Minority Affairs Office reaching 10 percent goal

The Office of Minority Affairs serves the interest of the administration in the minority communities in various ways. The major program responsibility is the minority business enterprise effort.

The Office of Minority Affairs was established by executive order March 12, 1980. The staff and budget of the Maryland State Office of Minority Business Enterprise were transferred to the governor's staff from the Department of Economic and Community Development and Designated the Office of Minority of Minority Affairs.

The state legislature has defined the term minority person to mean Negroes, females, Puerto Ricans, Spanish speaking Americans, American Indians, Eskimos, Aluets, Orientals and handicapped sheltered oriented workshops.

The function of the Office of Minority Affairs include:

Carry out the various state and federal programs created to foster growth and participation in minority business.

Promote and coordinate plans, programs, and program objectives, and operations of the state government which affect or may contribute to the establishment, preservation, and strengthening of minority business enterprise.

Promote the motivation of activities and resources of state and local government, businesses, and trade associations, universities, foundations, professional organizations, and volunteer and other groups towards the growth of minority business enterprises, and coordinate the efforts of these groups with those of state government, local, and federal agencies.

Establish a system for the development, collection, summarization, and dissemination of information to assist persons and organizations of the state in undertaking or promoting the establishment and successful operation of minority business enterprises.

The priority for the Office of Minority Affairs in 1980 was accomplishing the goal of utilizing minority business enterprises in at least 10 percent of the state's contracting and procurement within the Department of Transportation, the Department of General Services, the Interagency Committee for School Construction, and the University of Maryland.

In 1980 the efforts of the office resulted in $99,428,383 worth of state contracting and procurement going to minority firms. This figure represents thousands of actual transactions with minority firms in various state agencies.

Aside from the procurement and contracting transactions, the office counseled 117 businesses in financing and loan packaging. Approximately, one-half of this effort is attributed to the current fiscal year.

Thousands of businesses have attended conferences, outreach programs, and training sessions which the office has conducted. This figure often includes "repeats," some of whom attend every activity that the office sponsors.

The Office of Minority Affairs has served many clients in other varied areas such as cooperative development, Hispanic community affairs, Cuban exile settlement, welfare rights, and civil rights.

In spite of adverse economic conditions facing the state, the Office of Minority Affairs worked diligently during the year to improve and increase minority business enterprise participation in the procurement process of the state.

To assist the office in achieving its goal to increase minority business participation in the procurement process, the office established various committees.

One such committee, the Procurement Committee, comprised of individuals of the minority business community and state procurement officers, was established in order to expand the human resources of the office in addressing the problems faced by the minority entrepreneurs in doing business with the state.

The Procurement Committee has developed and implemented a pilot demonstration program that could directly match the capabilities of the minority business enterprise with the procurement opportunities of state government.

One of the main objectives of the pilot program was to open the lines of communication between the procurement officer and the minority business community, which included a series of meetings with the individual buyers to determine their specific problem areas and to receive their suggested remedies to those areas.

Another objective was the identification of those commodity areas where there was little or no demonstrated minority business enterprise capability.

Through coordination with the National Association of Black Manufacturers (NABM), the Minority Purchasing Council (MPC), and in-house resources, MBEs were identified and matched with some of the areas where there was no previous MBE participation.

This has resulted in an increase in the total number of MBEs on these agencies' vendor lists, as well as improvement in total MBE participation in procurements of commodities and services. This program is ongoing and will be further expanded to include all designated agencies.

When reviewing the FY 80 total MBE participation (10.42 percent), it appears that the objective of a minimum of 10 percent was achieved.

However, upon close scrutiny, it is apparent that the Departments of General Services and Transportation, as well as the Interstate Division of Baltimore city, have made the greatest contribution to this effort with 17.02 percent, 9.83 percent and 11.6 percent respectively.

Further analysis reveals that 90.39 percent of MBE commodity purchases in the Department of General Services were from female-owned firms, 55.67 percent of MBE procurements for the University of Maryland were from female-owned firms and 75 percent of MBE procurements in the Interagency Committee were from female-owned firms.

This analysis shows that female-owned firms are receiving the greater portion of awards even though they do not represent the greater segment of the MBE population.

The FY 81 statistics indicate that the female-owned firms continue to receive larger shares of MBE awards. If there were a viable centralized State Certification Program in effect, many of the female-owned firms would lose their MBE status and more awards would be made to legitimate MBE firms.

FLOZELLA CLARK, sales agent with Century 21 Associated Real Estate Inc., received the company's top honors as over all top Listing and Selling Agent in 1980, selling in excess of $1 million. She is a member of the Greater Baltimore Board of Realtors, serves on the board's financial committee, The Baltimore Plan for Affirmative Marketing in Real Estate, the Human Relations Commission, past president of Epsilon Omega Chapter and Alpha Kappa Alpha Sorority.

Sen. Welcome back

Sen. Verda Welcome, D-Baltimore, was back in her chair at the Senate Finance Committee this week to fight for an anti-smoking bill, undaunted by the flu and a freak accident in which a car crashed into her home.

Mrs. Welcome, who has missed much of the legislative session up to this point due to the flu, planned to return to Annapolis Sunday and was packing in her upstairs bedroom when a car crashed into the front wall of her home, pushing in the wall several inches and causing about $5,000 worth of damage.

There were no injuries in the accident.

Mrs. Welcome returned to the General Assembly Tuesday to fight for Senate Finance Committee approval of her bill to restrict smoking in public places.

Associated Realty providing more service

Ted Coates

Ted Coates, who started as an agent with Associated in 1973, purchased the company in April 1979. The firm joined Century 21 in November 1980.

Coates completed a one week management training course at Century 21's headquarters in California in December and is now enrolled in a continuing management training program.

He believes that the 80s will bring about many changes in real estate and people will demand more and better service from the real estate professional.

This is the reason we joined Century 21, said Coates. We are determined to give the best service to the community that can possibly be given in a professional prompt manner.

Coates is a member of the board of the Greater Baltimore Board of Realtors. He also serves on the Arbitration Committee, chairs the Equal Opportunity Committee, serves on the board of directors for the credit union, Central Maryland Multiple List Education Committee and on the board of directors for the State Association of Realtors.

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A Rain Without The Storm

Evelyn Page

The Masters Beauticians Association Inc., and the Position Distributors Inc. proved that Monday, (It Rained All Day) Mr's Cecilia Nichols, Freedom's Pres. and her staff, plus Mr. Stanley Mitchell, a Bantu Beauty Product Technician Salesman, sponsored one of the finest educational Banta demonstrations for the Masters. It was superb.

Mr's Nichols had the fabulous styling team from B&L, Derrick Gilmore, and Jessie Award, one of Masters' fine members (Mr's Page) hair was cut and styled by the team, in attendance, Mr. Rogers, a Masters' member and friend, Mr's Lawson who gave us some information about the Bill 231 Barbers and Cosmetologists. If you want to remain a prof. Hotel Cosmetologist, it's a must to write your Senator, at once.

The Masters welcome all Beauticians. Meetings are every fourth Monday, Masters Center
1822 Madison Avenue
Masters are planning a Bus trip to the International Beauty Show in New York Sunday, March 15th, return 16th, (include Hotel Rate, $80.00 you can attend classes all day Monday

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Mid-Atlantic Matchmaker Expo
Baltimore Convention Center March 6, 1981

MID-ATLANTIC MATCHMAKER EXPO '81 DRAWS NEAR

The Mid-Atlantic Matchmaker Exposition will take place on March 6, at the Baltimore Convention Center. The purpose of the annual event is to "match" minority manufacturers, suppliers, and service companies with purchasing agents from private industry. Since 1978, the Expo has attracted more than 300 buyers and generated over three million dollars in sales.

Minority vendors and major corporations will occupy booths in the Convention Center. Corporate purchasing agents, working with prior knowledge of appointments, will sift through buying plans to select those contract opportunities that can reasonably be discussed with business owners. Minority firms, in turn, will market their product line based on the buying needs of the majority companies in attendance.

REGISTRATION FORM

Please reserve

☐ Early-Bird-Registration - Booth(s) (meeting locations for buyers) @ $150 each, until February 15, 1981
☐ Regular Registration - Booth(s) (meeting locations for buyers) @ $175 each
☐ CEO Breakfast ticket(s) (in addition to one free with each booth) @ $10 each

Company Name _____ Telephone _____
Company Address _____
City _____ State _____ Zip _____

BUYERS	VENDORS
Our organization is interested in the following products/services from minority vendors:	Our firm offers the following products/services:

Matchmaker's contact with our organization should be:
Mr./Mrs. _____ Title _____

- Baltimore Convention Center — March 6, 1981
- Booth — 10 x 10 table, tablecloth, two chairs, sign.
- Scheduled appointments to begin the day.
- Directory of participating buyers and vendors.
- Breakfast featuring a speaker of national prominence. One free breakfast ticket per booth.
- Special group rate hotel accommodations.
- Sponsored by the Baltimore Junior Association of Commerce (Jaycees) and the Greater Baltimore Minority Purchasing Council

Please make check payable to: Mid-Atlantic Matchmaker Expo
c/o Greater Baltimore Minority Purchasing Council
22 Light Street
Baltimore, Maryland 21202
(301) 752-5083

Matchmaker Expo links black firms, purchasing agents for private industry

The Mid-Atlantic Matchmaker Exposition will take place Friday, March 6 at the Baltimore Convention Center.

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Minority firms, in turn, will market their product line based on the buying needs of the majority companies in attendance. Sponsored by the Baltimore Junior Association of Commerce (Jaycees) and the Greater Baltimore Minority Purchasing Council, the Expo will also feature a major address by Robert Stuart, chairman of the board, National Can Corporation.

The Greater Baltimore Minority Purchasing Council (GBMPC) is one of 43 regional affiliates of the National Minority Purchasing Council (NMPC) which has an office in New York City and Washington, D.C.

A non-profit organization, GBMPC was formed in 1975 to encourage and provide assistance to major corporations in their efforts to locate and utilize minority-owned businesses as a source of supply.

A minority-owned business as defined by the GBMPC is a company of which more than 50 percent of the shares or partnership interest are owned by blacks, Spanish surnamed, American Orientals, American Indians, American Eskimos and American Aluets.

The GBMPC provides educational programs for corporate purchasing personnel and for minority owners.

Through the Buyer Orientation program corporate people receive guidance in implementing their corporation's Minority Purchasing Program. They also receive one credit towards Certified Manager, a certification program sponsored by the National Association of Purchasing Management.

Through a 12 - week sales training program, minority business owners and personnel receive guidance in techniques necessary to market their products and services effectively.

The GBMPC is a market development organization whose staff and members try to match majority buyers with minority suppliers of products and services, such as printing, janitorial, construction, security, etc.

They publish a directory of local minority firms, updated quarterly and distributed to members. Before a firm is listed in the GBMPC directory assurances are made to its minority status, and what it claims. They also publish a directory of corporate buyers.

To become a member of GBMPC a corporation must attempt to utilize minority firms and report to the Council the dollar amount spent with these firms. There is an annual membership dues.

However, a corporation can become an associate member by just reporting.

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HUB, INC.

Is pleased to be associated with the Afro-American Newspapers in its thrust to develop in Baltimore City a buy-in/buy-us campaign. This venture, organized by HUB'S leadership will focus attention on black businesses and we are appealing to members of the black community to support every black business in Baltimore City and to not patronize those major companies that do not have some involvement with Black consumers or black businesses in a direct way. HUB believes that the alternative to Mr. Reagan's dismantling government spending on social programs is to seek a commitment from Blacks for self-help and self-reliance now and in the future. HUB with the Afro-American's support and all other black media addressing this subject, will not end the work with the highlight week and the banquet but that blacks in Baltimore provide leadership and show by example to blacks throughout this nation that we can overcome by supporting ourselves in our own businesses to the fullest extent of our ability and we will be committed to that objective. It will further send a signal to major white businesses that do not make some contribution to the black community where they do business and develop economic sanctions against those companies that do not schedule advertising time and space in black owned media.

Moreover, members of the senior management of HUB are committed to assisting young black businesses, and established black businesses, in improving their services and products so that all black businesses can compete for their full share of the market that will meet standards of excellence.

Our intent is to raise money to assist in a "Black Economic Thrust in the '80s (Bet — '80s)." Hopefully, you will decide to join the economic powers that be in bettering Baltimore's ability to sustain itself. Your opportunity is to network with thinkers, doers, movers, and shakers.

BLACK ECONOMIC THRUST IN THE '80s BANQUET

SUNDAY, MARCH 8, 1981

5 to 10 p.m.

Presented By HUB Organization, Inc.

At The BALTIMORE HILTON HOTEL
101 W. Fayette Street
DINNER — OPEN BAR — FASHION SHOW

TICKETS: $35.00 per person

The guest speaker for the evening will be H. Naylor Fitzhugh, Vice President for Pepsi Cola Company. Entertainment by vocalist Ruby Glover, A fashion show by Korea, Inc., and a fashion production by Travis Winkey, and Company. A sit-down dinner and open bar are also included in the price of the ticket.