

National Advisory Council on Minority Business Enterprise  
Meeting Minutes

May 15, 2012

Minutes of the National Advisory Council on Minority Business Enterprise (“NACMBE” or “the Council”) Meeting held on May 15, 2012.

**I. Call to order:**

At 9:07 on May 15, 2012 the sixth meeting of the NACMBE was called to order by Janice Savin Williams Vice Chairperson of the NACMBE.

**II. Attendance**

The Following members were in attendance:

- Janice Savin-Williams, Williams Capital (Vice Chair)
- Jean Banderschneider, Exxon Mobil
- LaMae Allen deJongh, Accenture
- Anthony Jimenez, Micro Tech
- Ash Luthra, LSL Industries, Inc.
- Jose Mas, MasTec, Inc.
- Javier Palomarez, United States Hispanic Chamber of Commerce
- Elizabeth Plaza, Pharma Bio-Serv
- Richard Rizzo, Perini Building Company
- Roy Roberts, Alliance of Professionals & Consultants, Inc.
- Michael Schell, former Alcoa Executive
- Chiling Tong, International Leadership Foundation
- William Von Hoene, Exelon
- Purnima Voria, National U.S. India Chamber of Commerce
- Alicia Robb, Ewing Marion Kauffman Foundation
- Shelley Stewart, Jr., Tyco International
- Joset Wright, National Minority Supplier Development Council

National Director David Hinson, Deputy National Director Alejandra Castillo, Wendy Echeverria, Demetria Gallagher, and Susan Miller attended on behalf of the U.S. Department of Commerce’s Minority Business Development Agency.

Also in attendance were Christopher Clement of SelectUSA, U.S. Department of Commerce; Mark Doms, Chief Economist, U.S. Department of Commerce; Millicent Dixon, Delta Regional Authority, and Robb Webb, Hyatt Corporation.

### **III. Introduction**

Janice Savin Williams [presiding] begins the meeting by providing a brief status report on the document that states the Council's recommendations drafted and reviewed by Susan Miller and Alicia Robb.

Vice Chair set the goals for the meeting:

- To discuss the final recommendations to ensure that the document is accurate, informational, and a template for this Administration and future Administrations.
- Have the subcommittees review the document to check for factual information and accurate context and representation of the Council's intentions and purpose.

### **IV. National Director Hinson**

National Director Hinson gave remarks thanking the members of the Council for their time and hard work. Director Hinson gave the Council an update of the current activity going on within the Department of Commerce.

- Mentioned the Secretary of Commerce's speech at MIT promoting manufacturing particularly advanced manufacturing, trade and tourism, and really accelerating the STEM capabilities within the U.S. economy.
- Addressed SelectUSA as a new effort by the United States Government to promote greater foreign investment in the United States.
- Addressed the Secretary's trip to China, particularly highlighting the issues of cybersecurity and progress of U.S.-Chinese relations.
- Director Hinson recapped on the status of MBDA's reorganization to close the five regional offices and consolidate the agency's footprint to Washington D.C. headquarters while expanding the role of MBDA's funded centers.
- Director Hinson mentioned redirecting MBDA into an export-oriented agency to support the President's National Export Initiative to double exports by 2014.
- The redesign of the MBDA's Native American Business Development Center program into an MBDA Business Center with a focus on serving Native American enterprises nationally.

### **V. NACMBE Focus Group: Data Analysis and Discussion**

LaMae Allen deJongh and Jean Banderschneider

Ms. DeJongh discussed the results of the five focus groups that were conducted in the D.C. metro area, LA, Houston, New York, and Chicago to identify strategies for expanding high-growth MBE's. In total, 23 MBEs attended the focus groups

- The focus groups were oriented around the following strategies:
  - Enablers/barriers to driving revenue growth
  - Enablers/barriers to driving export growth
  - Role strategic alliances could play

- The Council discussed the following regarding the focus groups analysis:
  - Regional variations in the results from focus groups
  - Variations in results based on the maturity of MBE
  - How to incorporate results and data from focus groups into the Advisory Council's final policy recommendations
  - General agreement that all policy recommendations informed by focus groups will be vetted against a broader pool and more data development

## **VI. The Delta Region**

National Deputy Director Castillo introduces Millicent Dixon, Deputy Advisor to the Federal Congressional Affairs Co-Chairman for the Delta Regional Authority (DRA).

Delta Region encompasses the lower half of the Mississippi River and the Black Belt of Alabama. In 2000, Congress established the Delta Regional Authority to enhance economic development and improve the quality of life for the hard-working residents of the Delta region. With investments from the States' Economic Development Assistance Program (formerly the Federal Grant Program) to improve transportation and basic infrastructure, the Delta Regional Authority supports job creation and retention.

- The majority of Delta Region is defined as economically distressed by the USDA. It had a population of 9.9 million in 2010, 19% poverty rate.
- DRA's mission is to create climates of opportunity to increase private sector, investment, employment and productivity.
- Four priority areas of investment
  - Basic public infrastructure
  - Transportation infrastructure
  - Business development
  - Workforce development (with an added healthcare focus)
- DRA is seeking to increase the capability of MBEs in the delta region.
- DRA's Small Business Initiative makes access to capital possible through grants to small business lenders, small lenders, and Community Development Financial Institutions, as well as helps these lenders create programs that will allow them to lend unconventionally.
- DRA is a federal agency and is funded through congressional appropriations and through the USDA's Rural Community Assistance Program.

## **VII. SelectUSA**

National Deputy Director Castillo introduced Christopher Clement, Manager for Global Business Attraction for SelectUSA.

- SelectUSA is a relatively new U.S. Government-wide initiative within the Department of Commerce.
- It was created by Executive Order of the President on June 15, 2011
- SelectUSA has a much larger scope than its predecessor Invest in America.

- It works to attract foreign direct investment and ensures that existing investment in the United States is successful.
- SelectUSA works with both foreign firms as well as existing U.S. companies regardless if they are foreign or US owned.
- SelectUSA is geographically neutral with regards to state or local governments looking to attract foreign investment and business.

**VIII. Final Recommendation Report and Discussion: Definition of MBE and Role of MBDA**

Anthony Jimenez, President and CEO MicroTech

- The Council discussed the incorporation of the growth initiative criteria in the overall proposal to enhance the MBE definition recommendation.
- Upon review the NACMBE agreed to keep the definition of a MBE as being 51% minority-owned.
- Discussion by the Council on securing Minority Business Certification through the NMSDC.
- Director Hinson reminded the Council that MBDA is reviewing the Arab-American Petition requesting consideration to be included in the minority classification.
- The Council discussed potential loss of funding for the U.S. Census Bureau’s American Community Survey and the Survey of Business Owners.
- The Council discussed the 8(a) Mentorship program and how MBDA will work with graduates of the program and match them with future 8(a) participants.

**IX. Final Recommendation Report and Discussion: Creation of a MBE Forum**

Chiling Tong, Chief Executive Officer, International Leadership Foundation

- The Council finalized its recommendation on how to help MBEs connect with Federal exporting resources and access to capital.
- The Council discussed how the performance of the forum will be measured.
- The Council discussed the timeline on execution for the proposed MBE Forum.

**X. Final Recommendation Report and Discussion: Strategic Alliances and Exports**

LaMae Allen deJongh, Partner, Accenture

Jean Banderschneider, Exxon Mobil

The Council discussed subcommittee’s recommendations and its five main goals, which include the following:

- Work to create and sustain commercial relationships
- Expand access to capital
- Focus on Certification
- Training for MBE’s
- Increase MBE data infrastructure.

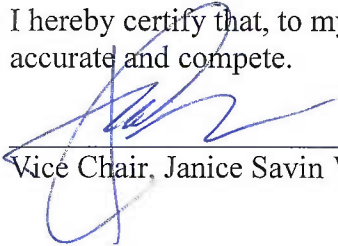
**XI. Next Steps**

The Council agreed to work in subcommittees to finalize recommendations during the summer.

**XII. Meeting Adjourned**

At 4:12 p.m. the meeting was adjourned by Vice Chair Janice Savin Williams

I hereby certify that, to my best knowledge, the foregoing summary of minutes is accurate and complete.

  
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Vice Chair, Janice Savin Williams

10/11/12  
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Date