

Chamber Hosts Government Leaders

A lively exchange is expected for the upcoming Chamber Member Exchange as government leaders address the relationship that exists between business and government from the perspective of small business owners.

Speakers at the May 5-6 meetings include City Council members Ron Leeper, who is also president of LRT Associates, and Al Rouso, owner of Brownlee Jewelers and mayor pro tem. Also included in the forum will be Don Harrow, vice president for the Chamber's Public Affairs Division.

"These meetings have several purposes," said M.A. Hammond (M.A. Hammond Associates), chairman of the Chamber's Member Exchange for the Small Business Action Council. "They allow small business owners to learn more about the Chamber's programs, ask questions and voice

their opinions if they wish. At the same time, we'll hear from City Council members who are also small business owners and have an opportunity to ask them questions or make comments."

Hammond said that as the name implies, these meetings are designed to encourage an exchange of information as well as an exchange of business cards by those who attend. Both meetings start at 7:45 a.m. with a continental breakfast followed by the program at 8 a.m. Cost for the meetings is \$5 per person and can be paid at the door. The May 5 meeting will be held at the Sheraton Airport Hilton and the May 6 forum will be held at the Ramada Inn on East Independence Blvd.

For more information, or to register in advance, call the Chamber, 378-1320.



Ron Leeper

GM Breaks \$1 Billion Mark With Minority Suppliers

Detroit - Through its Minority Supplier Development Program, the General Motors Corporation recently announced that it spent over \$1 billion with minority companies during the calendar year 1986.

The 19-year-old program began as a means of bringing minority-owned firms into the mainstream of providing goods and services to the corporation and promoting economic parity. Through its field offices and divisions, General Motors not only seeks out minority suppliers, it also helps to develop minority companies by providing managerial and technical assistance.

Last year, GM conducted business with over 1,000 minority firms, spending more than any other company in the U.S. for production parts, maintenance supplies, transportation and construction equipment, professional assistance and a host of other services and materials. "It is a total commitment on the part of the entire company that has made the General Motors effort so effective," says J.W. Haines, director of the Minority Supplier Development Program.

Jon E. Barfield, president of Bartech, Inc., a \$20 million Michi-

gan-based engineer and technical services firm, agrees.

The General Motors program under John Haines and Art Wiseley, GM's executive director of administration and minority supplier development, is the most successful in the country bar none," Barfield says. Bartech, Inc. was founded in 1976 when GM's Hydramatic Division sponsored its first foray into contract engineering.

In 1981, with the assistance of a crew of research and development, raw materials, management and technical specialists from GM's Inland Division in Dayton, OH, Ernie Green went from brokering coal to the presidency of Ernie Green Industries, a group of manufacturing facilities headquartered in Dayton, which now produce more than \$5 million worth of engine and transmission mounts, automatic door locks, weather strips, brake components and other products for GM.

"Unlike other major corporations, GM has demonstrated its commitment to the development of minority suppliers," Green says. "I am convinced, over time, that few will surpass them in their efforts to promote economic equality."

"In establishing this program General Motors has not only helped to develop minority suppliers, it has developed several sources from which it is receiving excellent service," Haines explains. "Even though we spent \$1 billion with minority firms last year, we still are not halfway to where we want to be."

Non-Profit Marketing Strategies

The Charlotte YWCA will sponsor a workshop on "Marketing Strategies for Non-Profit Organizations" on May 13, 8:30 a.m. - 4:30 p.m. at the Park Road Center.

The workshop will focus in how to target the organization's services to a market that buys, how to design brochures, how to get more mileage out of newsletters and how to deal with the media.

The fee is \$35 before May 13 and \$45 on the day of the workshop. For more information, contact Minni Mitchell at 525-5770.

Women-Owned Businesses Top \$1.6 Billion

Washington, DC - Women who own and operate small businesses contracted for more than \$1.6 billion in federal prime contract awards in 1986, up from \$1.3 billion in the previous year.

"The increase in procurement activity by women business owners reflect the overall dramatic increase in entrepreneurship we have seen the past few years," remarked James Abdnor, administrator of the Small Business Administration (SBA). "Our statistics show that women are starting new businesses at a rate double the rate for men."

The percentage of all prime contracts awarded to women-owned businesses increased from 22 percent in fiscal year 1979 to 30 percent in fiscal year 1986.

"This increase represents a significant effort by the federal government to be more responsive to women business owners," said Susan E. Phillips, chairman of the Interagency Committee on Women's Business Enterprise. "The prospects for continued improvements in the volume of procurement business secured by women entrepreneurs are excellent."

In 1986, a majority of federal agencies, including the Departments of Commerce, Treasury, Health and Human Services, and Labor, increased the dollar amount of their contract awards to women-owned small businesses. The Department of Defense accounted for almost 70 percent of all prime contract awards to small businesses owned by women.

Many of the newer businesses owned by women are able to win smaller purchase contract awards

which are valued at \$25,000 or less. These businesses later compete for larger prime contract awards.

"Adding the small purchase awards to the prime contract awards may well bring the total value of contract awards to over one percent," noted Carol Crockett, director of SBA's Office of Women's Business Ownership.

"The more women business owners know about doing business with the federal government, the more successful they will be in winning a larger share of federal procurement contracts."

Mastering Basics Of Small Business

Want to turn your good business ideas into reality?

Mastering the basics of small business will be the focus of a free workshop entitled, "Running Your Own Show - What's Involved and What Does It Take." The seminar will be led by Jim Stump of Helms, Stump, and Associates.

Sponsored by Central Piedmont Community College's Small Business Center, the workshop is scheduled for Thursday, May 7, from 8:30-9:30 p.m., in Room 220 of the Citizens center on the campus. The deadline for registration is May 6.

For more information on this seminar and other services offered by the center, contact Emma Quinn, director, at P. O. Box 35009, Charlotte, NC 28235, 704-342-6900.

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