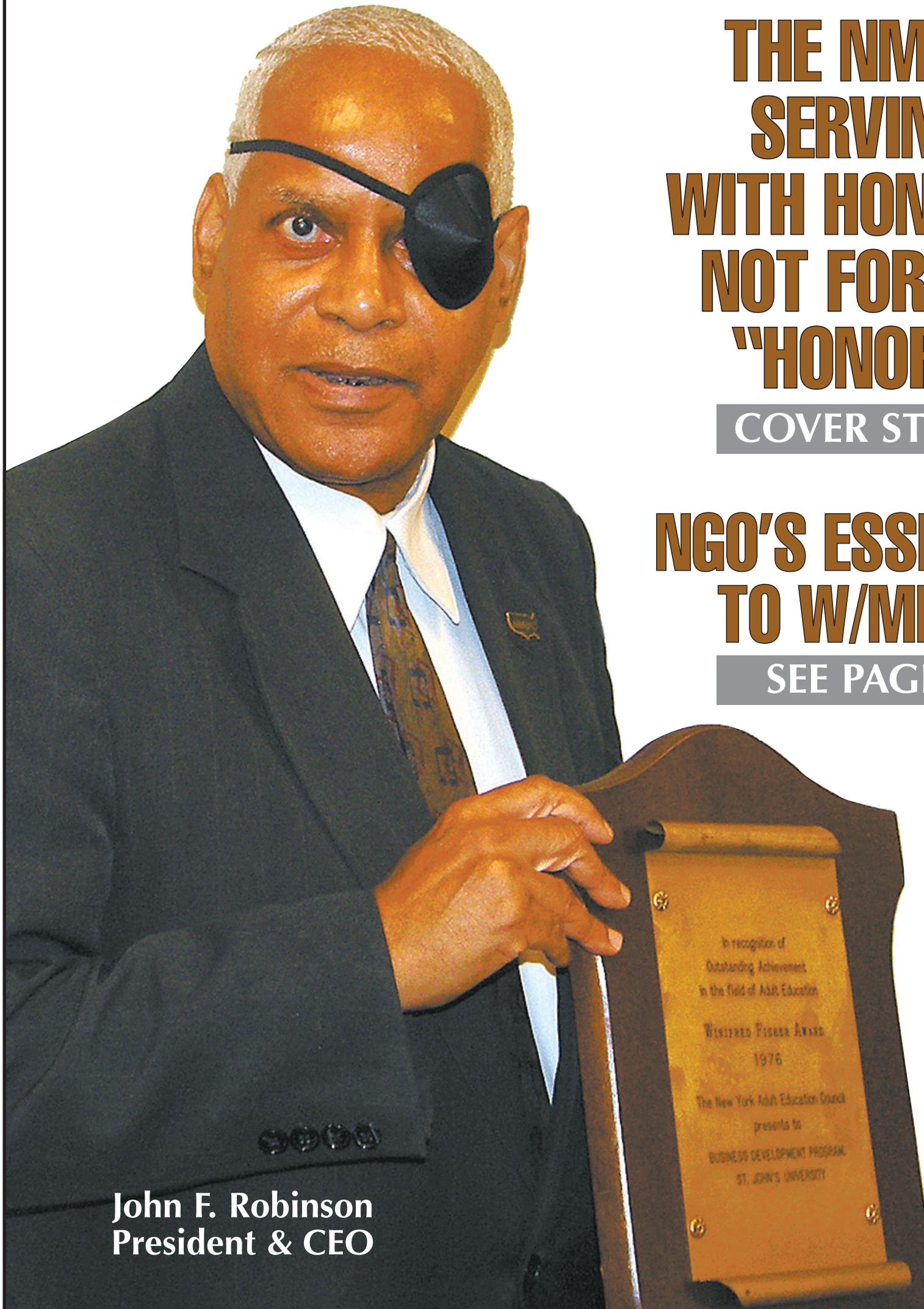




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THE NMBC: SERVING WITH HONOR ... NOT FOR THE "HONORS"

COVER STORY

NGO'S ESSENTIAL TO W/MBE'S

SEE PAGE 4

John F. Robinson
President & CEO



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ABOUT THE COVER

John F. Robinson, President and CEO, of the **National Minority Business Council**, founded in 1972, is dedicated to enhancing the success of minority businesses by providing high quality education and training, procurement, and networking support. Robinson emphasized that **NMBC, a Non Government Organization (NGO)**, is in the act of making preparations to celebrate its **40th Anniversary**.

NEWS BRIEFS

Michael Marks Associates changes name to Marks ♦ Elder Law

PITTSBURGH, PA – Michael H. Marks & Associates announced today that its name will change to **MARKS ♦ ELDER LAW** effective immediately.

The name change reflects the firm's dynamic history as one of the preeminent elder law firms in the legal community. Founded by Michael H. Marks, Esq. in 1979, **Marks ♦ Elder Law** is committed to providing expert legal services.

Marks ♦ Elder Law retains the same committed team, same quality legal service, same phone numbers and contact information and the same office locations in Pittsburgh and Monroeville. The dedication to client service and client relationships will not change. The new name simply reflects the scope of legal services being offered.

Principal Attorney, Michael H. Marks, Esq., stated, "The most important part of our job is to listen to you and hear you; to answer your questions; and give you accurate information. Our goal is to help you make good decisions to protect you, your family, and your property – now and in the future - and to accomplish *your* legal goals as quickly and efficiently as possible. We are available 24/7 and make home and hospital visits."

For more information about the new name, see their web site at www.marks-law.com, send an email to michael@marks-law.com or give them a call at 412-421-8944.

BUSINESS UPDATE

Walmart Launches Global Women's Economic Initiative

Effort includes goal
to source 20 billion
from women-owned firms

BENTONVILLE, Ark., – Walmart President and CEO Mike Duke today launched a major initiative that will use the company's global size and scale to help empower women across its supply chain. Working over the past year with leaders from government, non-governmental organizations (NGOs), philanthropic groups and academia, Walmart's Global Women's Economic Empowerment Initiative has established five goals.

By the end of 2016, we aim to:

- Increase sourcing from women-owned businesses.** Over the next five years, the company will source \$20 billion from women-owned businesses in the U.S. and double sourcing from women suppliers internationally.
- Empower women on farms and in factories through training, market access and career opportunities.** New programs will help 60,000 women working

Shawn Lollie: Fueling the Connection between Cars and Multicultural Consumers

MICHELLE MATTHEWS-ALEXANDER

Generating awareness and positive feedback is often viewed as a daunting task, especially when it comes to big ticket purchases like automobiles. Yet, one African American female executive at Ford Motor Company lists it as one of the most exciting tasks she's ever had to tackle—Meet Shawn Lollie, Multicultural Marketing Manager, Ford Motor Company. Thanks to her sharp thinking, creative spirit, unwavering commitment and dedicated team, Ford and its product lineup continue to resonate and generate positive phrase among African American consumers.

Lollie has been the driving force behind some of Ford's most recent multicultural marketing executions, including Ford's integration into the 2011 BET Awards and the 2011 Ford Explorer advertising campaign featuring Comedian and Actor Kevin Hart. "Both the BET Awards and the 'Crazy Kevin Explorer' advertising campaign were opportunities for us to really try to appeal to some of our target consumers," said Lollie. "Having Kevin Hart in our Explorer ad and then later engaging him for other opportunities has truly helped to create more awareness around the Explorer within our market."

In addition to these projects, Lollie also is responsible for facilitating sponsorship and partnership opportunities to increase the brand's presence, including those opportunities that allow Ford to be involved in events that give back to the community. "Part of our brand DNA is our long-standing commitment to the community, so a lot of what we choose to ultimately be involved in often allows us to make that connection," said Lollie.

Lollie, who was born in Louisiana and raised on the east side of Detroit, has more than 16 years of experience at Ford Motor Company. This experience includes positions in sales, customer service and Parts & Distribution. Lollie often says that Ford Motor Company is in her blood, as her father retired from Ford and her mother still works at the company after more than 25 years. Prior to joining Ford, Lollie worked in the entertainment field beginning her career at the Fox Theater in Detroit while attending the University of Michigan. "I can remember managing my first event at the Fox Theater grand re-opening that featured Frank Sinatra, Sammy Davis, Jr. and Liza Minnelli. I think events like those definitely helped to shape me for my current position where I am involved in the development and execution of more than eight events throughout the course of the year."



Shawn Lollie, Multicultural Marketing
Manager, Ford Motor Company

SEE **LOLLIE** PAGE 6

from and open markets for women around the world. We want women to view us as a retailer that is relevant to them and cares about them. We want them to be leading suppliers, managers and loyal customers."

professional service firms and merchandise suppliers with over \$1 billion in sales to increase women and minority representation on Walmart accounts.

Make significant philanthropic giving toward women's economic empowerment. The company will support these programs with more than \$100 million in grants that drive progress against key goals. Funding will come from the Walmart Foundation and donations directly from Walmart's international businesses.

"Helping more women live better is a defining issue for our business and our world," said Duke. "We're stepping up our efforts to help educate, source

Walmart is putting to work the same model for making a difference that it has used to take on big issues like hunger, healthy foods and sustainability. In doing so, it will partner with an array of leaders in this area, including CARE, Vital Voices, CountMeIn, WBENC and WeConnect International. "Walmart's global women's initiative has the potential to be a game-changer for

SEE **WALMART** PAGE 6



▶ 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.

2009 Regional Corporation of the Year
NY-NJ Minority Supplier Development Council



NGO'S: ESSENTIAL TO W/MBES' SUCCESS

JAMES D. LEWIS

Those prominent Non Government Organizations (NGO's), which are displayed in the graphic representation below, have been the spawning grounds to a countless number of MBEs and W/MBEs. In fact, most African American entrepreneurs, at one time or another, during the course of "tryin'-to-make-it" in business, were members of -- or at least associated with -- one of them. If not one of the organizations listed here; they were, most likely, a member of a similar NGO.

Importantly, the training that a prospective entrepreneur receives from these organizations is invaluable. In addition, the 'leads-to-employment' and obtaining contracts from those organizations who are in a position to let to qualified MBEs, often put the fledgling entrepreneur on a path that could inevitably lead to success in their business endeavors.

Pointedly, more than a little amount of African American entrepreneurs have been successful because of their initial experiences with one of those organizations.

Up-Close Reporting: Over 26 Years

Over the last 26 years that we have been publishing the **Minority Business Journal (MBJ)**, we have gotten to know some MBEs and W/MBEs very well -- you might say "Up-close and personal. And that same familiarity exists in our relationships with some outstanding NGO's.



From big cities, mid-size cities, and small towns all across the depth and breadth of America, we have been called upon to interview and write about: ... the exploits ... the expansions ... the draw-backs ... and, yes, the deaths of minority ... and, yes, majority businesses.

In all the years of our experiences of writing about the 'ups-and-downs' of MBEs and W/MBEs, there are several, whose working relationship between us, is still very vivid in our mind -- although our initial meetings occurred many years ago.

Moving from Minority to Majority Status

We have been privileged to know -- and be steeply involved with -- many African American entrepreneurs that are not only successful, but have made that 'hard-to-attain' transition from minority to majority status in their business activity.

(Because one of the two requested to remain anonymous, we identified them by using just the initials of their first and last names; and not mention the name of their companies, the city in which they are headquartered; and lastly, the NGO's of which they were members, or those with which they were associated).

R.A., founder, president and CEO, of an engineering and scientific firm that provides the highest quality of professional services in Water Resources, Construction Management

and Inspection, Civic, Geotechnical, Site Design, Science and Technology Solutions.

Over a period of 15 years, because of his dedication, determination and personal commitment, and because of the loyalty and hard work of the employees, **R.A.'s** company reached a substantial measure of success.

Subsequently, **R.A.** purchased a large engineering company that was located in the same city where his firm was headquartered. Most importantly, that purchase served as the financial springboard that ultimately elevated his company from a minority to a majority status business.

Inevitably ... and more deservedly so ... **R.A.** was the recipient of that highest of honors: "**The Ernst & Young Entrepreneur of the Year**". He was named to that award in 2002.

R.J. is the founder of a highly successful business in the communications industry. After 20 years of blazing a trail of Black innovation in the industry, he sold the business in 2000, which, reputedly, made him one of the wealthiest African American entrepreneurs in the country.

In 2003, he founded a business network that owns or holds interest in a diverse portfolio of companies in the banking/financial services, real estate hospitality, professional sports, film production, gaming and automotive industries. **R.J.'s** network of companies moved him from the status of a minority enterprise to that of a majority business.

R.J. has a BA degree in Social Studies, and earned an MA degree with a major in International Affairs.

Awards and Honors: in 2004, he was inducted into the **Cable Television Hall of Fame**; in 2002, he was the recipient of the **20/20 Award** presented by the **Cable Magazine**, and in 1992, he received the **Executive Leadership Council Award**.

The NGO Connection

During the innumerable interviews we conducted over the years -- in particular with **African American Male Entrepreneurs (AAME)** and, too, **African American Female Entrepreneurs (AAFE)** -- the one memorable statement (uttered with humility ... or humbly ... or arrogantly ... or reluctantly ... and even in a whisper) -- with variations on the main theme [of help] -- is: **That NGO really supported me and gave me a lot of help in getting my business started ... and I'll never forget that.**

(It must be noted here, because of space limitations, we displayed the NGO's that, in our opinion, are more visible and best-known to the public; however, given that, we must emphasize that many other similar organizations that are not listed in this piece are just as effective, and just as supportive, in helping MBE's and W/MBE's).

In the final analysis, **NGO's** main purpose is to support and further the existence of **MBE's** and **W/MBE's**; conversely, the existence of **MBE's** and **W/MBE's** is the purpose that support the existence of **NGO's** ... They exist in support of each other.

The Honor of serving ... not the “Honors” keeps NMBC vital 40 years later

ROB SEITZ

Walking the hallways of the National Minority Business Council (NMBC) is like walking into a hall of fame documenting the accomplishments of minority-owned businesses in the United States over the past 40 years.

However, for President and Chief Executive Officer John F. Robinson, the most recent awards received -- personal tributes from New York City Mayor Michael Bloomberg in July and the United States Department of Commerce in August -- are amongst the most cherished. Both have gained a place of honor in the Queens home that Robinson shares with his wife of 34 years, Pamilla. “We hung the historic black and white photo of Wall Street that Mayor Bloomberg presented to me in the hallway outside our living room area,” said Robinson. “This way, I see it every day and get a daily reminder of the importance of the work of NMBC and our commitment to the hundreds of member companies that we represent.”

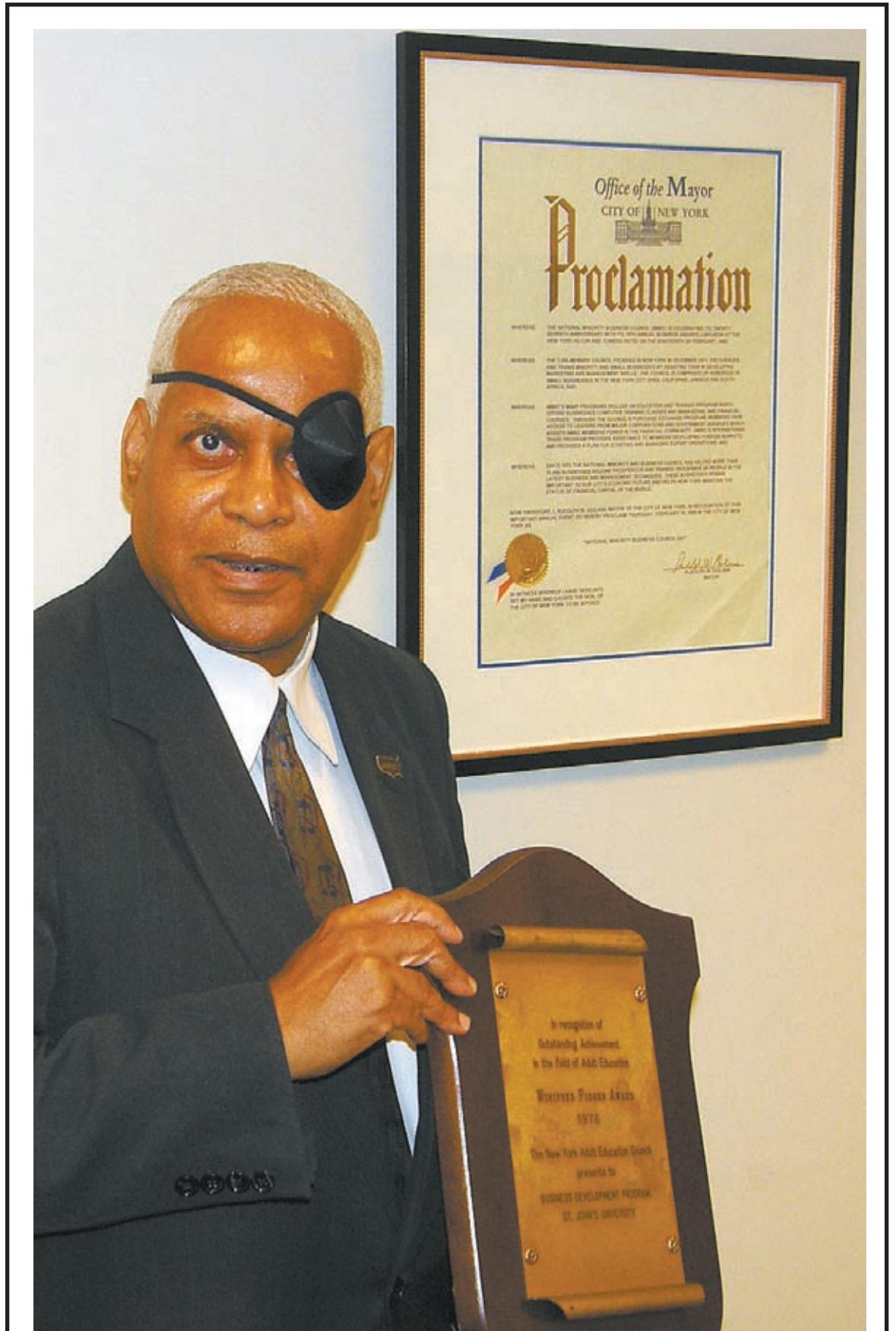
The first award ever received by the organization was presented by the New York Adult Education Council in the 1970s. NMBC was acknowledged for a small business development program it had developed in conjunction with St. John’s University School of Business. The eight-week small course focused on domestic and global marketing, management, finance and planning. “It was a very significant and distinguished award for us to have received because it really recognized us as a national organization,” said Robinson. In the years since, NMBC has produced two-day intensive “Entrepreneurship Boot Camps” especially geared towards minority-owned businesses.

Over the years, many more awards have followed from New York governors and mayors, as well as letters of commendation from the White House. “We’re particularly proud of the recognition we received in 1994 from former Gov. Mario Cuomo for NMBC’s role in promoting global exporting goods and services provided by minority and women-owned businesses. We were the first organization of our kind to receive such an award.”

Although proud of the public recognition that he and NMBC have received during their nearly 40-year relationship, Robinson is low-key when speaking about his role in keeping the organization alive and vital when similar

organizations have fallen by the wayside. “The significance of these awards is that they give NMBC the recognition needed to be seen as a meaningful resource and service provider to minority and women-owned businesses. My take on this is that we have been doing our job in a significant and excellent manner. Annual membership renewals and the addition of new members each year are further testimony that NMBC is as relevant today as it was when we first received our charter as a not-for-profit advocacy group in 1972.”

The services that NMBC provides have not strayed far from those that it first promised its original members. They include assistance with the procurement of government and corporate contracts through various diversity supplier programs, business education and training, advocacy with government agencies and corporations, and international trade. In September, NMBC sent to China the manager of its global outreach program, Fritz-Earle McLymont, to represent NMBC members at the 15th Annual China International Fair for Investment and Trade in Xiamen, the largest trade fair of its kind in the world. “Spending thousands of dollars to travel to China and, essentially, having to close shop for two weeks in the process is just not an option for most of our members. Send-



The True Meaning of NMBC

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**- John F. Robinson
President & CEO
NMBC, Inc.**

SEE VITAL PAGE 7

Lollie involves Ford in many Multicultural Events

FROM LOLLIE PAGE 2

Since taking on this position, Lollie has grown even more aware of the importance of multicultural marketing. When asked about its value she responds by saying that you can't cookie cut marketing. "It's extremely critical for brands to have specific messaging for the various cultures that you are looking to reach. One message simply can't apply to all of your target consumers or at least you can't expect the message to actually resonate with all of your potential customers."

With responsibilities for Ford's involvement in events that include the Essence Music Festival, the Ford Hoodie Awards and the Tom Joyner Fantastic Voyage, Lollie's days are often both busy and extremely challenging. "One of the biggest challenges in this position is constantly being tasked with coming up with innovative and fresh ideas that can appeal to our target customer while also having the potential to cross over into other markets. At the same time, it's such an adrenaline rush for me to see a creative concept go from paper to development and then onto the big screen. I am delighted when I'm able to sit at home with a glass of wine and watch a new ad campaign on television for the first time. It's truly rewarding."

Finding the Perfect Balance between Career and Family

With such a demanding position, many would find it improbable to even think that



'THUMBS-UP' TO THE WINNER -- Shawn Lollie (second from left), the Multicultural Marketing Manager, Ford Motor Company, and members of PlayDate, salutes Deborah Inniss, winner of the vehicle giveaway at the 2011 ESSENCE Music Festival.

there was a way to strike the perfect balance between having both a career and a family. However, Lollie has managed to strike that lucky balance and strike it well. "There are definitely compromises that have to be made, especially if you are a single parent," said Lollie. "I'm actually an adoptive parent so for me it's very important to ensure that I have the ideal bal-

ance between my career and family. I firmly believe that you can be a great mom and have a successful career at the same time. Fortunately, I also work for a company that both understands and respects the balance which has allowed me to juggle both of these very important aspects of my life."

With accomplishments that range from being recognized as

one of the Top Executives in Marketing & Advertising by *Black Enterprise Magazine* to being included in a feature story in *NV Magazine* highlighting those who are "changing the game" in their respective industries, Lollie has a lot to be excited about. "I couldn't ask for a better pair of shoes to walk in right now," said Lollie. "I encourage anyone who is inter-

ested in this field to really pay attention to the market and try to get as much experience as possible in events, social media and digital marketing as well as any and all opportunities that allow you to connect with consumers."

To check out some of Ford's most recent multicultural marketing events or for more information on Ford products please visit www.fordurban.com

Walmart Launches Global Women's Economic Initiative

FROM WALMART PAGE 2

women and for economic growth," said Melanne Verveer, U.S. Ambassador at Large for Global Women's Issues. "By tapping its core competencies as a global retailer, Walmart will empower more women to access markets and develop careers in the global supply chain, transforming their lives and the lives of their families." "This effort recognizes the untapped power of women around the world and CARE is honored to partner with Wal-

mart on this groundbreaking initiative," said Helene Gayle, president and CEO, CARE. "Together we can sustainably and dramatically improve the lives of hundreds of thousands of women – factory workers and farmers among them. Together we will see these women change the lives of their families and communities for the better. We congratulate Walmart for taking this bold step forward." The company has also established country-specific goals and commitments in markets where it operates. For

example, over the next five years:

Walmart China is helping women farmers make their agricultural operations more sustainable and productive through its direct farm program.

Walmart India is providing retail skills training and career development to women through its Bharti Walmart Training Center.

Walmart Brazil is hiring women construction workers to help build its new stores and provide job opportunities for

women in Sao Paulo.

Walmart Global Sourcing is launching a program to improve the lives of women factory workers in Bangladesh, India and other key sourcing markets.

Walmart in Central America is helping female suppliers grow their business through programs like Una Mano para Crecer (A Hand to Grow).

Leslie Dach, Walmart's executive vice president of Corporate Affairs, discussed the company's approach to women's economic empowerment. "We do not

believe that a company has to choose between being a successful business and a responsible one," he said. "We have a model for making a difference that works. When we combine the Walmart model with women's empowerment, we have an incredible opportunity to make a difference on the big challenges facing our world."

For additional details on Walmart's Global Women's Economic Empowerment Initiative, visit <http://walmart-stores.com/women>

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THE NMBC: A VITAL SERVICE TO THE SUCCESS OF W/MBE'S

FROM VITAL PAGE 5

ing Fritz to trade fairs like these is another benefit that comes with NMBC membership," Robinson noted. In the past, McLymont has headed up NMBC trade missions to Africa and the Caribbean.

This summer, NMBC began to actively embrace social media. Robinson has recorded several videos for You Tube commenting on a wide-range of topics, from encouraging the creation of jobs to help reduce the high unemployment rate to resolving the debt ceiling dispute between the White House and Congress. Robinson began speaking out on the latter months before it became the daily focus of the national media in the days before the Federal government risked defaulting on its financial obligations. "A lot of small business owners – the bulk of our membership – didn't fully grasp the impact a Federal government default would have had on their businesses, especially in terms of how interest rates for borrowing money and on credit cards would have skyrocketed. Again, that's where the value of NMBC membership and our advocacy work pays off.

Being a prickly vs. stabbing thorn in the side of government officials, on occasion, has helped Robinson in keeping NMBC vital. "I have known and worked with John Robinson for decades," said Heyward Davenport, Northeast Regional Director of the U.S. Department of Commerce's Minority Business Development Agency. Davenport made his remarks in conjunction with his department's honoring Robinson and NMBC this past summer. Robinson was one of just eleven recipients from the Northeast Region District represented by Davenport's New York City-based office, "John is one of the longest-reigning heads of a minority business advocacy group in the United States. For nearly four decades he has been demonstrating his commitment to the cause, from serving on former Gov. Mario Cuomo's Executive Council for Minority and Women-owned Businesses, in the 1980s, to Mayor Michael Bloomberg's Minority and Women's Business Advisory Board in the first part of this century."

"What distinguishes the NMBC from organizations with similar missions is that we are exclusively governed by

the leaders of entrepreneurial ventures and not of large corporations," noted Robinson. "We are also one of the few independent organizations that can help qualifying companies get certified as Women Business Enterprises (WBE). This designation can make the difference between landing a government or corporate contract earmarked for WBE's, or not. The certification process is not without its challenges, and oftentimes owners get discouraged during the process because they lack the proper guidance or misunderstand how the process works. NMBC members get the assistance that they need as part of their annual dues of \$375. Win one government or corporate contract as a result of this effort and I would say that the return on this investment is better than anything coming out of Wall Street, these days."

Speaking of Wall Street, another recent honor bestowed on the leadership of NMBC was an invitation to ring the opening bell at the New York Stock Exchange on August 5th. "This was a historical event for the NMBC and minority and women business owners, in general. The opening bell ceremony is viewed by millions of people around the globe. Few companies are invited to do this and even fewer not-for-profit organizations. For the world to see a group of people of color and women start off the day of trading was important symbolically. Forty-nine years ago Dr. King was marching on Washington to peacefully campaign for equal rights. And here was NMBC, front and center at the NYSE, making a statement that we have long since arrived."

And speaking of Dr. King and the opening of the memorial to him on the Washington Mall, Robinson noted that this monument was also "monumental" for minority-owned businesses. "It all started back in 1955 when one brave black woman in Montgomery, Alabama refused to give up her seat on what was then the 'white part' of a city bus. Under Dr. King's leadership African Americans and their supporters boycotted city buses for more than a year. Their perseverance prevailed when the United States Supreme Court ruled that racial separation was illegal in the Montgomery bus system. A movement of peaceful protests had begun," explained Robinson.

The Dr. King and I

"Not that I would dare put myself in the same category as Dr. King, but as an African American male who has spent virtually my entire career advocating for the rights of minority-owned businesses, the opening, finally, of this national tribute to Dr. King, is perhaps the ultimate symbol of what NMBC has always stood for and will continue to advocate for long after I am gone."

John F. Robinson

Eight years later, in Birmingham, AL, local stores were boycotted until equal opportunities were extended to blacks in jobs, in schools and wherever else the white citizens of Alabama and all of America enjoyed basic human rights. Once again, Dr. King and his followers triumphed. So inspired Dr. King took his message to Washington where

his "I Have a Dream" speech was heard by a quarter million people in front of the Lincoln Memorial and not far from the new Dr. King Memorial.

"Not that I would dare put myself in the same category as Dr. King, but as an African American male who has spent virtually my entire career advocating for the rights of minority-owned businesses,

the opening, finally, of this national tribute to Dr. King, is perhaps the ultimate symbol of what NMBC has always stood for and will continue to advocate for long after I am gone."

Fortunately for NMBC members, at age 67, Mr. Robinson has no plans to either retire soon or even to slow down.

National Minority Business Council, Inc.



The Nations #1 Minority Business Organization for M/WBEs



John F. Robinson
President & CEO
NMBC, Inc.

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