

Med Week Celebration to Start Sept 30

America's attention will be focused on minority business achievements nationwide during the eighth annual celebration of Minority Enterprise Development (MED) Week Sept. 30-Oct. 6.

"Plans call for this year's observance to be the most outstanding in MED Week's history," stated Kenneth E. Bolton, director of the U.S. Commerce Department's Minority Business Development Agency (MBDA).

Since 1983, the first week in October has been designated by presidential proclamation as MED Week to celebrate achievements of minority-owned businesses. The traditional event also recognizes the critical role minority firms play in support of the nation's economy.

The theme for MED Week '90 is "Quality Business Partners: America's Minority Entrepreneurs."

Local MED Week '90 observances will be held in each of MBDA's six regional office locations: Atlanta, Chicago, Dallas, New York, San Francisco, and Washington, D.C. All regional events begin in September prior to the national celebration in October. Events are also sponsored by state and local governments, including the signing of proclamations establishing MED Week observances.

Traditionally, Washington, D.C., is the site for the national observance which is cosponsored by MBDA and by the U.S. Small Business Administration.

This year, some 1,000 persons will participate in MED Week '90 observances in the Nation's capital. A White House awards ceremony will be held Oct. 3 to honor outstanding minority-owned firms. President George Bush will present awards to National Minority Entrepreneurs of the Year. Admission to this event is by invitation only.

Participants of the week-long celebration will include minority entrepreneurs, representatives from corporate America, federal, state and local govern-



ments, and from other private sector organizations across the nation.

"Events planned for MED Week '90 will provide attendees with a forum to develop contacts for new business opportunities, to interact with their colleagues, and to hear experts discuss the impact of topical issues on American business," said Bolton.

The Sheraton Washington Hotel, 2660 Woodley Road, N.W., Washington, D.C., will be the site for MED Week '90 activities. Registration begins at noon Sunday, Sept. 30, followed by a welcome reception at 6 p.m.

Featured on Oct. 1, while registration continues, will be concurrent seminars, a legislative update, the kick-off luncheon, and a ribbon-cutting ceremony for the traditional 100-booth Minority Vendors Procurement Trade Fair.

Keynote speakers at the kick-off luncheon will be Secretary of Commerce Robert Mosbacher and SBA Administrator Susan Engeleiter.

During the trade fair, minority vendors will market their goods and services to Fortune 1000 firms, government procurement agencies, and prime contractors seeking minority subcontractors. The fair also provides an arena for minority vendors to network among themselves for joint ventures and subcontracting opportunities.

The day's events will culminate with a gala congressional reception in the Cannon House Office

Building from 6 to 8 p.m.

Tuesday, Oct. 2 is Youth Awareness Day when students from across the nation will participate in seminars and workshops and interact with successful minority entrepreneurs under the theme "Preparing for the Future as Employee...Employer." Scheduled also for that day is a concert in Constitution Hall in a salute to minority-owned businesses, featuring Lou Rawls at 8:30 p.m.

Highlights on Wednesday, Oct. 3 include a Corporate Awards Breakfast, a Marketplace event, and an Awards Banquet. At the breakfast from 7:30 to 9:30 a.m., corporations will be recognized for their outstanding contributions and support for minority business development. The marketplace is a 9 a.m.-to 4 p.m. event where minority entrepreneurs meet with buyers and technical representatives from the private sector and government agencies to discuss procurement and other business opportunities. At the 7 to 10 p.m. banquet, awards will be presented to outstanding minority businessmen and women.

Other MED Week '90 events are also planned and will be announced at a later date.

Supporting minority business development, President Bush has said:

"Our nation's economic growth and ability to compete in the international marketplace depend on the full participation of all members of our society.

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Economic opportunity is part of the promise of the American Dream.

In business, the dream becomes reality when companies are given the chance to compete fairly and equally in the marketplace.

The Carolinas Minority Supplier Development Councils, Inc. opens those doors of economic opportunity for minority-owned businesses.

It is a non-profit organization which is one of 47 regional affiliates of the National Minority Supplier Development Council, a nationwide minority business advocate.

CMSDC serves two groups: its corporate members and minority-owned suppliers. Corporate members, which

Carolinas Minority Supplier Development Councils, Inc.

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include major corporations, universities, financial institutions and state and local agencies, fund and support the council through annual dues and contributions.

CMSDC recruits and screens minority vendors and verifies their minority ownership through an intensive certification process.

CMSDC provides the following services to its corporate members and MBEs:

- **Expanded Business Contacts:** Including networking opportunities for corporate buyers and vendors and first-hand information on bid opportunities.
- **MBE Certification:** Screening process which verifies minority ownership and control of MBEs.

- **Buyer and Vendor Guides:** Listings and information on buyers and vendors.
- **Nationwide Referrals:** Nationwide computer listing of MBEs.
- **Newsletters and Bulletins:** Various published information on topics such as upcoming council activities and new business opportunities.
- **Monthly Luncheons:** Informal meetings for corporate and vendor members.
- **Annual Trade Expo:** Showcase for vendors' goods and services and corporate purchasing programs.
- **Educational and Sales Training Seminars:** Workshops on important topics such as business operations, ethics and professionalism.
- **Awards:** Recognition programs for both corporate members and MBEs.

Malcolm R. Graham, Executive Director, CMSDC, 700 E. Stonewall St., Ste. 340, Charlotte, NC 28202, (704)372-8731