



Contact
Christine Liwai Garcia
Executive Director of
Communications & Operations
cgarcia@wrmsdc.org
510.686.2555

WRMSDC Expo Builds Bridges to Opportunities for Local Suppliers

August 14, 2014 Expo Offers Business Opportunities with Fortune 500 Companies & Entrepreneurs

OAKLAND, Calif. – On August 14, 2014 at the Santa Clara Convention Center, the Western Regional Minority Supplier Development Council (WRMSDC) will be hosting its 36th Annual Expo, the most successful, largest, and longest-running Minority Business Opportunity Expo in Northern California. The 2014 Gateway to Opportunity Expo will take place from 8:00 a.m. to 1:30 p.m. and welcomes all suppliers, buyers, and corporate representatives nationwide to attend.

The idea for WRMSDC's Expo theme, "Gateway to Opportunity," originated in the Council's recent territory expansion to serve Minority-owned Business Enterprises (MBEs) and Corporate Members not only based in Northern California and Hawaii, but in Nevada as well. As WRMSDC evaluated the new challenges and possibilities created by this transition, it also rethought the concept of "opportunity" and how success depends upon a clear and individualized definition of this word—for the Council, its Corporate Members, and its MBEs. "This year's Expo theme is about building bridges to opportunities," says Lawrence B. Wooten, WRMSDC's new President. "It's also about helping attendees understand that opportunities aren't always related to contracts. They're bigger than that."

WRMSDC offers attendees an impactful business experience by providing them with access to over 300 representatives from companies based in Northern California, Nevada, Hawai'i, and across the nation, as well as exposure to drop-in trainings about business plans, organization and management, and marketing and sales. Additionally, the Expo will connect MBE suppliers with corporations like Union Bank, Kaiser Permanente, Brocade, Chevron Corporation, Cisco, Pacific Gas and Electric Company, and Wells Fargo, among many others. In-booth meetings and one-on-one matchmaking appointments will also maximize the possibility of creating new connections, partnerships, and other opportunities.

"What 'opportunity' means to your competitors isn't always going to be what it means to you," says President Wooten. "To a Class 3 MBE with sales between \$10M and \$50M, 'opportunity' might mean the chance to serve as a prime supplier on a multi-million dollar contract. To a Class 1 MBE with sales less than \$1M, it might mean access to business relationships and trainings that will improve skillsets. In short, opportunity is about you. At the Gateway to Opportunity Expo, WRMSDC will give you the perfect platform to define your own opportunities within business, education, development, and awareness. At the end of the day, whether you're a Corporate Member, government rep, or minority business owner, your success depends on you and the opportunities you create. Let us help you seize them."

2014 WRMSDC Gateway to Opportunity Expo tickets are available for purchase [here](#).

About WRMSDC

Founded in 1978, WRMSDC is a non-profit dedicated to promoting minority participation in the procurement process to create economic wealth in minority business communities in Northern California, Nevada, Hawai'i, and the nation. Please visit www.wrmsdc.org for more information.

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