

## SCMBDC unveils new look

New brand identity aims to 'bring together everything we do'



Southern California  
Minority Business Development Council

Successful businesses -- large and small -- know the importance of having a strong brand identity to stand out in today's competitive business environment. They see the value of creating a memorable look that increases awareness of their service offerings to appeal to current and prospective customers. And, they recognize that over time, their identity and brand may need updating.

SCMBDC also understands these brand concepts and strategies. That's why it is launching a new brand campaign aimed at better promoting its unique position as the region's premier minority business advocacy organization. The campaign includes a new logo, a redesigned website and e-newsletter, new messaging and more. The new identity features a logo highlighting "SCMBDC" in bold, contemporary type.

"The timing was right for a fresh, updated look," according to SCMBDC President John W. Murray, Jr. "We're different; our programs and services have evolved over the years and are more relevant to our corporate members and minority businesses. Our brand had to reflect this evolution."

The rationale behind the new brand arose in early 2009 following a discussion in which council staff asked a fundamental question: Who are we?

"One thing became clear -- we weren't the same organization we were two years ago," says Christian Ramos, SCMBDC's director of information technology and project manager for the brand campaign.

"We're doing a lot of new and innovative things," he adds. "We've made minority business certification better, transformed our major events, offered more professional development opportunities, and launched the MBE Health Insurance Program for minority businesses.

*'The new brand gives us an opportunity to have people take another look at us and find out more, while also giving us a new look for years to come.'*

*- Christian Ramos*

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## Mark Your Calendars

**Become the Speaker and  
Leader You Want to Be**

**July 22, Aug. 15 and 19**

**9 a.m. - 11 a.m.**

**SCMBDC's office**

Part of SCMBDC Toastmasters International, this learn-by-doing workshop helps participants hone their presentation and leadership skills. Attendees learn skills such as the use of humor, gestures, eye contact, speech organization and overall delivery. To pre-register, contact Fernando Velasquez at [fvelasquez@scmbdc.org](mailto:fvelasquez@scmbdc.org) or call 213-689-6968.

**NBA All-Star Vendor  
Diversity Program**

**Aug. 1 and Sept. 1**

The NBA, working in partnership with local certifying agencies, including SCMBDC, is looking for women- and minority-owned businesses to provide products and services for the 2011 All-Star Game, which will take place on Sunday, February 20, at Staples Center in Los Angeles. The NBA's All-Star Vendor Diversity Program has been providing opportunities to women- and minority owned vendors in the All-Star procurement process for over a decade. Click [here](#) to complete/submit the application to become a potential vendor. Click [here](#) for a list of All-Star Product/Service needs. No applications will be accepted after Sept. 1, 2010

"But with all that going on, we didn't have a cohesive brand that brought together everything we do," Ramos adds. "The new brand gives us an opportunity to have people take another look at us and find out more, while also giving us a new look for years to come."

The council hired Zeesman Communications, Inc., an SCMBDC-certified firm based in Beverly Hills that specializes in brand strategy and marketing. Initially, the contract focused on a website redesign, but Zeesman's recommendation was that if SCMBDC was going to invest the time and money on the website, it should take a step back and reconsider its brand identity as a whole.

"The need to redesign the website was the initial catalyst for rethinking the brand identity. But as the recession also took hold, it turned into the perfect opportunity to assess where the organization has been and where it's going," says Zeesman's President and CEO Bonnie Nijst, who also serves as vice chair of the council's Minority Business Enterprise Input Committee.

"Undergoing the process of, essentially, 'rediscovering' your brand was a great idea not only for SCMBDC, but it was a great example to set for the corporate members and MBEs (minority business enterprises) who look to the organization for inspiration, guidance and direction," Nijst adds.

"The only clear direction we had when we began working with Zeesman," adds Ramos, "was to update and bring our image and brand together, starting with our logo. They took a great approach at first looking at who we were to guide them in their work."

## Logos of years' past

SCMBDC's newest logo is a bold departure from years' past. Below, a look at some of the council's previous logos.



*Prior to changing its name to SCMBDC in 2003, the council was known as Southern California Regional Purchasing Councils. SCRPC's logo in 2002.*



*SCRPC's logo in 2003 with the added "Inc."*



*Reflecting the name change, SCMBDC's logo from 2003 - 2010*

## MBE Input Committee and MWD of Southern California Annual Business Development Fair

**Sept. 16, 5:30 - 8:30 p.m.**  
**Metropolitan Water District headquarters, Los Angeles**

MBE Trade Fair featuring minority owned businesses as exhibitors and corporate members/MBEs as attendees. Followed by reception. For details, contact Shawn Smith at 213.689.6940 or [ssmith@scmbdc.org](mailto:ssmith@scmbdc.org).

**For more information about these and other events, visit [www.scmbdc.org](http://www.scmbdc.org)**

## Fee Increase

Beginning January 1, the non-refundable re-certification fee will be increased from \$175 to \$195 and the non-refundable certification fee will be increased from \$275 to \$295.

## Connect with SCMBDC



## SCMBDC's new mission statement

In addition to a new logo, the council adopted a new mission and strategy statement to better represent and serve the interests of its constituents -- minority businesses and corporate members.

Based on feedback from board members, the council's mission statement changed from "To support and develop minority business enterprises to compete and succeed in the open market" to "The premiere organization strengthening economic ties between large, public, private and foreign-owned corporations and minority men- and women-owned business enterprises."

The council aims to achieve this by providing:

- Nationally recognized certification
- Strategic networking between corporate member procurement professionals and certified minority women and men entrepreneurs
- Enhanced capacity of minority-owned businesses through education, information, and skills development, and
- Recognition of outstanding commitment and performance in purchasing goods and services from diverse businesses by corporate members and certified minority-owned businesses

"As we were moving forward to update our logo, it was the perfect time to also re-evaluate our mission statement and strategy," according to SCMBDC President John W. Murray, Jr.

"We requested input from our board members and asked them to consider the changing marketplace, who and what the council is today and should be tomorrow and essentially address the question, 'Why do we exist?' The feedback we heard was the desire to recognize the importance of our corporate members," he adds.

## New president of the National Minority Supplier Development Council



Joset Wright became the new president of the National Minority Supplier Development Council on July 1. She succeeds Harriet Michel, who retired after 22 years at the helm of the non-profit organization that encourages mutually beneficial economic links between minority suppliers and the public and private sectors. SCMBDC is one of 37 regional councils in NMSDC's network.

Ms. Wright is an attorney and former procurement executive with a broad range of professional experience in the corporate and private sectors. Most recently, she was executive director of Orchard Village, a not-for-profit organization that serves individuals with developmental and physical disabilities.

Ms. Wright honed her leadership, strategic planning and management skills during a 13-year career in the telecommunications industry. She began her career as an attorney at Indiana Bell, a subsidiary of Ameritech Corporation, and later became vice president of procurement and property services where she managed the acquisition of \$4 billion annually in goods and services and introduced strategic sourcing.

After a merger between Ameritech Corp. and SBC Corp., she was named president of Ameritech Illinois where she was responsible for all regulatory, legislative and external relations activities.

Ms. Wright earned a bachelor's degree from Dennison University and a juris doctor degree from Georgetown University Law Center.

## News briefs

### Why America admires small business



Small business owners create most of this country's new jobs and support other businesses from which they buy goods and services, according to a story in the May 20 issue of Small Business Exchange, but they are also frequently the lifeblood of the communities in which they live and work.

The article listed these facts from the National Federation of Independent Business' Research Foundation:

- Ninety-one percent of small business owners contribute to their community through volunteering, in-kind contributions, and/or direct cash donations.
- The estimated average value of contributions is \$6,600 per small employer, for a total of roughly \$40 billion.
- Seventy-four percent volunteer the equivalent of 18 working days per year for community and charitable activities.

The reasons why they give to the community? For personal satisfaction and fulfillment, creating a better business climate and making the community a better place to live. The least important reason, according to the article, was because they expected any kind of direct business benefits.

### Linda Stone featured in Asian Journal

Linda Stone, founder, president and CEO of APR Consulting -- last year's Supplier of the Year Award (Class IV) winner and a nominee this year -- was recently featured in the Asian Journal.

The journal, a leading Filipino-American community newspaper, covered Stone's rise as a once shy, unassuming grade-school teacher, to become the head of a successful company serving major corporations.

The article notes that to overcome her shyness, Stone volunteered her time with business organizations, including SCMBDC, where she served as chairperson of its Minority Business Enterprise Input Committee. She now speaks in front of a large audience sharing her business successes and is a mentor and role model to small business owners.

Her advice to others who want business success: "Make small goals and stay focused so you can meet each of those goals. Also always remember to look back where you came from and stay humble."

To view the story, visit <http://www.asianjournal.com/aj-magazine/midweek-mgzn/5579--linda-reyes-stone-founder-and-ceo-of-apr-consulting.html?start=1>

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