for the 2024 Black X Conference. Jeremy is an ambitious visionary who has spent the last decade training over 200 elite professional athletes across the NFL, NBA, and MLB. His expertise in performance training has been featured on major media platforms like ESPN, FOX Sports, and USA Today. Beyond his work with athletes, Jeremy is a dedicated educator and entrepreneur, having co-founded The Collective, a social performance club in Austin, and invested in numerous innovative brands. A proud University of Texas graduate, Jeremy also leads The Collective Effort, a national nonprofit aimed at preparing youth for real-world challenges through philanthropy and leadership development. Join us to hear from this dynamic leader as he shares his insights on empowerment and excellence.

BLACK X
CONFERENCE

RISE TO XCELLENCE:
EMPOWERING BLACK FUTURES

CO-HOST

DR.
KATRINA
BAILEY

EXECUTIVE DIRECTOR
AUSTIN ISD, SCHOOL LEADERSHIP &
CAMPUS SUPPORT

TUESDAY, JUNE 18

THE LONG CENTER, AUSTIN, TX



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AFRICAN AMERICAN
LEADERSHIP INSTITUTE

#BXC24

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BLACK X
CONFERENCE

RISE TO XCELLENCE:
EMPOWERING BLACK FUTURES

CO-HOST

JEREMY
TEEL

CEO
JATC CONSULTING

TUESDAY, JUNE 18

THE LONG CENTER, AUSTIN, TX



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ABOUT

ABOUT AALI

The African American Leadership Institute (AALI) is a systemic solution dedicated to fostering leadership, enhancing civic awareness, and driving positive community transformation throughout Central Texas.

Established in January 2021, AALI is committed to empowering exceptional leaders to fulfill their ethical responsibility of improving the lives of those currently in Central Texas, as well as those looking to relocate to the area. While the Austin area is consistently listed among the top places in the country for many families, it has not been as inclusive for African Americans. With support from corporate and community leaders, the AALI team created this program recognizing the importance of developing an environment that is inclusive for African Americans. Thus, the mission of AALI is to cultivate a more resilient and united Black Austin community, fueling change and progress on both a local and global scale.

Vision and Values

AALI leaders envision a society where empowered leaders collaborate vigorously, transcending boundaries to create an environment of equity, opportunity, and an enhanced quality of life for every citizen of Austin.

The AALI Experience

The cornerstone of this initiative is the annual Cohort of Fellows, in which exceptional leaders undergo an immersive journey of community building and thorough exploration of various issue areas, all through a Black community lens. The objectives for every cohort session and event revolve around three vital pillars: Inform, Connect, and Activate.

Inform: Fellows are immersed in the rich history and culture of Austin's Black community, leveraging knowledge to better comprehend issues such as Black flight and employee retention in Central Texas.

Connect: AALI acts as a bridge, identifying emerging Black leaders and facilitating connections with established community figures, as well as providing exposure to diverse professional, civic, and social engagement opportunities.

Activate: Through engaging class projects, Fellows are challenged to drive policy and systems change, immersing them in hands-on community engagement initiatives, and fostering sustainability and expansion of the AALI program.

AALI Support Network

AALI thrives with the support of a diverse array of sectors, including education, business, community, and government. This collaboration underscores the shared commitment to advancing the mission and achieving enduring positive impact. Individuals are invited to join AALI in embarking on a journey of empowerment, education, and advocacy.

CONFERENCE HISTORY

Exceptional Leaders

Austin offers numerous economic, educational, and social opportunities just waiting to be discovered.

Black leaders, wealth builders, entrepreneurs, and professionals from all across the state and beyond will gather for an inspiring day of uniquely curated professional and personal development and networking opportunities designed to refresh, restore, educate, and maximize connections.

Last year, exceptional black leaders told us they want to go even deeper into topics that help prepare them to navigate the rapidly-changing cultural landscape.

For 2024, our conference theme is “Rise to Xcellence: Empowering Black Futures.”

TEAM

AALI Team



**Heath
Creech,**
Founder

**Bini
Coleman,**
Co-Founder/ CEO



- **Courtney Bailey**
Director of Programming



- **Tiffany Young**
Director of Administration



- **Ify Obiako**
Director of Marketing & Events



- **Alyssa Reyna**
Business Development
Manager



LIVED EXPERIENCE EXCERPT

A LIVED-EXPERIENCE BLACK PAPER EXCERPT

MEASURE was engaged by 212 Catalysts and the African American Leadership Institute to address a critical issue: the decline in Austin's Black population even as the city's overall population surges. This demographic change is coupled with challenges in retaining Black hires. MEASURE created A Lived-Experience Data Black Paper with the goal to understand what hinders Black Austinites from engaging with their community and staying within the Austin metropolitan area. An excerpt from the summary of the document, created by Deanna Cureton, MPH and Tiffanie Harrison, MBA is below.

AUSTIN'S DECLINING BLACK POPULATION

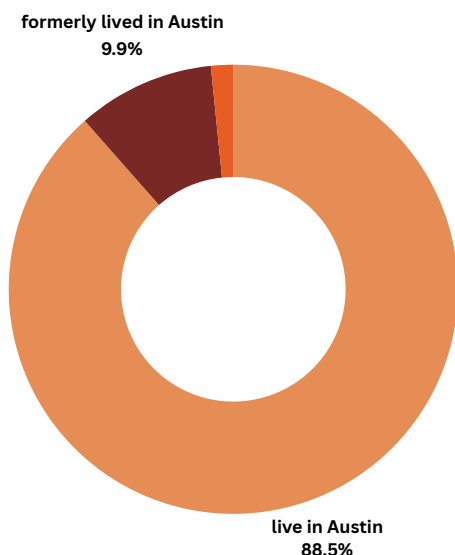
In the early 2000's, the Austin, TX area experienced a decrease in its Black population even though the total city population has continued to grow. (1,2)

CONTRIBUTING FACTORS IDENTIFIED

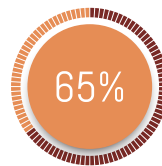
Results of the survey uncovered a strong desire for more events that would promote and increase belonging in Austin. Additionally, a majority of respondents reported high living costs as a contributing factor that pushed them to move farther away from the Austin, TX area.

WHERE DO RESPONDENTS LIVE

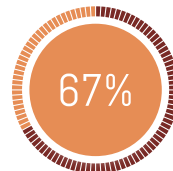
Among 374 respondents, factors identified:



Among 336 Respondents:



were aware of Austin's Black population declining.



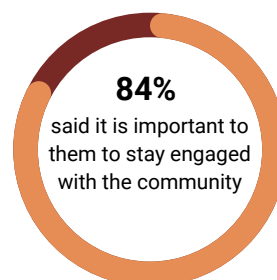
were concerned about the decline.

Among 334 Respondents, factors identified:

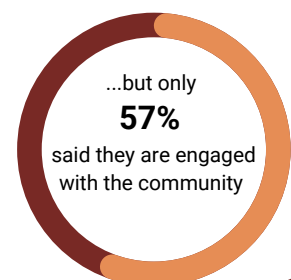
- **Unaffordable cost of living** (88% of respondents)
- **Lack of belonging** (80% of respondents)
- **Experience of racism** (47% of respondents)
- **Job-related** (29% of respondents)

ENGAGING WITH THE BLACK COMMUNITY

Among 338 respondents, factors identified:



said it is important to them to stay engaged with the community



...but only 57% said they are engaged with the community

EXPERIENCE AALI




AALI AFRICAN AMERICAN LEADERSHIP INSTITUTE

I am beyond blessed to say that these amazing leaders feel like my family now, and much more than just friends/ colleagues.

Over the last ten months it has been such an honor and amazing privilege to be a fellow in the 2023 Cohort of the African American Leadership Institute. As we wrapped up our graduation this past week I have nothing but gratitude in my heart and drive in my soul to continue pushing forward.

To summarize my appearances over the past year in a few paragraphs would not do this cohort justice. This 3rd Cohort became so close as we laughed, cried, shared joy, sorrow, and anger together.

My personal and professional growth would not be where it is now without every one of them.

JAY HARWELL 2023 AALI FELLOW

@aaliaustin.org aaliaustin.org



AALI AFRICAN AMERICAN LEADERSHIP INSTITUTE

I had the privilege of joining an amazing group of black leaders, as part of the 2022 Cohort.

One of the first questions I asked myself when moving to Austin was 'where are all the black people?' I was introduced to a fellow from the 2021 Cohort who encouraged me to apply as a way to connect with the community. My experience surpassed any and all expectations! We have convened to gain deeper, critical insight on the issues affecting our communities. I feel so blessed to share this experience with other fellows! I can confidently say that Austin is feeling more like home now.

JODYANN MCINTOSH 2022 AALI FELLOW

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AALI AFRICAN AMERICAN LEADERSHIP INSTITUTE

Whew! I'm blessed and so grateful.

The African American Leadership Institute has allowed me to connect with some of Austin's Black Leaders and explore the current state of Black education, affordability, business, economics, policy and more. The real value is in the relationships. Building bonds with good, passionate, people has been priceless.

ERIC L. BYRD 2022 AALI FELLOW

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AALI AFRICAN AMERICAN LEADERSHIP INSTITUTE

My hours of conversation with AALI staff, fellows, and mind-blowing presenters have provided a North Star and a do-better plan.

As one in the program's class of first fellows, my AALI experience has come to an end. Only now am I able to fully register how I've grown. Now, I know HOW to know what Austin and specifically the layered subcategories of Austin's Black community needs.

My hours of conversation with AALI staff, fellows, and mind-blowing presenters have provided a North Star and a do-better plan. Boards and volunteer efforts, I'm coming for you!

DEWI SMITH 2021 AALI FELLOW

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VIDEOS

VIDEOS



[View brief interview](#)

MARK MCCLAIN

Mark McClain, the CEO and Founder of SailPoint (NYSE:SAIL), possesses nearly 35 years of technology experience, with two decades dedicated to pioneering and leading innovative identity management firms. His guidance has elevated SailPoint into a recognized industry leader. Mark shapes the company's vision and strategy, emphasizing top-performing teams, a collaborative work environment, and unwavering customer focus. He champions teamwork at every level, engaging customers, partners, and SailPoint's workforce in developing market-leading solutions. Even as SailPoint expands globally, Mark upholds a strong team ethos, a testament to his dedication to fostering collaboration and innovation.



[View brief interview](#)

CARMALETA MCKINNIS WILLIAMS

Carmaleta McKinnis-Williams, a proud Detroit native, has taken on the role of Equity & Inclusion Program Manager at the Austin Public Library. With a strong background as a 21st Century J.E.D.I. Advocate/Consultant and Community Organizer, Carmaleta holds BA and MBA degrees along with a Diversity, Equity, Inclusion Workplace Certification. Drawing from a diverse professional history, including roles such as Founder of Proverbs 31 Consulting, Strategic Business Planning Consultant at General Motors, and President of the General Motors South-Central Region Women Network, she brings a wealth of expertise to her new position. Carmaleta is an alumnus of the African American Leadership Institute-Austin and Leadership Austin, and she has actively contributed to diversity, equity, and inclusion efforts in various roles, including as Co-Chair of the Diversity, Equity, Inclusion Committee at Impact Austin Women's Philanthropy Organization.



[View brief interview](#)

JOSEPH KOPSER

Joseph Kopser, a dedicated problem solver, excels in team building and leading change within organizations. With a wealth of experience in entrepreneurship, transportation, smart cities, urban mobility, energy, and national security (as an Army combat veteran), he engages audiences as a public speaker and consultant. As a co-founder of Grayline and former CEO of RideScout (acquired by Mercedes-Benz), he aids companies and public institutions in managing disruptive change. Joseph's impressive military career spans 20 years, earning him prestigious accolades and recognitions. He ran for Congress in 2018, emphasizing civility and problem-solving, illustrating his dedication to public service. Additionally, he co-authored the book "Catalyst" and actively supports veteran entrepreneurs through organizations like The Bunker. Joseph resides in Austin with his family, cherishing his role as Chairman of the Board of Advisors for the CleanTX Foundation.

2024 Black X Conference Sponsors



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