Profile of a Diverse Career

Vera Moore: From Broadway to Entrepreneurship

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Dear NMBC member, friend, and supporter:

Once again, it is our pleasure at the National Minority Business Council to bring you the October / November 2012 issue of NMBC Better Business magazine. Our cover story is a very exciting profile of Ms. Vera Moore, founder, President, and CEO of Vera Moore Cosmetics – a women-owned business of 32 years and a supporter, member, and friend of the NMBC since 1986.

Vera Moore, besides being the owner of a family-owned business, was the first woman Vice Chair of the NMBC board of directors in 2002 and the founder of the NMBC’s Women’s Business Committee (WBC) and its annual Women’s Business Leadership Conference, which is celebrating its 10th anniversary this year alongside of the NMBC’s 40th anniversary year. Vera will be this year’s WBC keynote luncheon speaker at its conference on October 25th, 2012 at BNY Mellon Bank in New York City. We urge all of our members, readers, friends, and supporters to attend the conference and come hear Vera’s story about transitioning from “Broadway to Entrepreneurship.”

The other departments in our publication for October / November 2012 feature a variety of articles that will help you do better business as an entrepreneur in this challenging economy. As always, we would very much appreciate your feedback on the contents of this issue.

I would also like to take this opportunity to thank all of the individuals who once again have helped the NMBC put out this issue of NMBC Better Business.

Respectfully,

John F. Robinson

President & CEO, National Minority Business Council, Inc.
Vera Moore:
From Broadway to Entrepreneurship

interview by Dawn Henning
New York, NY – September 2012

Prior to Vera Moore Cosmetics, I started working right out of high school for the United States Customs Department. I was a secretary for five years for the Solicitor’s Office for the Port of New York, Bowling Green. It was absolutely necessary that I get a job immediately. I graduated in June and started working the following month in July. No break! However, I wasn’t deterred by the challenges – I always kept my eyes on the prize.

My mother and father were an absolute blessing and I am the better for it. I would not have made it without their guidance and faith in me. I came from very humble beginnings and I knew I wanted to help my parents. My mother was a domestic worker my father a porter. However, I also knew I wanted to be in the theatre. So on the weekends. I enrolled at Herbert Berg-hof, the renowned school of acting on Bank Street, New York. I went to class after work and took singing and dancing lessons on Saturdays. I couldn’t have done this without building a relationship with my boss. I remember him well – Mr. Greenburg. Great Boss! I didn’t have an agent at the time so there were no specific auditioning appointments or time. I wasn’t in the union, therefore you read the Backstage paper every day and went to the open calls, better known in the theatre as a “cattle call”. Everyone in the world is there, trying to get that big break. You have to wait forever for your number to be called – numbers not names. I would rush uptown for the auditions, eat my lunch in a rush on the train, and rush back to work. Yes it was a rush!

I had a five-year plan! I guess it would have been called a business plan, but I didn’t know it at the time. It was just a plan to help my parents and also eventually achieve my goals.

My plan was to work five years, save every penny, live at home with my parents, and go to singing, acting, and dance classes...
I was late a few times getting back to work. Thank God for a great boss.

No matter where you are, build relationships. They work. I got my first break singing in the chorus of *South Pacific* at Jones Beach. Subsequently due to tenacity, perseverance, and my faith in God, I was able to get into the various unions. The rest is history. Broadway shows, commercials, sitcoms, and soap operas. My big break was *Another World*_CHANNEL_4 NBC.

**“Did you have any experience running your own business before?”**

I had absolutely no experience running my business. My background was all theatre. However, the disciplines of my personal background – the professional theatre requirements – were translated to any profession. In theatre there is no such thing as being late for a curtain call! I took every course I could at night; went to the SBA, Score, NMBC AWED, Hofstra University, BWE, Community Development Programs, etc. I'm sure I've forgotten some other programs. You name it, Vera was in class.

**“How did the idea for your business come about? Why cosmetics?”**

When I was contracted on *Another World*, I personally considered there wasn’t any makeup of quality for me. There were makeup lines out there, but the quality wasn’t there. The majority of the existing cosmetic companies did not create or cater to shades for people of color. The cosmetic companies that attempted to fill that void, at the time, were lacking in quality. They were oily, greasy, red, thick, heavy, and the colors ran under hot lights.

I was on national television portraying the character Linda Metcalf as a nurse in a white uniform exposed to all sorts of working conditions, hot lights, and long hours and I didn’t want makeup that rubbed off on my clothes. First, I wanted to address the importance of the basics: a proper skincare regimen; knowing your skin type – is it oily, dry, a combination, etc., and how to address the problems. Once you understand that, skincare is primary and sets the stage for the performance.

My objective was to introduce a line of cosmetics that enhanced your appearance – not change it. I wanted quality foundation products with a more see-through, barely-there look – cosmetics that made you feel and look good, cosmetics that empowered women to be proud of who they were regardless of the darker hue of their skin. Thus the genesis of Vera Moore Cosmetics in 1979.
“What was a typical day like as a new entrepreneur in the beginning?”

Scary and exciting... Looking for opportunities to get the word out about Vera Moore Cosmetics. Making sure we had enough inventory to accommodate our customers. Outreaching into the community and setting up appointments to introduce the line to new potential clients. The important thing was to let people know Vera Moore Cosmetics existed.

“How did you fund your new venture?”

I let go the trunk of the tree and went out on a limb: I mortgaged my home.

“What was one of the most challenging aspects of starting your new career?”

Acquiring the capital to maintain your dream until it becomes a reality. Getting the word out. You can have a great product and no one knows about it. Distribution. We were initially in malls, however we needed major distribution. After thirty-four years, Duane Reade and Walgreens had allowed us to position ourselves as a major player and grow the brand.

“How have your husband and daughter helped you in this endeavor?”

I couldn’t have made it without my husband. He was always supportive. He embraced my vision and encouraged me to go for it. Through thick and thin, I could always count on Billy to be there for me. When I went to class all those years, he would drive me and pick me up. I was totally exhausted but he was always there for me. When they saw me, they knew Billy was not far away. It’s always “Vera, where is Billy?” My daughter Consuella is a graduate of Howard University School of Business and a licensed esthetician graduating from Christian Valmy International School, New York. Consuella is the National Training Director of Vera Moore Cosmetics and travels to Duane Reade and Walgreen locations, training their employees on the Vera Moore Brand.

“At what point in your career did you join the National Minority Business Council and why?”

It was an opportunity to not only network with an organization but I could learn how to run my business efficiently and effectively. My first trade missions were with the NMBC to Jamaica and South Africa.

“As the founder of the Women’s Business Committee, what prompted you to create this committee and initiate the 1st Annual Women’s Business Leadership Conference?”

There were so many powerful, passionate, and savvy women at the NMBC, I thought it would be a great opportunity to grow the organization and take it to another level if we had a committee that specifically understood the needs of women business owners – a Women’s Business Committee that women would feel comfortable to come to and speak candidly about their challenges as they attempted to get contracts and other venues of expansion for their prospective businesses. Our focus was to break down barriers that specially impeded women’s growth in some male-dominated environments.

“What is one of the most positive aspects of becoming an entrepreneur?”

Empowering other women and letting them know that they, too, can make their dreams a reality.
“At what point do you accept that you have succeeded in your endeavor?”

Wow! I’m always looking to broaden my horizons and grow the brand. In addition to now having mass distribution with Duane Reade and Walgreens, Vera Moore Cosmetics has just partnered with a new and exciting fashion and beauty magazine Fashion Avenue News. Thus the opportunity to mentor, sponsor, and hire more people.

“What role has your family played in your success?”

Vera Moore Cosmetics is thirty-four-years-young and a family-owned business. There is unequivocally no way I could have faced the myriad of personal and professional challenges and accomplished the level of current success without my family. We are constantly working together to grow the brand. Family-owned businesses are not always easy, but if you’re all on one accord, on the same page, egos don’t get in the way. Respect each other and be willing to continue to learn. It’s very important to know your weaknesses and strengths. No egos. We know when to ask for help outside when necessary. Our focus is growth and legacy.

“What advice do you have for new entrepreneurs when faced with great challenges or disappointments?”

We already know it’s not easy. I sometimes call it self-inflicted pain. You have to be thirsty for this. Entrepreneurship is not like a cold – you can’t catch it. Continue to network; constantly educate yourself with the new technology. Stay laser-focused and above all “stay the course”. You can do this... I did!

“What is one piece of advice that helped you along your journey that you can share with budding entrepreneurs?”

One piece of advice that I personally always try to do: put God first and He will direct your path.

Vera Moore with Alban Jeune, Billy Helms, and Consuella Helms-Jeune
The National Minority Business Council (NMBC), in conjunction with Monroe College and The Bank of New York Mellon, has established a continuing management education program for Women and Minority Business Owners (MWBEs).

This program will consist of twenty workshops taught over five non-consecutive days during the last two weeks of January 2013 by Monroe faculty and volunteer instructors from the New York professional and business communities. Program tracks will include:

- Management, Leadership, and Strategic Planning
- Growth Strategy and Financial Management
- Brand Management and Marketing Strategy
- Procurement, Alliances, and Compliance
- Capacity Building, Human Resources Strategy and Development

The program is geared towards the business owner and her/his senior managers to equip them to compete and grow their business in an ever-changing and complex business environment and free enterprise system. Participants in this program will come away better equipped to answer the question: “How can I grow my business?”

The overall program will emphasize growth by adding customers, contracts, new businesses, and building capacity through financing alternatives, growth through mergers and acquisitions, and growth through strategic alliances.

Corporations with sophisticated supplier diversity programs are being asked to nominate one or more of the diverse suppliers to attend this program and to provide a $1875 scholarship to cover tuition, instruction materials, and meals for the participants.

Bill Drewes, the program administrator, said that he is contacting major corporations which are headquartered in the New York City area or otherwise have a large footprint here to provide scholarships for their diverse suppliers to attend the program. “Our goal is to get ten scholarships and the initial responses from the corporations have been positive. We should hit our goal. We want to keep enrollment limited to fifteen students. So in addition to corporate-sponsored participants we will admit another five students from the NMBC membership roster or non-members on a first come, first qualified, first served basis.”

“The NMBC Executive Management Program has been modeled after similar business skills development curricula offered by leading colleges and universities in other parts of the country. These other programs are...
far costlier and, as a result, are oftentimes financially out-of-reach to small and mid-size business owners. This is especially true for those companies and individuals based in Metropolitan New York which also can’t afford the luxury of taking so much time away from their businesses or jobs” noted John F. Robinson, president and CEO of the National Minority Business Council.

For further information about corporate sponsorships, please contact Bill Drewes, program administrator by phone (646.554.7845) or e-mail at poiboinyc@earthlink.net. For more information about enrolling directly into the program, business owners should contact John F. Robinson, president and CEO, NMBC (212.693.5050) or email info@nmbc.org.

The Committee for the NMBC Executive Management Program:

- William H. Drewes, Esq.
- John F. Robinson, President and CEO, National Minority Business Council
- Michael Marinaccio, Dean, King Graduate School, Monroe College
- Stacy Crawford, Deputy Chair, School of Business, Monroe College
- Claire P. Scanlon, Vice President and Manager Supplier Development Program, BNY Mellon

The NMBC Executive Management Program for Minority and Women Business Owners is a five-track, comprehensive educational program and practicum to prepare business owners and their senior staffs to grow and compete in the global economy. Program workshops will be taught by working professionals who are experts in their fields and who understand the needs of entrepreneurs to be able to take back what they learn in the classroom and apply it immediately to their businesses.

The National Minority Business Council, Inc. (NMBC), a not-for-profit 501 (c)(3) corporation, was founded in December 1972. The primary purpose of the organization is to enhance the success and profitability of the small business community through the provision of high-quality services, programs, advocacy, and networking support. The secondary purpose is to act as an information clearinghouse for women-, minority-, and veteran-owned business enterprises (MWBEs).
A Greener Business for Profit and Growth

by Christian Hidalgo
New York, NY – August 2012

Going green is a trend that has recently grown in popularity and is now an essential component to many thriving businesses, small and large. Businesses that have shifted their motives towards a greener perspective have found many financial, social, and environmental benefits. However, there are still many businesses that remain on unfamiliar terms with this “green” initiative. Whether a business is up and running or is just getting started, the first step up the green mountain can be as easy as flicking off the light switch (literally). Here’s what any business going green must consider:

Mentality

To change your business you must first change yourself. The habits that make up your business can really make a difference if they are steered correctly. Decisions such as choosing the shades over the bulb, using messaging systems instead of paper, purchasing and using less, and turning off electronics can all add up to make a large difference. A well-known quota that will help keep anyone on track with their choices is:

“Rethink, Refuse, Reduce, Repair, Reuse, Recycle”

The first step is always to think it through and question whether a new printer, or a new computer, is really necessary. You must then refuse the negative alternative to your decision. You reduce your usage, repair when necessary, reuse until the end, and ultimately recycle your products. These decisions become the habits that support the transition to a green business.

Location, Construction, Infrastructure

When considering construction projects or dissecting current facilities, it can be very advantageous to start looking not in the building, but around it. Depending on the landscape and climate that surrounds your location, adjustments can be made to improve your needs. Architectural decisions such as shape, roofing, and window placement can play into the amount of sunlight that comes into a building.

Landscaping decisions such as tree placement can help regulate sunlight in the summer and winter due to the thinning of trees in winter. The material that makes up your walls, floors, and roofing can play into your building’s insulation efficiency. The amount of heat a material absorbs, reflects, and blocks out is really important. Many of these low-cost, simple design options fall under the category of passive solar heating technologies.

There are also active solar heating technologies that include many potentially complex structures and systems that heat water and your facility. You can ask your contractor or look online to find out more on what construction opportunities are offered.
Energy

Today there are many “green” options for obtaining energy that can be more beneficial to the environment as well as to your business. There are many opportunities available that allow for hydro, solar, wind, and geothermal energy production. However, when choosing energy alternatives, be mindful of how well your location supports it. Solar panels and windmills would not be strong investments in cloudy, still areas. Think about what makes your location unique and take advantage of it.

In addition to these energy alternatives, how you use the energy is also important. This is where business mentality matters. Avoidance of excessive energy use and other negative habits is less costly than cleaning up after those bad habits. An option to consider in energy use is cogeneration, which takes advantage of the potentially wasted heat that is produced from electricity production. The less waste, the more money saved.

Supplies and Appliances

Office supplies and appliances are an important consideration when transitioning towards green goals. A first step can be to look at the size of your business and ask, “Where can I cut back?”. Do you need the amount of pens, paper, printers, and computers you currently have? Who knows? Maybe you need more, and sometimes you don’t need any at all. Asking this question is important because you want to make sure that your not getting more than you need. The next step is to upgrade with smarter options.

Today, technology allows for vast information to be stored more cleanly. You can replace pens with smart pens, saving your business a desirable amount over time. Adopting an online messaging platform for your business will also save your business profit by cutting back on paper. When pen and paper do become necessary, though, make sure you search for recycled options.

Your office devices might need to be replaced if they become outdated, dysfunctional, or are no longer reaching max efficiency. Look for an automatic-off option on all devices to make sure there’s minimum energy usage. With light switches, restrooms, and sinks, you can apply motion sensors to automatically have them turn on and off.

You can also get minimal water and water-free options for toilets and urinals to save water and money. For air-conditioning and heating units, make sure they have energy-saving options for efficient regulation.

If your office offers conveniences such as vending machines and refrigerators, make sure they are efficient and scaled to fit your corporate size. Fridges use up a tremendous amount of electricity so limiting them can save you a lot of money. For vending machines, fitting them with organic, healthy options, as well as equipping them with “Vending Misers”, is the environmental, healthy, efficient way to go. The best option for vending machines though is to get rid of them since they drain energy and are not essential.

The last step in evaluating your supplies and appliances is to appropriately discard of them either through donation or by selling. If circumstances don’t permit, then your final option should be to recycle.
Partnerships

Once you’ve begun your transition towards green business, you can now begin to branch out and expand your business’ network through partnerships with other businesses. If your business is looking for suppliers, search for those that promote a green outlook. For food-catering events, look for organic, local options. Organic (as well as recycled) options also applies to clothing needs for your business as well.

Through vendors can also come the opportunity to meet other businesses that share similar agendas with you. Making partnerships with these other green businesses can help your business stay up-to-date with important information and improve your business revenue outlook. If you can’t seem to make these connections on your own, you can join pre-existing alliances such as the Business Alliance for Local Living Economies (BALLE). By making new business relations, you open your business up to an entirely new community of green advocates. New opportunities will become available to your business, and your business will open up to new prospective costumers.

Certification

Now that your business has made the transition towards green business, it’s time to make it legitimate. Becoming certified can happen regardless of the industry you are in. Here are some options to certify today:

- **GreenPoint US:** (GreenPointUS.com)
  Certification for construction of buildings and structures.

- **Green Seal:** (GreenSeal.org)
  Awards its seal to products meeting Green Seal standards.

- **Scientific Certification Systems:** (SCSCertified.com)
  Certification for Agriculture, Manufacturing, and Electricity industries.

- **Energy Star Program:** (EnergyStar.gov)
  A federal government program that certifies energy-efficient products.

- **USDA National Organic Program:** (AMS.USDA.gov)
  Certifies organic produce that meets 95% organic.

- **Green-e Certification Program:** (Green-e.org)
  Certifies distributors of renewable energy.

- **Smartwood:** (RainForest-Alliance.org)
  Certifies wood products that meet criteria set by the Forest Stewardship Council.

Gaining certification can give a permanent boost to your business as it lets costumers and other businesses know that you are viable, responsible advocate of your healthy practices.

There is more to consider when shifting towards green business, but these steps are good checkmarks as you move along the transition. A green community of opportunities awaits your business. It is growing bigger each day, so why not be a part of it?
PURPOSE
The National Minority Business Council, Inc. (NMBC), a not-for-profit 501(c)(3) corporation, was founded in December 1972. The primary purpose of the organization is to enhance the success and profitability of the small business community through the provision of high-quality services, programs, advocacy, and networking support. The secondary purpose is to act as an information clearinghouse for the minority- and women-owned business enterprise (MWBE) community.

SERVICES
The NMBC is an umbrella organization that encompasses hundreds of small businesses located nationally and internationally. Given the various levels of managerial expertise among the membership, the NMBC strives to develop programs that are suited to the needs of the novice as well as the seasoned entrepreneur. Current services include: an Annual NMBC Vendor Directory, an Annual Corporate Purchasing Directory, Purchasing Exchanges, a Procurement Bulletin Service, the International Trade Program, the Export Management Training Program, the Electronic Data Interchange (EDI) and Electronic Commerce (EC) Training Program, the Mentorship Management Training Program, and the NMBC Business Report Newsletter and Cable Television Show. In addition, the NMBC sponsors networking gatherings to help members learn from each other and gain business leads.

GOVERNANCE
The NMBC is governed by an eleven-member elected Board of Directors. To ensure that the NMBC’s governing policies are in line with the needs of the MWBE community, only members are eligible for election to the Board of Directors. The officers of the Board are: Chairman, Vice Chairman, Secretary, Treasurer, President, and CEO.

SUPPORT
The NMBC is a private sector initiative funded by membership dues and contributions from foundations and major corporations. The Annual Business Awards Luncheon is the NMBC’s principal fundraising event. Each year NMBC supporters and friends gather to acknowledge the efforts of both large corporations and small, minority-, and women-owned businesses. Corporations are acknowledged for their development of effective minority business development programs, while small, minority-, and women-owned businesses are recognized for their sales productivity.

ACCOMPLISHMENTS
The NMBC’s ability to be effective is strengthened by its history of strong program initiatives, the active participation of its membership, and its relentless pursuit of opportunities for its members. It has gained the respect and support of the corporate community by offering its members management expertise and entrepreneurial opportunities they desperately need to develop viable businesses.

For more detailed information about NMBC initiatives, please call the NMBC at 212.639.5050 or visit our websites at nmbc.org and nmbcglobal.org.
The NMBC Announces New Mergers and Acquisitions Advisory Service

by Alan J. Rude
New York, NY – August 2012

The National Minority Business Council is pleased to announce a new program for minority-, women-, and veteran-owned enterprises (MWVEs): A Mergers and Acquisitions Advisory Service. This major initiative will operate under and is an expansion of the NMBC Financial Services Program and will be managed by R. W. Wentworth & Co., Inc. – the boutique advisory firm which has been a financial services resource for NMBC for many years.

The NMBC Mergers and Acquisitions program is designed to assist the owners/principals of MWVEs who are interested either in selling their firms or acquiring additional businesses. Buying and selling businesses has traditionally been a way in which owners and managers have attained particular objectives.

Selling

For small and medium-sized companies, selling to a larger firm has been one way to grow a business:

• For owners and managers wishing to stay with the firm being acquired, selling the business brings benefits – several of which are:

  - Additional financial strength through cash infusions or other financing.
  - Increased revenues and access to the parent firm’s customer base.
  - Advantage from the acquiring firm’s reputation and branding.

• For owners and managers who wish to leave or retire from their firm after it has been sold, the main benefits can be:

  - Providing the seller with a lump sum cash payment and/or an income stream to provide for personal and family needs and retirement.
  - Enabling the seller to diversify his/her assets and correcting the “all the eggs in one basket” problem.

Buying

For medium and larger firms, a targeted acquisition program offers the following:

• Ability to grow the business more quickly than through internal growth.

• Diversification: The potential of entering new business sectors.

• Vertical/Horizontal Integration: Maximizing the supply/distribution chain.

• Proprietary Position: Taking advantage of the acquired company’s patents, trademarks, and copyrights.
Until now, owners and principals of minority-, women-, and veteran-owned enterprises have not had a great deal of access to guidance on how to take advantage of the benefits of the mergers and acquisitions process. It has seemed that merging and acquisition has been the province of the largest corporations and the great Wall Street banks. However, non-MWVE, middle-market, and even small and medium-sized enterprises (SMEs) have long been engaged in buying and selling, each assisted by specialized boutique advisory services. In this latest financial crisis, this activity has declined but not entirely stopped, and there are indications that merger and acquisition activity is reviving in the SME market.

Now the NMBC Financial Services Program, in association with R. W. Wentworth & Co., Inc., is offering advisory services to MWVEs who either wish to acquire or be acquired.

For companies interested in acquiring, we can find the right seller candidate or candidates for you, to insure that we do not waste your time with sellers who do not match your acquisition criteria. For firms interested in selling, we can develop a presentation which will maximize your appeal to buyers and we can then conduct a search for appropriate buyer candidates for you.

If you wish to either sell your company or acquire other firms and your enterprise meets the following criteria, you may be eligible for our new Merger and Acquisition Advisory Service program:

- A minimum of three years of continuous operations.
- Financial statements for the past two years prepared by an outside accountant.
- Revenues of $3,000,000 per year or more.

If you believe your business might qualify for the NMBC Merger and Acquisitions program, please visit the NMBC website (nmbc.org) to review and download the Qualifying Questionnaire form.

We believe that this may be the best time for a company to get itself ready for the improvement in the economy that is likely to happen in the next year and to take your business to the next level.
JOBS Act Opens Up Equity-Based Crowdfunding Opportunities

by Alan J. Rude and Akosua K. Albritton
New York, NY – August 2012

Traditional Methods

Whether it is working capital the enterprise requires or funding for capital expansion, emerging and established businesses must think creatively about capital formation. Prior to 2008, it was the business start-ups that sang the blues about being shut out from commercial bank loans. Now, all small businesses (businesses having one-hundred or fewer employees) feel the pinch.

There are other avenues for capital formation to consider. For you, in creating an emerging business, the most important thing is not to go out on a limb without, at the very least, holding a part-time job. Money fuels both you and the business, so have a source of funds.

Before reviewing some options, it is time that one myth gets its proper funerary rites — replete with a mausoleum. That myth is that foundations fund business start-ups and expansions. No they don’t. In fact, The Foundation Center has a statement on its website to the effect, “Foundations don’t fund business start-up or expansion. Rather, there is giving to individuals for research, artistic projects, or small community projects.” An entrepreneur can still do due diligence to uncover where the millions of dollars for women/entrepreneurs are at The Foundation Center near you but these will be in the form of grants.

There are places that give grants to businesses; however, the awards tend to be small. For example, visit womensnet.net to apply for The Amber Grant (up to $1,500) and peachic.com to apply for a grant ($500 – $1,000). Rather than these small dollars, stick with the tried-and-true models (up to now) for funding start-ups which include having a job; applying for a revolving loan fund; securing lines of credit; loan or bond guarantees; participating in a Su-Su; and having owner’s equity. With a viable business plan, a business can present itself to angel investors (silent investors) and venture capitalists (give business directives) that may put up money for viable business models. For more information about angel investors and venture capitalist in New York, visit The Funding Post website at fundingpost.com/angelgroup/newyork-angel-investors.asp or Tri State Ventures at tristateventures.com/about-nyc-angel-investors.html
If a small loan will serve your business interest, then contact ACCION USA or Women’s Venture Fund. Both offer microloans with low interest rates to fledgling businesses.

Getting certified with NYC Small Business Services, NYS Empire State Development Corp., the Port Authority of NY and NJ, and other governmental small business agencies as a Minority-/Woman-Owned Enterprise brings many services to a business. New York City Small Business Services’ Compete to Win initiative provides several great programs to advance a business, one being procurement assistance. There is the annual procurement fair. To make the best impression, bring the company’s capability statement. While you’re chatting with an agency ACCO, give her the capability statement rather than a business card.

There are business plan competitions with cash awards in the thousands. Using Brooklyn as an example, the Brooklyn Business Library has the annual PowerUp! competition that awards $15,000 and the Local Development Corporation of East New York’s Women’s Business Center sponsors an annual business plan competition.

Social Media

There is a recent favorable development for entrepreneurs wishing to raise growth capital: crowdfunding.

The Jump-Start Our Business Start-Ups Act (called the JOBS Act) was passed with bipartisan support and was signed by President Obama in April 2012. The JOBS Act makes equity-based crowdfunding much easier.

But what is crowdfunding?

Crowdfunding is the collective effort of individuals who network and pool their resources, usually via the Internet, to support efforts initiated by other people or organizations. Crowdfunding is used in support of a wide variety of activities, including disaster relief, citizen journalism, support of artists by fans, political campaigns, start-up company funding, movies, etc. More specifically, crowdfunding is also the funding of a company by selling equity directly to many investors.

The JOBS Act makes it possible to raise funds from investors and donors through certain crowdfunding sites in exchange for equity in your company, starting January 1, 2013. This opens up more possibilities in equity funding without the tedious and very expensive requirements to register your funding as a public offering with the SEC.

If you have tried to raise funds in the past by going the IPO route, you know that it’s expensive. Bypassing all that is a major advantage, especially if you are raising smaller amounts of funding that don’t justify such expenses.

The passing of the JOBS Act means you can receive funds from people of all income ranges and won’t have to seek out accredited investors specifically (people with incomes of $200,000 or more, or a net worth of $1,000,000 or more – not including their residence). This makes the pool of potential investors a great deal larger.

It will not be an entirely clear and unregulated field. The SEC will be implementing the JOBS Act starting January 1, 2013. Right now, we know that there will be some kind of yearly maximum dollar amount that one person can invest in this kind of opportunity and this will depend on their income and net worth.
Stay tuned to see the other conditions as they are announced.

**How can you prepare for this?**

- **Become Familiar with the Largest Crowdfunding Sites**

  **KickStarter.com** is the largest site for funding projects, mostly creative projects. Having the largest network is helpful because the more people visiting the site, the more they have the chance to find you (as opposed to driving all of the traffic through your own efforts). The downside of KickStarter is that not every project is accepted and they charge a success fee of 8% in the event you get funding. Also, if you raise fewer funds than you need, you don’t receive any of it (but if you raise more than projected, you get the surplus).

  **RocketHub.com** is primarily for funding creative projects. Their network is not as large as KickStarter’s, but still substantial. They accept more projects, and also have a success fee of 8%. Suggest scanning this site for similar projects to yours. Were they funded? How many days long was the funding period? Finding “comps” like yours can help you determine if you want to post your project here, on KickStarter, or somewhere else.

  **GoFundMe.com** has heavy traffic and is unique in that it doesn’t charge a success fee if you get funded. They charge a $9 fixed monthly fee, which is minimal, but still screens out less serious competitors, and investors and donors will take you more seriously. You can also raise money for anything here without an end date to the fundraising time frame you’re given.

  **IndieGoGo** caters to business owners – particularly artists and creative projects. You can make donations tax-deductible here, which is great because that’s a deal breaker for some donors (and you don’t want to have to form a non-profit yourself just to receive donations... or pay taxes on them!). Scroll through the different projects on this site to get an idea of how easy to use it is for visitors and entrepreneurs.

  **RockThePost** is similar to KickStarter in a lot of ways. If you don’t reach or surpass your funding, goal you won’t receive any of the funding. This is good for donors but can be frustrating for you.

  **LocalStake** is a new site that is focused on helping local businesses get funding. This is a great idea, because most investors would rather help out someone locally. They are more familiar with local concerns and feel like they can keep an eye on things. The more tangible you can make your pitch and plans for those you approach, the more “for real” they perceive it to be.

  **FundA Geek** is a site geared towards funding technology, invention, and education projects. Many college students and professors use it to advance their research and submit ideas for funding as an alternative to grants and give people more freedom and control over the project’s purpose and implementation.

  Once the SEC provides its rulings on how equity-based crowdfunding will work, we will see a crop of new equity-based crowdfunding sites. To date, several of these sites have already launched, but aren’t fully functional.

- **Broaden Your Network**

  Use LinkedIn and Facebook to fund the enterprise. The process for LinkedIn is to establish a page for the business and then
add a campaign. With Facebook, a page is created and shared with other people. Request other people to “Like” and “Share” the page, with the goal of getting at least thirty “Likes” to access other tips from Facebook. Engage people to “Like” the page by offering discounts, a free download, or a coupon for a free item. An enterprise can also create a Facebook Ad that’s seen on other Facebook pages. This is much cheaper than other forms of advertising. LinkedIn has Direct Ads campaigns that you can use to raise funds for your business. Why use Facebook or LinkedIn to garner funding, sales and build relationships? It is simple: There are 150 million LinkedIn users in over 200 countries and Facebook has 845 million monthly active users.

Finally, Cash Mobs are people agreeing to converge on a particular store for one day to shop. The arrangements are done through social media. The members of the “Mob” agree to a dollar amount each will spend at the place. Cash Mobs arose to support the small, locally-owned retailers feeling the crunch of the big-box stores. To learn more about it, visit cashmob.com.

One advantage crowdfunding sites offer you is additional traffic. A good crowdfunding site will enable you to gain access to more investors than there are in your personal network.

On the other hand, enough projects have been successfully funded (using the donation-based crowdfunding model, not the equity-based crowdfunding model that will go live on January 1, 2013) for experts to say that your project or company is much more likely to be successful if the first-to-third quarter of the funding comes from your existing network first. These people are most likely to believe in and trust you already, whereas strangers and semi-strangers want to see some proof of concept and perhaps actual results in advance before they consider funding you.

**If You’re Already in Business, Keep Growing It**

As with any kind of funding, you will be in a much stronger position to ask for funds if you can demonstrate success in the past. You will have more data available to work into your plan and forecast.

People prefer to invest in something that looks like a sure thing – with the least uncertainty. So keep doing what you’re doing and you’ll be able to show prospective investors 2012’s financial statement (and smile).

**Work on your business plan**

Have a solid plan for how much funding you need, how you will spend it, and what effects it will have on your operations and revenues. People want to invest or lend to someone who has thought things through and looks less likely to run into unforeseen problems – especially strangers online! It will also take some time to prepare a presentation and pitch. If you plan on using a slideshow or video of some kind (or even just writing it out on your project’s page), it will take some time to put that together in advance. But it’s something you can be doing now.

So there it is... equity-based crowdfunding is one more way to get the funds you need to launch or grow your business. Stay tuned to the developments and prepare for funding like you normally would. This might just be the key to your company’s growth!
Apple Introduces iPhone 5

Thinnest, Lightest iPhone Ever Features All-New Aluminum Design, Stunning 4-Inch Retina Display, A6 Chip, and Ultra-Fast Wireless

San Francisco, CA – September 2012

Apple today announced iPhone 5, the thinnest and lightest iPhone ever, completely redesigned to feature a stunning new 4-inch Retina display; an Apple-designed A6 chip for blazing fast performance; and ultra fast wireless technology – all while delivering even better battery life. iPhone 5 comes with iOS 6, the world’s most advanced mobile operating system with over two hundred new features, including: the all-new Maps app with Apple-designed cartography and turn-by-turn navigation; Facebook integration; Passbook organization; and even more Siri features and languages.

“iPhone 5 is the most beautiful consumer device that we’ve ever created,” said Philip Schiller, Apple’s senior vice president of Worldwide Marketing. “We’ve packed an amazing amount of innovation and advanced technology into a thin and light, jewel-like device with a stunning 4-inch Retina display, blazing fast A6 chip, ultra fast wireless, even longer battery life; and we think customers are going to love it.”

iPhone 5 is the thinnest smartphone in the world, with an all-new 7.6 mm anodized aluminum body that is 18 percent thinner and 20 percent lighter than iPhone 4S. Designed with an unprecedented level of precision, iPhone 5 combines an anodized aluminum body with diamond-cut chamfered edges and glass inlays for a truly incredible fit and finish.

The new 4-inch Retina display on iPhone 5 delivers even more pixels than iPhone 4S, making the already incredible Retina display even better. By making the screen taller, not wider, iPhone 5 is just as easy to use with one hand so you can tap, type, and scroll the same way you always have while enjoying even more of your content, including amazing apps optimized for the larger Retina display, widescreen HD video, a full five days of your Calendar and more of every webpage.

iPhone 5 supports ultrafast wireless standards, including LTE and DC-HSDPA, so you can browse, download, and stream content even faster. To support the latest LTE technology, Apple has pioneered a unique single-radio LTE solution that provides blazing fast speeds while fitting perfectly into the new, remarkably thin design. iPhone 5 features dual-band 802.11n Wi-Fi support for a wireless experience up to 150 Mbps.

The all-new A6 chip was designed by Apple to maximize performance and power efficiency to support all the incredible new features in iPhone 5, including the stunning new 4-inch Retina display – all while delivering even bet-
The 8-megapixel iSight camera is the most popular camera in the world and with iPhone 5, it’s even better. The new camera is completely redesigned with incredible optical performance, yet amazingly it’s 25 percent smaller than the camera in iPhone 4S. The new iSight camera in iPhone 5 features a sapphire crystal lens cover that is thinner and more durable than standard glass with the ability to provide crystal clear images. The new panorama feature lets you capture jaw-dropping panorama images of up to 28 megapixels by simply moving the camera across a scene in one smooth motion. New video features include improved stabilization, video face detection for up to ten faces, and the ability to take still photos as you record. A new FaceTime HD front-facing camera makes FaceTime calls incredibly clear and can also be used for self-portraits and recording 720p HD video. iPhone 5 also allows you to share photos with friends and family using iCloud’s Shared Photo Streams.

iPhone 5 introduces new enhanced audio features including a new beam-forming, directional microphone system for higher quality sound, while background noise fades away with new noise-canceling technology. iPhone 5 now includes support for cellular wideband audio for crisper word clarity and more natural sounding speech. Wideband audio will be supported by over twenty carriers worldwide at launch. iPhone 5 comes with the new Apple EarPods featuring a breakthrough design for a more natural fit and increased durability and an incredible acoustic quality typically reserved for higher-end earphones.

Pricing and Availability

iPhone 5 comes in either white and silver or black and slate and will be available in the U.S. for a suggested retail price of $199 for the 16GB model, $299 for the 32GB model, $399 for the 64GB model. iPhone 5 will be available from the Apple Online Store (apple.com), Apple’s retail stores, and through AT&T, Sprint, Verizon Wireless, and select Apple-authorized resellers. iPhone 5 will be available in the U.S., Australia, Canada, France, Germany, Hong Kong, Japan, Singapore, and the U.K. on Friday, September 21, and customers can pre-order their iPhone 5 beginning Friday, September 14. iPhone 4S will also be available for just $99 and iPhone 4 will be available for free with a two-year contract. iOS 6 software will be available on Wednesday, September 19 as a free software update.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.
Supplier Development Program News

Networking with existing Goldman Sachs employees and vendors will open more doors for new business opportunities for suppliers than will cold-calling the global investment banking, securities, and investment management firm. However, prospective vendors should expect a thorough vetting period.

This was the consistent message of a team of Goldman Sachs presenters at the July 18th Procurement Opportunity Luncheon sponsored by the National Minority Business Council (nmbc.org). John Robinson, president and CEO of NMBC said, “Having a team of Goldman Sachs specialists present made this an especially fruitful and informative session in our ongoing Procurement Opportunities Luncheon Series. We look forward to working with Goldman Sachs on future NMBC initiatives.”

Ken Muir, vice president of corporate services and real estate, discussed two major initiatives of the Wall Street stalwart as emblematic of its commitment to developing Minority and Women Business Enterprises (MWBEs). The company’s “10,000 Small Businesses” program represents a $500 million investment to help small businesses “create jobs and economic opportunity by providing them with greater access to business education, financial capital, and business support services” in the United States. Muir noted that, “The construction of our 42-story office tower in Jersey City, New Jersey generated more than $300 million in contracts being awarded to MWBE owners. Plus, one-third of the workers on the job were women.” Similarly, Goldman Sachs’ “10,000 Women” program is a five-year initiative to provide business and management education to undeserved female entrepreneurs in developing and emerging markets.

When preparing to issue an RFP, Goldman Sachs will first cull its database of pre-qualified vendors. “We have many
long-term relationships and we want to consolidate the number of vendors we use. But sometimes we have gaping holes and we also want diversity. It’s a conundrum and a constant challenge,” said Muir. He and his co-presenters emphasized that the process of being selected as an approved Goldman Sachs vendor is far from overnight and can take as long as two to three years, depending upon where the organization is in its cycle of periodic reviews of existing suppliers.

“Be patient. We tend to be team-oriented management. Our sales process is very lengthy,” added Daniel Salmon, vice president of technology. Salmon has a staff of ten to twelve people globally dealing with service, hardware and software vendors. “By far we build more than we buy. We have a fairly complex stack of products and, in general, a rather robust portfolio of suppliers. Only when we find a gap do we usually go out for bid.” Salmon said the procedure is transparent. It is characterized by a lot of due-diligence, including requiring a copy of audited financial statements, and contracts are not automatically awarded to the lowest bidder. “We want to make sure our vendors are going to be around for a lengthy period of time.”

Nelly Vasquez, who presented on the company’s corporate services and real estate division, said some vendors and their subcontractors must meet common minimum requirements, including being a unionized shop. Vasquez’ division is primarily responsible for hiring architects, engineers, general construction managers, and project managers. “We have to bid out anything over $250K and we like to negotiate in advance.” A qualification that Vasquez and her team commonly look for is experience with corporate financial services institutions. She noted that, “Right now, we are doing a lot of international projects and in these newer markets our diversity of vendors is down, specifically in the construction area.” Stateside the most opportunities for vendors are in Salt Lake City and Dallas, relatively new markets for the company.

Goldman Sachs outsources the financing, engineering and general office management of its real estate properties to CBRE, the world’s largest, full-service real estate services company. Antonio Biondi, senior vice president with CBRE, is a contingent employee who manages his client’s account on-site from the Goldman Sachs Building in Jersey City.

“Goldman Sachs sets targets and quotas and is aggressive in making sure that we provide opportunities to diversity suppliers. At least one diversity supplier is given the opportunity to bid, sometimes two depending upon the size of the job,” said Biondi. “We verify that vendors are state-certified for diversity status. Contractors not certified are encouraged to subcontract to those that are. North of 35% of our spending has been with the diversity community.”

Stephen Markman, vice president of human capital management, echoed the remarks of his colleagues about the selection process for vendors and employees alike is slow and steady. “The way we run the company is very fair and above-board. It is a very lean organization and we’re trying to make it even leaner. Having a focus and the right culture helps advance the process,” he said, adding, “We prefer to hire diverse individuals more so than just diverse firms.”
**A Passion for Ideas: How Innovators Create the New and Shape Our World**

by Heinrich von Pierer and Bolko von Oetinger

review by Nicola Morandi

Everything in the world will undergo a process and transform. Undoubtedly, the value of the “new” is fundamental. Those who go on and forget the relevance of the “new” will most likely get confused, as *A Passion for Ideas* states: “Innovation or extinction: there is no alternative to this hard choice” and “the value of the new is also beyond question” (p.1).

While accepting a new idea, the greatest obstacle to overcome is what one knows at the current moment. As a matter of fact, technology, ideas, procedures “tend to suppress radical alternatives” (p.4). The first and most important step into educating oneself about innovation is the ability to “unlearn”.

Nowadays, globalization, IT (Information Technology) and the Internet is the foundation that allows a worldwide network to be in existence. This increasingly growing network does not stop. In order to gain advantages, it is vital for one to be flexible and open-minded. If an organization strives to achieve a brand new identity, it is a necessary for the employers to understand the organization’s core values, as well as be flexible enough to include principles that are valued by other innovators from different companies.

“To be open and creative” is an ambiguous statement. Instead of thinking about the opposition between “order and disorder”, it would be more interesting to accept the concept of “reordering.” For instance, if a company strives to be more strategically competitive, it will be necessary to absorb new ideas that derive from the global market.

The main dangerous factor in this process is losing the internal structure of the organization. Due to this reason, it is significant for an organization to reorganize its rigid structure, as well as “widen the space of creativity by encouraging the flow of ideas [which] does not imply abandoning organizational rules” (p.13).

If the competitive market was a human body, creativity is the main blood circuit. *A Passion for Ideas* states that creativity “is seen as a discipline practiced 365 days a year, that is reflected in the way people interact with one another” (p.113). In the past, the idea of
creativity was associated with the classic image of a genius, in which the man thinks best alone and can solve issues by himself without any outside help. Nowadays, this idea is outdated and the image of a genius is someone who owns an “associative and playful thought, as well as the competence in analytical and constructive intellectual thought” (p.15).

A Passion for Ideas also portrays the main differences between a human brain and a computer. It explains that since the human brain has the ability to forget information that it acquires, human beings are able to rebuild thoughts and have the ability to be creative. On the other hand, a computer is very powerful and has a memory that can store large amounts of information without any leakage. However, a computer can never have any spiritual insight, which is a quality that a human being can only have.

In my opinion, the chapter More Disorder in the Enterprise is very interesting. The chapter deals with the complicated dynamics that shape an organization that exists today. The classic theory is based on the idea that successful companies should be well structured, like a pyramid.

The old interpretation of an organization is focused mainly on hierarchy. It was reflected through the way employers communicated with one another. Messages were conveyed usually from those higher up in the hierarchy to those lower in the hierarchy. In this way, communication was similar to that of a military. However, Berthold Leibinger held different views. Leibinger suggests that the classical, pyramidal shape of an organization should be fragmented “into divisions that communicate with each other but are themselves responsible” (p.168).

To conclude, A Passion for Ideas is an appealing book and it is a pleasurable read because it is rich with examples and is very well-written. The book does not mention what companies should do, but what they must do in order to survive the competitive market.

A Passion for Ideas: How Innovators Create the New and Shape Our World

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Heinrich von Pierer studied law and economics and joined Siemens AG’s legal department in 1969. From 1977 to 1987 he held various commercial duties with Kraftwerk Union AG and in 1988 became the commercial head of the corporate sector of KWU. In 1989 he became a board member of Siemens AG; he has been chairman of the board since 1982.
In Pursuit of a U.S.-China-Africa Entrepreneurial Bridge

by Fritz-Earle McLymont
New York, NY – July 2012

The National Minority Business Council, Inc. (nmbc.org), a forty-year-old, New York-based resource and advocacy organization of which I am a co-founder, strongly endorses the China International Fair for Investment and Trade (CIFIT) as the place to be in China this year for U.S. small and medium-sized enterprises (SMEs). This endorsement of CIFIT coincides with the Council’s pursuit of its vision to build an entrepreneurial bridge spanning the United States, Africa, and China for the small-, minority-, women- and veteran-owned firms businesses it primarily serves.

Held each year in September, CIFIT provides an excellent opportunity for U.S. companies and business leaders to grasp the policies and practices that are shaping relations between China and Africa. African government representatives and entrepreneurs will be among the more than 15,000 foreigners who will network and interact with the expected 50,000 business representatives from various provinces, autonomous regions and municipalities in China.

China is investing heavily in Africa, to the consternation of U.S. political and business leaders who still view Africa through a 20th century economic and political lens. We are in the 21st century, change is here, and we have no choice but to deal with it.

At the end of the 20th Century, business, financial and economic pundits around the world declared that the 21st century belonged to Asia and to Africa. And indeed, over the past decade, six of the world’s ten fastest-growing countries were in Africa. In eight of the past ten years, Africa has grown faster than East Asia, including Japan. The continent is flexing the muscle of its vast economic potential, creating waves through new relationships from Beijing to Rio de Janeiro. At the same time, China and India have become global economic powerhouses.

Given this new dispensation, U.S.-based Africans, African-Americans, and Asian-Americans must assume responsibility for the success or failure of our communities’ entrepreneurs. With their understanding of the changes that have taken place in Africa and Asia, particularly at the micro level, and their ethnic and cultural connections to those regions, we have a unique opportunity to forge successful business relationships within and between those regions.

Sino-Africa relations are on a fast track. At the Fifth Ministerial Conference of the Forum on China-Africa Cooperation, held in Beijing in July, Chinese President Hu Jintao announced that Beijing would provide a $20 billion credit line to African countries over the next three years to “support infrastructure, agriculture, manufacturing, and development of small and medium-sized businesses.” At the Forum’s opening ceremony, South African President Jacob Zuma noted that Africa’s past economic experience with Europe “dictates a need to be cautious” when entering into partnerships
with other countries. “We are particularly pleased that in our relationship with China we are equals, and that agreements entered into are for mutual gain. We certainly are convinced that China’s intention is different than that of Europe, which to date continues to intend to influence African countries for their sole benefit,” he said.

Africa’s political leaders increasingly are showing more interest in diplomatic and economic solutions to the challenges they face. The Wall Street Journal, in a report in July on the selection of Nkosazana Dlamini-Zuma, President Zuma’s ex-wife, as chair of the Africa Union Commission, the AU’s executive body, noted that South African officials lobbied aggressively for Dlamani-Zuma, an experienced politician who has held three ministerial positions in South Africa since 1994. “Their hope is that her victory will lend more diplomatic heft to the African Union, which has appeared divided and weak in recent crises in the Ivory Coast and Libya. In both cases, military force prevailed over diplomatic solutions,” the WSJ article said.

In this shift to diplomatic, and particularly economic, solutions, the U.S. government’s declared priorities in Africa remain unchanged: democratic governance; sustained economic development and growth; preventing, mitigating and resolving conflicts; strong public health programs; and addressing “transnational” challenges such as climate change, narco-trafficking, trafficking-in-persons and arms, and the illegal exploitation of minerals and maritime resources.

For U.S. SMEs, however, the unwavering focus must be on economic development and growth, both here in the United States and abroad. SMEs must take advantage of every opportunity in the U.S., China, and Africa, and in multilateral institutions, that can contribute to small-business growth, which, in turn, fuels the creation of jobs, wealth, and social and economic stability. At the same time, our country must learn to rely more on the creativity and innovation of SMEs than on the greed and power games that many foreigners now associate with our multinationals, and even our government.

Innovation in how we approach and structure business deals and apply technologies today will determine our success in the long term. According to an April 2012 article in The Economist, we are now in a third industrial revolution - the first having been in the late
18th century with the mechanization of the textile industry, the second in the early 20th century with mass production. “Everything in the factories of the future will be run by smarter software… and the effects will not be confined to large manufacturers; indeed, they will need to watch out because much of what is coming will empower small and medium-sized firms and entrepreneurs. Launching novel products will become easier and cheaper,” the article said.

If the principle of comparative advantage holds true, as wages in China rise and the elements of productivity shift with new technologies, SMEs must skillfully pursue niche opportunities to compete and succeed. In doing so, they must recognize the value of relationships in critical labor and raw material regions like Africa and China. Sectors not to be overlooked are renewable energy and agriculture, where China has invested heavily. Africa is poised to be major producer and consumer of food and energy-related products and services as economic growth and consumer demand increase. Add the already strong demand for ICT and entertainment products and services in Africa and Asia and SMEs can be off to good times.

On this year’s CIFIT mission, the NMBC delegation will also visit Beijing, Solar Valley and Eco City for first-hand experience, and to establish business contacts that hopefully will result in solid business deals.

This is not a time for the United States to be revving up for energy or currency wars, or any other conflict with China in response to that country’s new global economic status. Rather, it’s a time to encourage engagement with Chinese SMEs for our mutual benefit. Let us keep our eyes on the prize of entrepreneurial development and growth, and not be distracted by sound bites and fast images, especially in this election season where talk is cheap and dangerous. Through our SMEs, let us begin to build the right relationships, to understand the people, the risks, the opportunity and the rewards of doing business with China and Africa.

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Diversity paints our world.

We value diversity in the workplace and in the marketplace. In building an increasingly diverse supplier pool, we are able to work toward our goal of offering priority suppliers real procurement opportunities as they arise.

BNY Mellon is pleased to announce on-line registration. To register, visit www.bnymellon.com/suppliers select the Supplier Profile Form and follow the directions.

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