

# BUSINESS

*(Continued from Page 6)*  
of the euro-centric population and business owners in the American marketplace. However, that interpretation seems to have gotten lost in the shuffle. Instead, the term "minorities" today has led to resentment of its use on the part of many of the ethnic cultures. Again, 75% of the world population is ethnic, which means that they are certainly not a minority in that respect!

So, what then is the role of Minority Business Development programs? The mission of these programs is to inform ethnic entrepreneurs about procurement opportunities that exist and educate them on how to go about availing themselves of those opportunities. In addition, to be

aware of the pool of ethnic suppliers in the marketplace and to make that information available to procurement officers, purchasing agents and/or buyers within the corporation or agency. The intent when they were established was to promote more parity in the procurement process.

And the role of Minority Business Development executives — those who administer and manage the programs? As a point of clarification, they are not normally purchasing agents. As facilitators, what they are supposed to do is to ensure that ethnic-owned businesses are given an opportunity to avail themselves of the procurement process — to become suppliers.

In fulfilling their mission, most

Minority Business Development officers perform myriad duties. They field inquiries about their programs and opportunities within the organizations they represent. They recruit and certify eligible ethnic-owned firms. They match ethnic suppliers with current needs and introduce them to purchasing agents, who make the final buying decisions. In certain organizations, Minority Business Development officers also coordinate various types of technical and financial assistance to facilitate ethnic-owned firms to become eligible to bid for corporate and government contracts. They also coordinate and/or participate in trade fairs or procurement seminars, which are conducted to further outreach efforts.

When pursuing procurement opportunities with a corporation or governmental agency, first ascertain if there is a Minority

Business Development office or department within the particular organization. That there is, it is advisable not to circumvent that office or department since they are there to serve as a facilitator on your behalf (if it is operating properly). The key to successful operation of a Minority Business Development Program, is that it has the clear and full support of senior management. When CEO's, agency directors and other senior managers fully endorse these programs, buyers at all levels of the organization are usually eager to work with ethnic supplier firms. When there is laxness, disinterest and non-support on the part of senior managers, the result is a lackadaisical, callous and unprofessional attitude on the part of the buyers, which then renders the Minority Business Development effort ineffective. Let's not fool ourselves. Very

often, suppliers get contracts because they are acquainted with a key person within the corporation or agency who knows and likes them. That's the reality of life and the business world. The importance of networking and establishing good business relationships is made more critical because of that fact. Purchasing executives like to have a certain "comfort" level with their suppliers. What ethnic business owners must do is to endeavor to initiate and establish a business relationship with key officers with the corporations and/or agencies they want to do business with. At the same time, remember that building these types of relationships takes time.

One of the approaches ethnic suppliers should consider is to bid for contracts as a subcontractor. Many corporations and agencies use what is called "second-tier purchasing." Pro-

claimed to be the wave of the future for ethnic suppliers, what this means is that second-tier programs set ethnic-owned business participation goals for suppliers with large corporate and/or government contracts (i.e. \$500,000 or more for commercial firms and \$1 million or more for construction firms).

Not every firm who approaches a corporation or governmental agency will get a contract. That's a fact. And, not every time an ethnic-owned firm is denied a contract is it to be deemed racial discrimination. These organizations want the same thing from all of their suppliers — again, quality products, good service, timely delivery and competitive prices. First, an ethnic supplier must ensure that the aforementioned can be met. If you are not in a position to meet those needs, then you  
*(See Business, Page 22)*

## EBONY ETCHINGS

*(Continued from Page 14)*

The exact dates for this gala celebration in Atlantic City will be April 29th and 30th, and plans call for this dual celebration to be one of the biggest star studded events taking place on the east coast with quite a few past and present boxing champions, motion picture and television celebrities, athletes and entertainers in attendance.

A limited edition of Smokin' Joe Frazier lithographs will also be unveiled and offered for sale during the two day celebration. All monies generated from the sale of these limited edition lithographs of the former world's heavyweight boxing champion will be used to support Smokin' Joe Frazier's Olympic boxing team.

A two day "Northern California Southern California Golf Shoot Out Tournament" in a Partners Best Ball Format, to be played at the Legacy Golf Course in Las Vegas, August 27th and 28th, will also serve as the kick off event for the 1994 CAL-PAC State Convention at the Riviera Hotel, beginning August 28th and continuing through September 1st.

This news has certainly stimulated competitive interest in the golf communities of Northern and Southern California, inquiries are pouring in to get more information on registering to play in this unique golf tournament that's also priced right! The following phone numbers will give you additional information about this fantastic two day golf tournament. In Northern California the numbers are (510) 832-6030 and (510) 835-8453. In Southern California the numbers are (310) 671-1081 or (818) 364-9525.

Jazz saxophone great Teddy Edwards is well on his way to recovering from his recent prostate cancer removal operation. The other good news from Tinseltown about Teddy Edwards. The "Jammin' for Teddy Concert" that was put on by his many friends in the biz raised more than \$10,000, to help him over the bumps while he's taking treatments and completely recovering ... and that's Hollywood this time!! until the next time, Lanier.

## POINT OF VIEW

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Glover and Dillon give a superb father's footsteps. A high action comedy. Sex, profanity, violence.

THE SAINT OF FORT WASHINGTON, starring Danny Glover and Matt Dillon, this film is rate R. A film that reaches out and touches your emotions.

Glover and Dillon give a superb performance. A story of triumph against the odds.

BOPHA, starring Danny Glover and Afre Woodard, Morgan Freeman's debut director. A must see.

Great performances by Glover and Woodard.

## HILTON

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DOS-Windows environment with the Macintosh graphical interface is on the horizon. DOS will gradually disappear as Windows becomes the true IBM operating system.

## MIKI HOWARD

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dog-eared copy of Lady In Satin in her parents' record collection at an early age. As an impressionable youngster, Miki was awestruck by Lady Day's beauty as well as "how different her voice sounded than anything else in my parents' library. Although Lady Day's range was limited, she brought lyrics to life in a way no other singer could. Lady always approached her songs on an emotional level, and people say I do too!"

Miki brings to this project a respect for Lady Day and a voice capable of igniting the Holiday song book with charisma, conviction, vibrant phrasing, and strong lyrical impact. Passion shines through in any lyric Miki explores. Her molten energy is imbued with gleeful elegance and wit.

Even in her teens, Miki's radiant voice drew accolades from her peers. Miki's singing captured the attention of established jazz figures Roy Ayers and Ronnie Laws. Early session work with masters such as Chico Hamilton, Stanley Turrentine, and Billy Cobham deepened Miki's understanding of the jazz genre.

Producers Lemel Humes and David Foster wisely paired Miki with veteran arrangers Johnny Mandel and H.B. Barnum, thereby ensuring arrangements that would embrace Miki's passionate vocal innovations.

Karen J. Offerman (Senior Editor, Reviews, Windows Sources Magazine, New York): Learn to work smart. Take a look at Suites, a bundle of major applications that provide all the basics for office productivity.

After sifting through all of the Holiday classics, Miki came up with ten evergreens which she  
*(See Miki Howard, Page 24)*

Each applications within the suite is integrated to work well together.

The three most popular Windows suite today are Boland Office 2.0 (WordPerfect 6.0, Quattro Pro 5.0 and Paradox 4.5). Lotus SmartSuite 2.1 for Windows (AmiPro 3.01, Lotus 1-2-3; Release 4.01, Approach 2.1, Freelance Graphics 2.01 and Organizer 1.17) and Microsoft Office 4.0 (Microsoft Word 6.0,

Excel 4.0/5.0, Access 1.1, PowerPoint 3.0/4.0 and Mail 3.2. [In the next three parts, we will highlight some of these suites applications and other products]

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