



Field Operations Report

June 30, 2011

Volume 1, Number 2

In This Issue

- Thanks for your feedback on the Field Operations Report
- Things You Should Know
- An Article for Everyone

Use the Web

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Census Bureau site – where you can get info on MBE growth

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Network web site of the Month

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Contact Us

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Thanks for your feedback on the Field Operations Report

The Field Operations Report was designed to offer news and helpful ways to certify, develop and connect in the service areas where our work as a Network takes place. Increasingly, corporate members and MBE constituents are focused on matters that can be measured: making (or saving) money and growing market share. Since what gets measured gets done, this report will focus on information of interest to them, and to you; it will communicate our responsibility to them in fulfilling the mission of the NMSDC Network; it will provide you with resources **you** can use to **Certify – Develop – and - Connect with our members and constituents**. Thank you for your feedback and your input!

Things You Should Know:

Quarterly Meeting Update 2011

The July 2011 Quarterly Meeting is set for:

- Jul 19th to Jul 21st, Tue- Thu in Boston, MA
Copley Place Marriott

A detailed agenda will be made available as details are finalized.

Annual Conference and Business Opportunity Fair

NMSDC will hold its 2011 Annual Conference and Business Opportunity Fair, October 30 through November 2, at the Georgia World Congress Center. This is the only event of its kind—one that brings together the best of meetings, special events and minority businesses and corporations, all in one place, at one time!

This year's Conference program, coupled with the Business Opportunity Fair, is an opportunity you should not miss. Please share with your members and certified MBEs as needed. Online registration is open! The web address is:

www.nmsdconline.com

Certification Grants 2011

NMSDC Certification Grants were made on June 20, 2011 for the period January 2011 to December 2011, retroactive to 1/1/11; we expect to announce a new grant program for 2011 -2012 at the July Quarterly Meeting in Boston, MA.

Grant Criteria will be made available at the meeting and via e-mail.

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Regional Council of the Year Awards

As a reminder, NMSDC presents the Regional Council of the Year award annually to the Affiliate Council demonstrating the programs, activities and accomplishment which establishes it as a model of organization, operation and success. Your Council self-nominates for the award; completes an application, and; is then reviewed for image, accomplishments, activities and leadership over the previous calendar year. The review evaluation analysis and selection process takes place over several weeks. The recent move to electronic application allows for an easy review process for the Field Operations Committee as they assess the submissions.

The revised deadline for your submission is **July 22, 2011**.

Council News:

Upstate NY

The Upstate NY MSDC (Buffalo) reviewed a strategic plan update at its board meeting on June 22. The discussion brought forth ideas and opportunities to strengthening the Council and builds on new relationships in Albany and Syracuse with corporate members and certified MBEs.

Rocky Mountain

The Rocky Mountain MSDC (Denver) presented an improved focus on support of the Council in its service area held its annual golf outing and matchmaker on June 17. The Council President, Stan Sena, is also developing a new MBC from MBDA.

Tennessee

The Tennessee MSDC board met on June 15 on the brink of tremendous growth in its push for membership development. The Council's President, Cheri Henderson, is building early support for increased opportunities in West Tennessee and strengthening the partnership with the MBEIC to develop new business in Knoxville and Chattanooga for their certified MBEs.

PA-NJ-DE

The MSDC of PA-NJ-DE (Philadelphia) and its President, Wade Colclough, have developing a new marketing campaign for its service area and previewed it on April 15. The Council's board also met on Jun 8 and discussed new program opportunities along with working its current corporate members toward certification and local member solutions.

Tri-State

The Tri-State (Louisville) MSDC and its President, Ty Gettis, is building initial support for increased opportunities in West Virginia and strengthening its partnership with the Greater Louisville Initiative re: membership development.

Indiana

The Indiana MSDC and its new President, Carolyn Mosby, is developing new market opportunities for its service area and building a renewed partnership with the Northern Indiana region for MBE recruitment. The Council also received a grant for a new MBC from MBDA and working with its current corporate members on new opportunities for its higher education partners.

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South Central Ohio

The South Central Ohio MSDC partnered with the Northern Ohio MSDC to host the Ohio Business Opportunity Fair on May 24 in Columbus, and sponsored by Huntington Banks, Toyota, Honda and Proctor & Gamble. The Council provided a buoyant environment for attendees to match make “Pavilion-style” and an opportunity to hear from Michael Blake of The White House.

St. Louis

The St. Louis MSDC has also develop new metrics for its service area and presented them to its members and prospects. The Council also held its FastTrac graduation on May 13 for MBEs seeking new skills in business development. The Council President, James Webb, is working with his board chair on new market opportunities, including significant increases in corporate spend.

Grand Canyon

The Grand Canyon MSDC board held a breakfast on May 5 to discuss opportunities to participate in strengthening the Council and its relationships with corporate members and certified MBEs.

New York/New Jersey

The New York York/New Jersey MSDC held its annual meeting for its MBEs on May 3 and awarded five entrepreneurs for their leadership position in the Council’s service area. The Council President, Lynda Ireland, also hosted the first webcast for current MBEs and corporate members to build on the theme of market achievement through partnership.

Northern Ohio

The Northern Ohio MSDC, and Council President, Alexis Clark-Amison, is planning a new set of activities for the board. At a meeting with staff on April 29, a positive dialogue about resource development was channelled into a preliminary plan to recruit new local members.

Mid America

The Mid America MSDC began reviewing a set of new metrics for its service area at its board meeting on March 9. The discussion brought forth new ideas and a new focus on recruiting MBEs. A meeting with staff on April 28 brought forth new information regarding the Council’s use of MBISYS.

South Florida

The South Florida MSDC held its regularly scheduled board meeting on April 20 and introduced a renewed emphasis for support of the Council in its service area. The Council President, Beatrice Louissaint, is also developing a membership campaign for current and lapsed members.

Arkansas-Mississippi

The Arkansas-Mississippi MSDC held its regularly scheduled board meeting on March 31 and introduced a new website for marketing the Council in its service area. The Council President, Mia McNeal, is also developing a recruitment campaign with the MBEIC to tap lapsed corporate members and MBEs.

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Deadlines 2011

Speaking of deadlines, please be reminded of the deliverables to the National Network Office for 2011 reporting. As we are in the process of producing Quarterly Report summaries for your use and for use with your board of directors, it is incumbent upon you to submit your report data complete and on time. Please contact us if you have any questions about the dates due and assignments of responsibility so that you stay in compliance.

Manager of Field Operations

Field Operations will be hiring a Manager of Field Operations to enhance the delivery of services to the field and increase communications between Councils and the Network Headquarters.

When You're Good and Ready

Kim Brown, Director of Communications, is updating the *When You're Good and Ready* pre-certification brochure, but all Affiliate Council names are not in alignment of **December 31, 2010**. Every council was to be **MSDC** with no exceptions. Now, it is understandable that some Councils would have to be handled as special case circumstances, but those have been addressed and now we have moved full swing into our important strategic planning process. **If you are reading this and still have not changed your name (and you know who you are) I will be contacting you directly to help you get into alignment.**

National Affiliates Portal and Certification Training

In the last issue, we reported that several of our Affiliate Councils are live and using the National Affiliates Portal and others are in final stages of implementation. We will address the portal during our session in Boston on will propose a training module to facilitate faster adoption and full compliance.

Given that expectations are high for a banner year in certification and cooperation among the Affiliate Councils, and keeping in line with our new motto, "Beyond Compliance Toward Performance," we will be more hands-on with several Councils to ensure that we can **Certify – Develop – and - Connect** our constituents.

An Article for Everyone

The New Normal - by Bill Lewis

The big question for a lot of us is.... what are we supposed to do now?

As a professional who has been intimately involved in problem solving and Change management with companies around the world for years, I now watch with a mix of excitement, interest, sadness, amazement and wonder at the approach so many companies are taking as they deal with the ever present economic difficulties. In addition I witness with dismay the attitudes and actions (or non-action) of Leaders and Managers.

Over the years I have attempted to define for Leaders what Change means when they declare they really want to change the culture of their companies and enter into a new way of running their firms.

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I tell them that "for most people "Change" is defined as more of the same, just better." The truth in fact is that "Change requires thinking differently and acting differently with a result of things never looking like they did before." In some instances it's a radical departure from the way business has been run in the past.

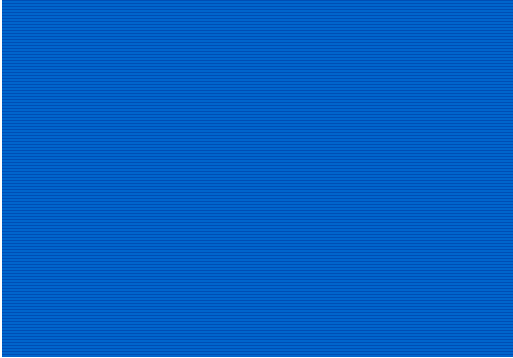
With courteous nods they assure me that indeed this is the direction they want to go. However, when the process of Change begins they recoil when confronted with the harsh reality everything Change entails. Done correctly there will be unretractable implications to many aspects of their business which includes power, authority, time and budget which will be in stark contrast to "more of the same, just better."

Our current government administration came into power promising Change. Now we're all trying to determine how this Change is going to impact our business, families, employees, tax system, health care, energy policies, social policies etc. One thing is for sure, it will NOT be the same as before. Because of this uncertainty many (as we say in Arkansas) are just "hunker 'en down" and hope we don't get blown away by the storm. There will be a new normal, and this change may be difficult for businesses who refuse to change and insists on operating as in past years.

So, what should we be doing and how do we deal with New Normal? Here is a partial list of some of the things I'm doing with my own clients and things you should consider if you are not already doing them.

- 1.) Take a radical look at your business in a holistic way. (There's too much detail required in this statement which does not allow me to list all that is included in this short email.)
- 2.) Get people from other business units who are passionate, intelligent, non-company political to enter into what I call "brutal dialogue." The game playing days are over. Stop your silly little "team building" events and training programs. Build an army.
- 3.) STOP doing what we know does not work. I'm astonished at the number of people who are still taking the same marketing approach hoping that business will "come back." In my own firm, Extension Management is reaching new markets with new approaches to doing business.
- 4.) Get rid of the "weak sisters." You've got people in your firm who should've been let go years ago but you've been paralyzed to do what's right because you're afraid of being criticized or sued.
- 5.) (Borrowing from a political "slogan") "It's the Customer, Stupid!" It's not about your sales, engineering or even your profit. Meet your customer needs, take care of the customer after the sale and all else begins to fall in place.
- 6.) Ask this question of as many people as you can inside your firm. "What seems impossible to do today, but if we could do it, would fundamentally change our business for the overall good?"

All of the above is easy to talk about but tough to do correctly. Feel free to share this article with other management leaders in your organization.



Press on...

If you need anything from Field Operations, please call Davida at (212) 944-2430 or drop me an e-mail note or give me a call at (312) 523-1367.

ALSO - PLEASE LET US KNOW HOW TO IMPROVE THIS NEWSLETTER