



PRESS RELEASE
For Immediate Release

July 8, 2009

Contact
Christine Liwai Garcia
Communications Manager
cgarcia@ncmsdc.org
510.686.2555

**Minority Business Opportunity Expo on August 6, 2009
Offers No Pomp, No Circumstance, Strictly Business**

Non-profit offers innovative purchasing solution for Minority Business Enterprises at Expo

OAKLAND, Calif., July 8 /PRNewswire/ -- The Northern California Minority Supplier Development Council (NCMSDC), a non-profit that certifies Minority-owned Business Enterprises (MBEs) in Northern California and Hawaii, will be hosting its 31st Annual Minority Business Opportunity Expo, "No Pomp, No Circumstance, Strictly Business," at the San Jose Convention Center on Thursday, August 6, 2009 from 8:30am – 1:00pm. NCMSDC welcomes all MBEs, organizations, and corporations to attend.

The Expo is designed to help Minority-owned Business Enterprises gain exposure to potential contracting and networking opportunities during today's challenging economic climate. As a new Expo benefit, President Vowels will be providing feedback to MBEs participating in matchmaking sessions. By offering MBEs previously inaccessible information about what they do right and what they should improve during supplier-buyer sessions, he hopes to equip them with information that will positively affect future sessions. Additionally, NCMSDC will offer attendees matchmaking opportunities with Top Tier MBEs (annual sales volume greater than \$50M), as well as traditional sessions with corporations and affiliates as a way to help MBEs capitalize on a previously-untapped revenue stream.

"Going forward," said President Vowels, "NCMSDC will be promoting a '360 degree spend' model, which is designed to channel the purchasing cash flow from MBE to MBE, corporation to MBE, and MBE to corporation. For example, this year's Expo will be the first in what will be a dynamic push to use '360 degree spend' as an innovative solution to economic challenges. For the first time in NCMSDC history, live opportunities will be available for Expo attendees. We are currently creating a host of exciting '360 degree spend' initiatives that will help us demonstrate our value to corporate members and MBEs while helping them engage in innovative ways of doing business. This is just the beginning of things to come."

For additional information on NCMSDC's Minority Business Opportunity Expo, please visit www.ncmsdc.org.

About the Northern California Minority Supplier Development Council:

Founded in 1978, the Northern California Minority Supplier Development Council (NCMSDC) is a non-profit organization dedicated to promoting diversity in the workplace. NCMSDC's mission is to provide MBEs in Northern California and Hawaii with nationally-recognized certification and to connect corporate members with NCMSDC-certified minority suppliers.

###