



PRESS RELEASE

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The Walt Disney Company to Sponsor Hawaii Diversity Committee

HONOLULU, Hawaii -- Hawaii Minority Supplier Certification (HawaiiMSC) announced today that The Walt Disney Company will become the 2011 sponsor of its Hawaii Minority Business Advisory Committee, which counsels HawaiiMSC on local diverse business development and impact.

“The Walt Disney Company continues to be one of our strongest corporate advocates for Hawaii’s certified ethnic minority businesses,” President Scott A. Vowels said. “I’m pleased that Disney has stepped forward to support the activities of our Hawaii Minority Business Advisory Committee, which is designed to keep HawaiiMSC’s vision aligned with the best interests of our local Minority-owned Business Enterprise community. We have exciting initiatives and programs planned for 2011, and with The Walt Disney Company’s support we’ll make powerful inroads in connecting local businesses with Corporate America, Tier 2 contractors, and each other.”

Since August 2009, HawaiiMSC and The Walt Disney Company have partnered to host local Minority-owned Business Enterprise (MBE) trainings around ethnic minority certification, corporate supplier diversity and procurement processes, and preparing to do business with corporate America. Additionally, they have offered events introducing upcoming business opportunities at their first resort in Hawaii, Aulani, a Disney Resort & Spa, Ko Olina, Hawai‘i, and have detailed the process for Hawaii’s certified MBEs to become included in Disney’s procurement chain. The Walt Disney Company strives to utilize local businesses and regional suppliers as well as those with a global reach. Disney Sourcing Professionals are committed to ensure that the diversity in its communities and clients is reflected in its supply base.

“Disney is proud to partner with HawaiiMSC and to be a sponsor for the 2011 Hawaii Minority Business Advisory Committee,” said Djuan Rivers, vice president, Disney Vacation Club and Resort, Hawaii. “One of our goals during the building process and beyond is to support local, minority owned businesses. We are confident that Disney’s sponsorship of the Hawaii Minority Business Advisory Committee will help further our efforts in this important area as we prepare to open the first Disney resort in Hawaii.”

In 2011, HawaiiMSC’s Hawaii Minority Business Advisory Committee will be organizing bimonthly local networking and MBE-to-MBE business opportunity events for certified Hawaii MBEs. The 2010 pilot event, “Let’s Talk Business: Where Local Buyers & Sellers Meet to Talk Business, Story, and Bid Opportunities,” was hosted on December 7 and sponsored by certified MBE Hawaii Air Cargo. The next event will be held in February 2011.

For more information on 2011 sponsorship opportunities with HawaiiMSC please email info@hawaiimsc.org.

About Hawaii Minority Supplier Certification

HawaiiMSC's mission is to create economic wealth in Hawaii's minority business community by promoting minority participation in the procurement process. Through its non-profit parent organization, the Northern California Minority Supplier Development Council (NCMSDC), HawaiiMSC provides the only nationally-recognized Ethnic Minority Business Certification in Hawaii, connects certified Minority-owned Business Enterprises with Corporate Members, and offers minority businesses full service support from certification to technical trainings and exclusive procurement events. Visit HawaiiMSC online at www.hawaiimsc.org.

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