Publisher's Note
40 Years

Celebration
The NMBC's 40th Anniversary

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Dear NMBC Supporters:

As the NMBC concludes its formal 40th Anniversary Celebration, it is appropriate for us to reflect and thank all of the people who made both our 32nd Annual Awards Luncheon on February 2012 and our 40th Awards Program and Reception on June 28, 2012 the successes they were at the BNY Mellon (please see cover story).

Over the last 40 years, the NMBC has assisted thousands of minority, women, and veteran-owned businesses in the areas of procurement, education and training, international trade, and business development assistance. The organization has been an advocate for the growth and development of minority business enterprises for the last four decades. We have been at the forefront as advocates for public laws, corporate supplier diversity, veteran’s business rights, and inclusion by all who want to participate in the global business economy.

Within these four decades, we were able to witness minority businesses grow from one employee to thousands, with annual revenues that exceed billions of dollars each year. These successes were made possible not just by the NMBC but by many organizations advocating for the advancement of minority business development over the last 40 years from both the public sector as well as the private sector.

We at the NMBC hope we see as much progress in the area of minority business development in the next 40 years that we have seen over the last and perhaps even more.

With your support, help, and assistance, we look forward to celebrating our 41st Anniversary in 2013.

I would like to take this opportunity to express my special thanks to the NMBC Board of Directors and Members, corporate supporters, friends, and associates – past and present – of the NMBC over the last 40 years. Without your support over the years, the NMBC would not be celebrating 40 years today.

Respectfully,

John F. Robinson

John F. Robinson  
President & CEO, National Minority Business Council, Inc.
Celebration Sustainability and “the New Majority” Set the Stage for Minority Business Council’s New Decade

By Rob Seitz


The cause for celebration – forty years of sustainability and advocating for minority business owners – has also spurred the current leadership of the National Minority Business Council (www.nmbc.org) to begin developing a strategic plan for the next decade and a new generation of leadership.

“The theme of our 40th Anniversary observance – ‘Reflect. Rekindle. Refocus. Resolve’ – is as timely for the current NMBC administration as it will be for a new generation of leadership as we approach not just our 41st year of service to the minority business owner, but as we plan for a new decade of service, growth, and sustainability,” said John F. Robinson, one of the original founders of the organization and President and CEO for much of NMBC’s 40-year history.

At a reception, June 28th, honoring individuals and organizations whose values and practices reflect and support the goals of NMBC, Robinson and other founders of the organization reflected on the original purpose for the founding of the organization, why it succeeded when similar groups were short-lived, and what still needs to be accomplished and targeted in order to keep NMBC relevant and vital to minority-owned businesses in the decade ahead.

“Someday, a new generation of NMBC leadership may find it appropriate to drop the word Minority from the organization’s name as the term minority – as defined by the current lexicon -- may very likely be what is today’s majority,” noted Ben Jones, current Board Chairman. “And what we now define as a minority-owned business is likely to be broadened to embrace amalgamations of different groups, individuals and family structures.”

Keynote speaker William F. Thompson, introduced by Michael S. Robinson, NMBC treasurer and chair of the 40th Anniversary Celebration, as “the next mayor of New York,” said, “Forty years ago if you mentioned helping out minority- and women-owned businesses, people would look at you strangely. Big business and government questioned whether or not they had the capacity to deliver the goods and services. But members of organizations like NMBC have shown that not only do they have the capacity, but they have the pride that
comes with small business ownership to deliver a far greater return on their customers’ investment than is likely to be expected."

Thompson, who serves as the voluntary chair of New York State Gov. Andrew M. Cuomo’s Minority- and Women-Owned Business Enterprise Team, noted the Governor’s goal of awarding 20% of state contracts to minority-owned businesses. “This goal is front and center with the Governor but we still have a long way to go.”

Rob Walsh, NYC Commissioner of Small Business Services and recipient of NMBC’s Outstanding Public Servant Award, noted that since Mayor Bloomberg passed Local Law 129 (2005), 37,000 contracts valued at nearly $2.5 billion have been awarded to M/WBE certified firms, and the number of certified firms has increased from 700 to nearly 3,500. “We are working hard to help strengthen small and minority-owned firms through programs like Compete to Win and partnerships with NYU, Columbia, and the private sector. There is still more to do and, in the 500-plus days that I have left in office, we will continue to push hard for small and minority-owned firms.” Local Law 129 created a new Minority and Women-Owned Business Enterprises (M/WBE) Program. Once the law was signed, the Department of Small Business Services built a program dedicated to promoting fairness and equity in City procurement processes.

Other 40th Anniversary Award Recipients were Colgate-Palmolive, for Outstanding Corporate Diversity; The Jackson Laboratory, for Outstanding Not-for-Profit Supplier Diversity; and Crescent Energy, for Green Initiatives. Reflecting on the award presented to Crescent Energy, a LEED-certified consulting firm that manages energy and green building programs, Robinson said that broadening the focus of NMBC to embrace more green initiatives “will be as important to sustaining NMBC’s growth as ‘sustainability’ should be to small businesses that want to compete in a more global marketplace. In this second decade of the 21st Century, America and the rest of the world faces many challenges to the global economy, the global environment, and from emerging voices of minority groups that have flexed their muscles and finally had their voices heard. To me, it is reminiscent of what prompted the formation of the NMBC during the height of this country’s civil rights movement.”

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).
National Minority Business Council
40th Anniversary Celebration and Awards

Colgate-Palmolive Company for Outstanding Corporate Diversity Award.

The Jackson Laboratory for Outstanding Not-for-Profit Supplier Diversity Award.
National Minority Business Council
40th Anniversary Celebration and Awards

Commissioner Robert Walsh for Outstanding Public Servant Award.

Crescent Energy for Outstanding MWBE Award for Green Initiative.

Photography by Adjua Mantebea for A Delight Production © 2012
The ceremony, sponsored by PepsiCo, Northrop Grumman, Toyota Motor Sales USA, and Union Bank, honored six new inductees to the Minority Business Hall of Fame & Museum (MBHF&M).

“Each year we have honored outstanding pioneers and this year is no exception. Several of them have worked side by side over the years to further minority business development,” said John F. Robinson, president and founding member of the Minority Business Hall of Fame. “It was significant for them to be recognized together.”

The list of 2012 inductees includes:

**Hector V. Barreto**, former administrator of the U. S. Small Business Administration under President George W. Bush and currently chairman of The Latino Coalition – a national organization representing Latino interests with Fortune 500 companies and government agencies.

**Jo-Ann Butler**, former director of the Global Multicultural Procurement & Sales Support Program at Hewlett Packard Co. and a founding member of Supplier Diversity Europe – a program of the Migration Policy Group based in Brussels, Belgium.

**Marx L. Cazenave II**, chairman of Cazenave and Co. Inc., who was co-founder and former CEO of Progress Investment Management Company – a San Francisco-based manager of managers, focusing on emerging firms (small-, minority-, and women-owned investment companies).

**Philip A. Duffy**, who was the first executive director of the National Minority Purchasing Council, now the National Minority Supplier Development Council, and is currently a principal at Philip A. Duffy & Associates, PharmOps Group.

**Lynne Choy Uyeda**, founder of the Asian Business Association and Lynne Choy Uyeda & Associates – a leading marketing and public relations firm that developed strategic programs targeting the growing population of Asian-speaking consumers living in the United States.

**Henry T. Wilfong Jr.**, founder and president of the National Association of Small Disadvantaged Businesses – a trade association that seeks the full involvement of minority-owned high-tech firms in mainstream American business.
Minority Business Hall of Fame & Museum

The Minority Business Hall of Fame & Museum was founded in 2004 through the collaborative efforts of John F. Robinson, president of the National Minority Business Council Inc.; Don McKneely, president of Business News Group; and Carol Daugherty Foster, former editor of Minority Business News USA.

Since its conception, the Minority Business Hall of Fame & Museum has shed light on the achievements of pioneering individuals and institutions that have contributed to the global development of minority-owned businesses.

The 2012 Minority Business Hall of Fame & Museum inductees pose after receiving their honors at the May 8 Induction Ceremony held at the Morgan Center of UCLA.

From left: Hector V. Barreto, chairman, Latino Coalition and former administration, U.S. Small Business Administration; Philip A. Duffy, first executive director, National Minority Purchasing Council, now the National Minority Supplier Development Council; Lynne Choy Uyeda, founder and former president, Asian Business Association; Henry T. Wilfong, Jr., founder and president, National Association of Small Disadvantaged Businesses; Jo-Ann Butler, director, global multicultural procurement and sales support program, Hewlett Packard; and Marx Cazenave, chairman, Cazenave and Co., Inc.
The IPO Returns for Use by the Small Business Market

The passage of the new JOBS (Jump-Start Our Business Startups) Act brings the financing possibilities available to small- and medium-sized businesses round full circle.

In 2002, The Sarbanes Oxley Bill (SOX) was passed as a reaction to a number of major corporate and accounting scandals including those affecting Enron, Tyco International, Adelphia, and WorldCom. While complying with the law had the benefit of disclosure of certain items, SOX imposed heavy regulatory and financial costs and compliance burdens. In particular the requirements of SOX created additional costs associated with doing initial public offerings which have effectively priced IPOs out of the market for all but the largest corporations. If the cost associated with doing an IPO had been in the range of $250,000 they now were jumped to the area of at least $1,500,000. In addition, SOX placed personal responsibility by attestation on officers and directors that the financial statements were correct and if anything should go wrong, they were personally liable.

The government began to realize it had overreacted to the problem; that the requirements of SOX had all but destroyed the capital markets for small and medium-sized enterprises (SMEs), many of which were minority-, women-, and veteran-owned. In May 2012, in an effort to fix the problem, Congress passed and President Obama signed into law the JOBS Act. The JOBS Act is intended to make it easier for SMEs to raise capital and also to revitalize the U.S. market for initial public offerings.

The JOBS Act is divided into 5 major categories:

- IPO “on-ramp” provisions
- relief from ban on general solicitation
- crowdfunding (allowing it)
- a new “mini-public offering” exemption (based on Regulation A)
- a relaxation of registration standards for recordholders

The provisions of each section and the benefits to owners and managers of SMEs follow:

**On-ramp provisions:** The JOBS Act creates a new category of issuer – an emerging growth company, or EGC. An EGC is a company that has had its first registered sale of securities after December 8, 2011 and whose revenues are less than $1 billion and with less than $700 million in publicly traded shares.

The JOBS Act provides the following for EGCs: registration statements can be filed confidentially with the SEC; publication of research not now considered an “offer to sell” securities; audited financial required for two years rather than three years; summary financial information is required only from the earliest year of audited financial statement and not back five years; attestation by officers and directors is no longer required. This provision is effective immediately.

**Relief from ban on general solicitation:** Presently a company wishing to raise capital through...
the exemption from registration provided in Rule 506 (the most common type of ‘safe harbor’). Regulation D cannot offer its securities by any form of general solicitation or advertising. The JOBS Act requires the SEC, within 90 days of enactment, to remove the prohibition on general solicitation in Rule 506 private placements provided that all the investors are accredited. This change effects only Rule 506 and not other ‘safe harbors’ where some solicitation is allowed. The prohibition on general solicitation has been the fundamental divide between public and private offerings. There will remain important differences between public offerings and private placements, but the line of contrast will be significantly blurrier with the elimination of the ban on general solicitation.

Crowdfunding: This is a new concept which uses the Internet to fund businesses. The Act allows the use of Internet portals and general solicitation to raise funds up to $1,000,000. The SEC is directed to issue implement this in 270 days and this provision alone merits another discussion because of its complexity. I will not attempt that in this synopsis.

New “mini-public” offering exemption: Regulation A currently provides an exemption from registration for offerings of up to $5 million per year. Regulation A requires the submission of a simplified offering document to the SEC, which the SEC comments upon. Securities sold under Regulation A are not “restricted securities,” so the investor may immediately sell such securities publicly, at least theoretically. Regulation A is rarely used because of the low $5 million offering cap and the associated regulatory burdens.

The JOBS Act requires the SEC to amend Regulation A or adopt a new exemption to increase the offering cap to $50 million of securities sold in the prior 12 months. No schedule has been issued for implementation. This new rule may become a viable means for a company to conduct a “mini-public offering” and have a public trading market in its securities. The continuing market for reverse mergers into public shell companies, sometimes referred to as alternative public offerings, demonstrates a demand for small companies to establish public markets in their securities. The ability to raise up to $50 million publicly and the potential not to be subject to Exchange Act reporting could make the new Regulation A-type exemption a superior alternative public offering method.

Relaxation of registration standards for recordholders: At present a company with over 500 common shareholders was deemed to be a public company which was required to be registered with the SEC. This threshold will be increased immediately to 2,000 shareholders, provided that there are no more than 500 non accredited investors. This becomes effective immediately.

The question arises among entrepreneurs and businesses what to do now. For the immediate future, the best course of action would seem be to do nothing except prepare. The legislation is not complete, implementing rules have to be written and any premature action may result in unwanted consequences. The Act is complex and will affect every company differently. Companies and entrepreneurs should consult with legal counsel before changing any of their plans and actions. Firms that believe they will benefit from attracting a larger base of investors should consider the disadvantages of a large shareholder base, including increased administrative costs, more difficulty with certain fundamental transactions.
like sale of the company or restructuring, and potentially becoming less attractive to traditional investors like venture capital funds.

But there are undoubtedly positive aspects to the JOBS Act. It opens up new financing sources for minority-, women-, and veteran-owned businesses which have been closed to them. Tanya Prive, founder of Rock The Post, a social networking platform for entrepreneurs to fund and swap resources has said: “Simply, the JOBS Act will make funding more accessible for startups by allowing non-accredited investors to participate in the funding rounds, and this alone, I believe, will be the main factor driving the increase in new main factor driving the increase in new companies being founded. And with new companies comes the need to hire staff. Without a doubt, this will help the current unemployment rate.” Rory Eakin, founder of CircleUp, an equity-based financing platform focused on established high-growth consumer and retail companies, added: “Currently, less than one percent of U.S. small businesses receive Angel investments. By opening up restrictions around general solicitation and introducing crowdfunding… these (newly allowed) investments will create up to many new jobs.” While waiting for the full implementation of the JOBS Act you can do the following to prepare to raise money:

- **Get all documents in place.** This includes your business plan, incorporation documents, financial forecasts, and a full executive team bio.

- **Do market research.** Get all the facts in place in order to have a strong argument as to why people should fund your company.

- **Put together an Excel sheet of all the contacts you have and start asking key people if they are willing to share their contact list**

- **Start making your video.** Projects with videos are wildly more successful. In the video, it is important that you sell yourself — explain in three minutes or less your entire project and entice people to jump on board.

- **Start to craft your pitch in the best possible way.** Think like a public relations and marketing guru in order to find the best way to tell your story.

There are questions to the JOBS Act: Will the relaxation of these rules meaningfully reduce the costs and risks of going public? Will the elimination of the “ethical wall” between investment bankers and analysts encourage boutique investment banks to re-enter the IPO business? Will the market accept public offerings from smaller and/or earlier stage issuers, which tend to have a higher risk profile? Only time will tell.

The new relaxation of the financing rules by the JOBS Act make easier than ever for smaller and minority, women and veteran owned businesses to raise funds. However a passion for and commitment to your business is still paramount to success. The JOBS Act is designed to make your job easier on the financing front. You (the entrepreneur or small business person) still have to do the heavy lifting.
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: nmbc.org, nmbcglobal.org.
Microsoft Announces Surface: New Family of PCs for Windows

Los Angeles, CA – June 18, 2012

At an event in Hollywood, Microsoft unveiled Surface: PCs built to be the ultimate stage for Windows. Company executives showed two Windows tablets and accessories that feature significant advances in industrial design and attention to detail. Surface is designed to seamlessly transition between consumption and creation, without compromise. It delivers the power of amazing software with Windows and the feel of premium hardware in one exciting experience.

**Advances in Industrial Design**

Conceived, designed, and engineered entirely by Microsoft employees, and building on the company’s 30-year history manufacturing hardware, Surface represents a unique vision for the seamless expression of entertainment and creativity. Extensive investment in industrial design and real user experience includes the following highlights:

**Software takes center stage:** Surface sports a full-sized USB port and a 16:9 aspect ratio – the industry standard for HD. It has edges angled at 22 degrees, a natural position for the PC at rest or in active use, letting the hardware fade into the background and the software stand out.

**VaporMg:** The casting of Surface is created using a unique approach called VaporMg (pronounced Vapor-Mag), a combination of material selection and process to mold metal and deposit particles that creates a finish akin to a luxury watch. Starting with magnesium, parts can be molded as thin as .65 mm, thinner than the typical credit card, to create a product that is thin, light, and rigid/strong.

**Integrated kickstand:** The unique VaporMg approach also enables a built-in kickstand that lets you transition Surface from active use to passive consumption – watching a movie or even using the HD front- or rear-facing video cameras. The kickstand is there when needed, and disappears when not in use, with no extra weight or thickness.

**Touch Cover:** The 3mm Touch Cover represents a step forward in human-computer interface. Using a unique pressure-sensitive technology, Touch Cover senses keystrokes as gestures,
enabling you to touch-type significantly faster than with an on-screen keyboard. It will be available in a selection of vibrant colors. Touch Cover clicks into Surface via a built-in magnetic connector, forming a natural spine like you find on a book, and works as a protective cover. You can also click in a 5mm-thin Type Cover that adds moving keys for a more traditional typing feel.

**An Amazing Windows Experience**

Two models of Surface will be available: one running an ARM processor featuring Windows RT, and one with a third-generation Intel Core processor Windows 8 Pro. From the fast and fluid surface, to the ease of connecting you to the people, information, and apps that users care most about, Surface will be a premium way to experience all that Windows has to offer. Surface for Windows RT will release with the general availability of Windows 8, and the Windows 8 Pro model will be available about 90 days later. Both will be sold in the Microsoft Store locations in the U.S. and available through select online Microsoft Stores.

**Contributing to an Expanded Ecosystem**

One of the strengths of Windows is its extensive ecosystem of software and hardware partners, delivering selection and choice that makes a customer’s Windows experience uniquely their own. This continues with Surface. Microsoft is delivering a unique contribution to an already strong and growing ecosystem of functional and stylish devices delivered by original equipment manufacturers (OEMs) to bring the experience of Windows to consumers and businesses around the globe.

**Additional Product Information**

**Surface for Windows RT**
- **OS:** Windows RT
- **Light (1):** 676g
- **Thin (2):** 9.3mm
- **Clear:** 10.6” ClearType HD Display
- **Energized:** 31.5 W-h
- **Connected:** microSD, USB 2.0, Micro HD Video, 2x2 MIMO antennae
- **Productive:** Office ’15’ Apps, Touch Cover, Type Cover
- **Practical:** VaporMg Case and Stand
- **Configurable:** 32GB, 64GB

**Surface for Windows 8 Pro**
- **OS:** Windows 8 Pro
- **Light (1):** 903g
- **Thin (2):** 13.5mm
- **Clear:** 10.6” ClearType Full HD Display
- **Energized:** 42 W-h
- **Connected:** microSDXC, USB 3.0, Mini DisplayPort Video, 2x2 MIMO antennae
- **Productive:** Touch Cover, Type Cover, Pen with Palm Block
- **Practical:** VaporMg Case and Stand
- **Configurable:** 64GB, 128GB

(1), (2). Actual size and weight of the device may vary due to configuration and manufacturing process.

Suggested retail pricing will be announced closer to availability and is expected to be competitive with a comparable ARM tablet or Intel Ultrabook-class PC. OEMs will have cost and feature parity on Windows 8 and Windows RT.

For more information about Surface, visit surface.com

Founded in 1975, Microsoft is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential.
The Burgess Fine Arts Collection is an internationally known art dealership established in New York City and located in the Wall Street/Tribeca area. It specializes in the sale of select fine art works from the 19th century to the present for serious art collectors and corporate art buyers alike. It is located at 10 Barclay Street, Suite 16C, New York, NY 10007, and can be viewed by appointment only: 212.406.2400, BurgessFineArts.com.

William H. (Bill) Burgess, III, founder/owner has extensive executive level experience in curatorial and educational programming with major museums in New York City. He began his career in the non-profit sector and held executive positions at The Metropolitan Museum of Art, The Studio Museum in Harlem, The Brooklyn Children’s Museum (MUSE), and The New York City Board of Education while teaching at Rutgers University. Thereafter, he held senior manufacturing management sales and marketing positions with Xerox, Steelcase, American Seating, and Gunlocke Companies. He owned and operated an office furniture, space planning, and design dealership with offices in New York City, Long Island, and Westchester County. He was a Vice President of commerical real estate brokerage and property management services for CB Richard Ellis. Since 1994, he was owned and operated The Burgess Group, a mid to serious level executive search, diversity recruiting and training human resources management development practice.

Bill was born and educated in Birmingham, Alabama. After attending Phillips Exeter Academy, he received his Bachelor of Arts degree in Art History from Lake Forest College and has studied art history in Italy and Egypt. He studied at the graduate level at Dartmouth’s Tuck Business School, Xerox University and The American Management Association. He was former Chairman of the Board of Directors of The National Minority Business Council and served as two term Vice President of 100 Black Men of New York City and Frates: An Ecuadorian Education & Healthcare Center's Board of Directors.

He has also served on the Boards of The Bronx Museum of the Arts, The Children’s Art Carnival, and The Feminist Press of The City University of New York. Bill is a member of The Metropolitan Museum of Art’s Multicultural Audience Development Initiative,
National Minority Business Council, National Supplier Development Council, The NAACP, St. Paul United Methodist Church, Lake Forest College, and Dartmouth’s Tuck Alumni.

Bill was honored in 1978 by his hometown, the City of Birmingham, Alabama for his career accomplishments and he has been a volunteer for the last seven years with York College’s Men’s Center and Male Initiative Program, for which he received their “Outstanding Service and Contributions” Award in 2008. Nationally and internationally, Burgess has given numerous lectures and speeches served on panels and symposia and written extensively on art collecting; exhibition curation; world art and culture; entrepreneurship; small-, minority-, and women-owned business development; corporate employment; institutional diversity and training; procurement and contracting; museum and 501(c)(3) organizational and associational management; administration and education including the power of networking and volunteerism.

Personally, Bill enjoys collecting art, travel, scuba diving, gardening, mentoring, and community service.

Currently Burgess Fine Arts has 26 in its stable of artists, representing from naturalistic to abstract, expressionistic themes of world art in various media. Recent exhibitions have been one person shows of Adger W. Cowans and Betty Blayton’s photographs, collages, prints and paintings respectively. Between exhibitions, Burgess Fine Arts exhibits works from its permanent collection.

Bill believes everyone should collect fine art not only for its aesthetic values but also as an investment. According to Bill, “Fine art never loses value and your collection speaks volumes about who you are and how you see yourself in the world.”
The Jackson Laboratory: Leading the Search for Tomorrow’s Cures

This year, NMBC’s 40th Anniversary Outstanding Not-for-Profit Supplier Diversity Award goes to The Jackson Laboratory, a non-profit biomedical research institute based in Bar Harbor, Maine, with a facility in Sacramento, California, and a total staff of about 1,400.

The Jackson Laboratory’s mission is to discover the genetic basis for preventing, treating, and curing human disease, and to enable research and education for the global biomedical community.

More than 200 Jackson scientists investigate the genetic basis of cancers, heart disease, osteoporosis, Alzheimer’s disease, glaucoma, diabetes, and many other human diseases and disorders, as well as normal development, reproduction, and aging. The Laboratory is also the world’s source for more than 6,000 strains of genetically defined mice, is home of the mouse genome database, and is an international hub for scientific courses, conferences, training, and education.

The Jackson Laboratory for Genomic Medicine in Connecticut

The Jackson Laboratory is also driving progress in the new era of genomic medicine. Using information from the genome – the complete genetic blueprint unique to each person – doctors will increasingly treat patients as individuals, not as “averages” among a broad population. The goal is to improve disease prediction, prevention, diagnosis, and treatment.

The Laboratory is developing a new institute, The Jackson Laboratory for Genomic Medicine, in Farmington, Connecticut to accelerate this new approach to medicine. JAX Genomic Medicine hired its first scientist in February 2012 and is beginning operations in leased space. The permanent facility on the University of Connecticut Health Center campus, scheduled to open in 2014, will grow to more than 300 employees within the next ten years, including biomedical researchers, technicians, and support staff. JAX Genomic Medicine will use the latest laboratory and computational equipment and techniques to speed genomic discoveries and translate its findings into medical practice.

JAX Genomic Medicine will establish Connecticut as a leader in the high-growth field of genomic-based, personalized medicine. It will stimulate long-term job growth in the bioscience industry by attracting a critical mass of scientists, clinicians, and technical workers. Discoveries at JAX Genomic Medicine will speed the creation of a new biomedical industry and businesses in the region, and the Laboratory’s presence will spur other job creation in Connecticut.

Jobs in scientific equipment, supplies and technical services will support JAX operations, while jobs in housing, retail, energy, food, education, and transportation will support JAX employees and their families.

A Rich History

The Jackson Laboratory was founded in 1929 as a cancer research institute. Founder Clarence Cook Little was among the first scientists to propose that cancer was a genetic disorder, not an infectious
disease.

Little began developing the first genetically defined mouse models for testing this idea. Mice, it would turn out, are 95 percent genetically similar to human beings, and they get most of the same diseases people get, and for the same genetic reasons.

Eight decades of genetics research at The Jackson Laboratory has improved countless lives. The Institution’s research legacy includes:

• Leroy Stevens first described cells that can develop into different tissues, which today are known as stem cells.

• Elizabeth Russell performed the first bone marrow transplants in a mammal, leading to new treatments for blood and immunological diseases.

• Doug Coleman discovered an important controller of the body’s metabolism – now known as leptin – that is central to obesity and diabetes research.

• George Snell won the Nobel Prize in 1980 for providing an in-depth understanding of the immune system’s major histocompatibility complex, making organ transplants possible.

More than two dozen Nobel prizes are associated with Jackson Laboratory research, resources, and education programs.

The Jackson Laboratory Today

Besides investigating human diseases, aging, and development, many Jackson Laboratory researchers are involved in building the freely available genetics and biological databases, software, and other tools that the worldwide biomedical research community depends on. Jackson computational biologists comb these databases for clues to how hundreds of genes interact to cause complex diseases such as cancer and heart disease.

The Laboratory’s influence also extends far beyond its own research programs. Through the Courses & Conferences program, the Laboratory offers a wide range of scientific workshops, meetings, and training sessions. The Institution helps train the next generation of scientists through predoctoral and postdoctoral research positions, and research rotations for Ph.D. and M.D. candidates at the University of Maine and Tufts University. The Laboratory has several programs to advance training for high school math and science teachers, and hosts the Maine State Science Fair for high school students.

In FY11 the Laboratory received $56.8 million in public grants and contracts, primarily from the NIH. Jackson investigators have dozens of research collaborations with leading biomedical and clinical researchers at institutions such as Stanford University, Harvard, and MIT.

The Laboratory is also the worldwide leader in providing vital animal models of human disease to the biomedical research community and setting the standard for genetic purity and health status. Through the JAX Mice & Services operationvs in Bar Harbor, Maine, and Sacramento, California, the Laboratory offers more than 6,000 different strains of mice – and deep knowledge about them – to more than 20,000 researchers in 56 countries, as well as extensive research services to accelerate basic research and early-stage drug discovery.

Bringing Diversity to Maine

While The Jackson Laboratory’s home state of Maine is one of the nation’s least ethnically diverse, the Institution works hard to represent minorities among its vendors, faculty, employees, and students.

The Laboratory encourages minority, small, and disadvantaged vendors to register their businesses through its Vendor Registration Form and promotes purchasing and contracting services from such business whenever possible.
Nearly ten percent of the Laboratory’s Bar Harbor employees identify themselves as a race other than White, compared to less then five percent in the overall Maine population. Jackson employees hail from 25 nations other than the United States. About two-thirds of the Institutions employees are female, and the Laboratory offers many jobs for high school graduates as well as people with multiple advanced degrees.

For the past eight decades, the Laboratory’s prestigious Summer Student Program has brought hundreds of talented high school and college students to its Bar Harbor campus for mentoring, including three who later won Nobel Prizes: David Baltimore, Howard Temin, and Jack Szostak. The 2012 class enrolled 39 high school students and undergraduates, including a program-record 15 minority students, or 38 percent of total participation. The diversity is a major goal of the Summer Student Program and is a direct result of proactive recruiting and funding initiatives instituted in 2001 to increase participation by members of underrepresented groups.

The 2012 Summer Student Program class is also geographically diverse, with students from 16 states and one foreign country. Since 2003, nine international students – from Ethiopia, Russia, Montenegro, Canada, England, Brazil, Tanzania, Ireland, and Malta – have participated in the summer internship, to the enrichment of the program and the entire Laboratory community.

A Green Economic Engine for Maine

The Jackson Laboratory has a major economic impact on Maine, totaling a quarter of a billion dollars a year. Most of the Institutions’s $212 million budget – which has doubled over the past ten years – comes from outside Maine, and most of that is spent inside the state. It is the largest employer in Hancock County and one the largest non-profit employers in the state.

Seven new buildings or major renovations have taken place on the Bar Harbor campus in ten years, providing construction and other contracting job opportunities throughout the region. Today there are 67 buildings with about 710,000 square feet on 160 acres in Bar Harbor, and one large, 85,000 square-foot building at the Institution’s Sacramento, California location known as JAX-West.

Located next to Acadia National Park, the Laboratory’s Bar Harbor headquarters has been recognized for many environmental and conservation initiatives, including an innovative energy plant that uses renewable, Maine-grown and processed wood pellets to offset about 1.2 million gallons of number-two fuel oil a year.

To learn more about The Jackson Laboratory, visit the Institution’s website at jax.org. Subscriptions to a free electronic newsletter and magazine are also available online at jax.org/subscribe.
Everything I’m Not Made Me Everything I Am

By Jeff Johnson

Reviewed by Ignacio Pascual

I have heard Everything I’m Not Made Me Everything I Am described as a self-help book. It’s so much more than that. It is a necessary guide as the book says, “in discovering your personal best”. Jeff Johnson transformed from an upstart National Youth Director for the NAACP to become one of the most well-known and respected leaders of this generation. In this book Jeff does an excellent job challenging people on how to overcome their biggest nemesis: THEMSELVES! Johnson provides readers with learning lessons from his own experiences and shares with them ways they can re-examine and improve themselves.

Award-winning activist journalist and motivational speaker Jeff Johnson dares the post-Civil Rights generation to stop making excuses, overcome personal challenges, and create lives filled with passion, meaning, and service in Everything I’m Not Made Me Everything I Am.

This empowering strategic guide for manifesting and achieving your personal B.E.S.T. highlights Johnson’s unique blend of political consciousness and street-smart inspiration. A committed youth advocate, Johnson offers a lifeline to those who feel lost in a sea of choices, distractions, and self-imposed limits.

Everything I’m Not Made Me Everything I Am offers practical guidance for learning how to unplug the programmed expectations of family and society to discover and fulfill your unique life’s mission. In a raw and honest way, Jeff lends his voice to the experiences in life we all have gone through or know someone who has. As we face a nation of economic hardship people are having to re-examine and redefine what they want in life, who they are and who they are not, and walk into new roles and review current roles. Jeff offers real, practical steps.

Jeff Johnson’s debut title is transparent, provocative, and necessary no matter your age or stage in life. It offers practical advice on how to discover and then live your personal best.

Everything I’m Not is broken down into four parts with several chapters making up each section. In this discovery of our personal best, Jeff not only shares life stories of others, but shares his stories as well.

I love books that teach me new things or open me up to new ways of thinking. Everything I’m Not Made Me Everything I Am certainly does that. Inspirational, challenging, and refreshing. It is one of the very few self-help books over the last several years that offers something new to the genre.
Congress Urges Obama to Increase Trade with Africa

By Ann Brown

Recently, Senator Dick Durbin (Democrat, Illinois), Chris Smith (Republican, New Jersey) and Bobby Rush (Democrat, Illinois) introduced “The Increasing American Jobs through Greater Exports to Africa Act.” This proposed act seeks to increase trade and investment between the U.S. and Africa.

The legislation, which calls on the Obama Administration to develop a comprehensive strategy for enhancing U.S. exports and investments in Africa, would triple US exports to Africa to $63 billion over the next ten years. This legislation could create an estimated 315,000 jobs in the U.S.

According to experts, this new act, if passed, will enhance a law signed by President Clinton in 2000, called the African Growth and Opportunity Act (AGOA), which was intended to contribute to poverty reduction in Africa by promoting light manufacturing and trade with the U.S. Under the legislation, which was strengthened thrice by President George W. Bush, 40 African countries are eligible to export up to 6,500 products to the U.S. duty- and quota-free.

“The African Growth and Opportunity Act (AGOA) that was signed into law by the U.S. Senate in 2000 offers tangible incentives for African countries to open their economies and build free markets. The trade activities between the two continents have grown during the last 12 years and there are still more opportunities for improvement, before the U.S. can be viewed as a major or super player in Africa from a trade perspective. U.S. companies should leverage all the various government initiatives in place to expand their markets into Africa,” Josiah Osibodu, president of Osibodu & Associates Exporting USA, LLC based in Tampa, FL., points out. “In addition, U.S. companies should learn to operate more outside their comfort zone, similar to their Chinese, Brazilian and Japanese counterparts. Africa is generating waves of fast-growing economies and U.S. companies should also be riding these waves.”

“U.S. companies should learn to operate more outside their comfort zone.”

Through AGOA, according to reports, two-way trade with Africa has more than doubled to U.S. $73 billion. Still many other countries are doing even greater volumes of trade with Africa, particularly China. China’s two-way trade with Africa increased from $10 billion in 2000 to $160 billion in 2011. Other governments have also revved up trade with the Continent of Africa, including Brazil, India, Turkey, Russia and Iran as well as the European Union.

“Today the U.S. is significantly behind China in investments and trade to Africa. Several BRIC countries – Brazil and China – have had growth slow recently. During the recent recession, Africa continued to grow while the rest of the world was
affected. Africa continues to be one of the world’s fastest growing economies and U.S. companies can benefit from that continued growth,” says Sam Divine, Jr. CEO of Cross Atlantic Business Advisors, an international business consulting firm that helps companies do business in new markets including Africa.

“China sells affordable consumer goods, its construction firms build faster and cheaper than anyone and it asks no questions. Brazil has an agriculture sector built for Africa, and especially as regards Portuguese speaking countries, a natural advantage. The U.S. has some advantages in Anglophone West Africa, from which a large diaspora has emerged in metro New York, Maryland/D.C. and Houston and which is highly educated and very entrepreneurial,” says Joel Patenaude, managing partner at J2 Partners Inc., who has worked in financial services in Nigeria since 2009 and in the building materials industry in Ghana since 1998.

The push for America to increase its trade with Africa, will be beneficial to both parties. “First, Africa’s middle class of 300M continues to grow. Projections by the African Development Bank points to the middle class growing to as much as 1B in 40-50 years,” says Divine, author of Battlegrounds to Boardrooms: Life Lessons from the Liberian Civil War to Corporate America. “Secondly, democracy is further on the rise. Recently in West Africa, regional leaders have stood together against coup leaders. Third, a significant percentage of African citizens are under 15. That means building your brands locally will give you significant first-mover advantages.”

Adds Patenaude, who is leading a University-funded research project that examines how travelers arrange their finances as they move along the west African coast between Ghana, Togo, Benin and Nigeria. “Africa’s rising middle class provides new markets and U.S. companies, like any, must pay attention to capitalize. In order to best harness the potential for growth, there should be both investment in Africa and a reduction in anti-competitive trade policies, such as the duties on African cotton entering U.S. markets. What’s needed is a somewhat-more-level playing field, especially considering the poor productive capacities of most of these markets.”

There are several ways for the U.S. to engage Africa, say experts. “One way to engage more in Africa is to provide incentives to businesses that invest in Africa. It has been helpful to see Yum Brands and Wal-Mart making strides in Africa in addition to Coca-Cola which has been on the continent forever,” notes Divine. Trade, of course, say experts should increase. “One way for the U.S. to engage more in Africa is by increasing trade activities. The continent provides a significantly large market for various U.S. products (i.e., goods and services). For
example, Nigeria, the most populous African country with over 160 million people, is definitely a market the U.S. can’t ignore. Trading with new and emerging markets in Africa will contribute to the National Export Initiative (NEI) to double U.S. exports by the end of 2014. In summary, more trade and less aid, is a good way for the U.S. to engage more in Africa,” says Osibodu.

“Trading with new and emerging markets in Africa will... double U.S. exports by the end of 2014.”

And some observers add that America’s charity work on the Continent has helped pave the way for future business partnerships. “The U.S. has tremendous goodwill in Africa. U.S. companies are welcome in many parts of Africa. Much of Africa is plagued with high unemployment and are also concerned that current partners are strictly focused on extraction and not win/win solutions,” says Divine. “If U.S. companies enter and can gain growth but also provide jobs that help take more people into the African middle class, they will be able to create their own niche.”

Osibodu agrees. “The U.S. has and continues to be the largest donor or provider of foreign aid to African countries, especially through organizations such as the World Bank, United Nations and African Development Bank. With this in mind, it is definitely a good move for the U.S. to be a more active business partner especially since they’ve invested (and continue to invest) in the development of the continent,” he explains.

There are many yet to be explored opportunities in Africa. “Africa has a fast-growing youth population (the youth boom) that is interested in not only strengthening their own communities and the continent, but doing business with companies and entrepreneurs internationally. Plus, there is a need for more Internet access, which provides a great opportunity for the U.S. to become involved in that development. There are huge opportunities in the USA supporting Africa’s entrepreneurship development, university and business incubator partnerships and development, as well as hi tech initiatives,” says Merri Christi Pemberton, editor GC Style Quarterly Magazine, which covers Global Business News.

The future for the U.S. and Africa business relations is bright – if America acts now, says Osibodu. “If China, Brazil and Japan can become major players, then the U.S. has the opportunity to become a “super” player in Africa,” he stresses.
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