

NORTH CAROLINA  
**MWBE**  
COORDINATORS' NETWORK

**22nd Annual Professional Development & Training Conference**  
**Sheraton Myrtle Beach Convention Center**  
**Myrtle Beach, South Carolina**

**November 12-14, 2008**

***Charting a New Direction***

## WELCOME

The NC M/WBE Coordinators' Network would like to take this opportunity to solicit your support for its 22<sup>nd</sup> Annual Professional Development and Training Conference. The NC M/WBE Coordinators' Network was founded in 1986 and consists of M/WBE Program Administrators from throughout North and South Carolina representing 32 public institutions and 12 private organizations.

The Annual Conference will be held on November 12-14, 2008 in Myrtle Beach, South Carolina at the Sheraton Myrtle Beach Convention Center Hotel. The theme for this year's conference is "**Charting A New Direction.**" which emphasizes a focus on the future of our organization and the M/WBE programs we administer.

Your support will assist the Network and its members in supporting the multitude of M/WDBE firms, private companies, and public institutions we serve throughout the states of North and South Carolina. This brochure outlines some of the benefits of attendance and sponsorship and how your participation will provide your firm an excellent opportunity to demonstrate your commitment to diversity and support of diversity programs. Enclosed you will find a description of the sponsorship levels and a registration form that provides information about the educational opportunities for each day.

We appreciate your consideration of sponsoring this event and thank you in advance for your support! Please remember our non-profit tax identification number is 56-1712748.

Thank you for your continued support!



Shelby Moorman  
President

## BENEFITS TO PARTICIPATION:

- Gain access to purchasers
- Conference 2008 is a powerful marketing tool
- Add your company to our impressive list of supporters
- Make direct connection to decision makers
- Maximize visibility for your business
- Obtain valuable training for implementation within your organization

## SPONSORSHIP LEVELS

### Conference Sponsor \$10,000

- Acknowledgment as Conference Sponsor on signage and marketing
- Event sponsorship recognition at all events
- Reserved table at each meal event with multiple speaking opportunities
- Full-page color advertisement on front or back cover of conference program book
- Ten (10) complimentary conference admissions to conference activities
- One (1) exhibit table at MWBE Exhibitor's Way, the Network trade fair

### Platinum Sponsor \$5,000

- Acknowledgment as Platinum Sponsor on signage and marketing
- Event sponsorship recognition at select event
- VIP seating at sponsored event with speaking opportunities
- Full-page advertisement in conference program book
- Five (5) complimentary conference admissions to conference activities
- One (1) exhibit table at MWBE Exhibitor's Way, the Network trade fair

### Gold Sponsor \$2,500

- Acknowledgment as Gold Sponsor on signage and marketing
- Event sponsorship recognition at select event
- VIP seating at sponsored event with speaking opportunities
- Half-page (1/2) color advertisement in conference program book
- Three (3) complimentary conference admissions
- One (1) exhibit table at MWBE Exhibitor's Way, the Network trade fair

### Silver Sponsor \$1,500

- Acknowledgment as Silver Sponsor on signage and marketing
- Event sponsorship recognition at select event
- Quarter-page (1/4) advertisement in conference program book
- Two (2) complimentary conference admissions
- One (1) exhibit table at MWBE Exhibitor's Way, the Network trade fair

### Bronze Sponsor \$1,000

- Acknowledgment as Bronze Sponsor on signage and marketing
- Event sponsorship recognition at select event
- Quarter-page (1/4) advertisement in conference program book
- One (1) complimentary conference admission
- One (1) exhibit table at MWBE Exhibitor's Way, the Network trade fair

### Copper Sponsor \$500

- Acknowledgment as Copper Sponsor on signage and marketing
- Event sponsorship recognition at select event
- Eighth-page (1/8) advertisement in conference program book
- One (1) admission to Friday Luncheon and Group Outing activities
- One (1) exhibit table at MWBE Exhibitor's Way, the Network trade fair

### Network Supporter \$100

- Acknowledgment as Network Supporter on signage and marketing
- One (1) conference program booklet

## KEYNOTE ADDRESS



### **Dr. Julianne Malveaux**

Dr. Julianne Malveaux is the President of Bennett College for Women. Recognized for her progressive and insightful observations, she is also an economist, author and commentator, and has been described by Dr. Cornel West as “the most iconoclastic public intellectual in the country.” Dr. Malveaux’s contributions to the public dialogue on issues such as race, culture, gender, and their economic impacts, are shaping public opinion in 21st century America.

As a writer and a syndicated columnist, her writing appears regularly in USA Today, Black Issues in Higher Education, Ms. Magazine, Essence magazine, and the Progressive. Her weekly columns appear in numerous newspapers across the country including the Los Angeles Times, the Charlotte Observer, the New Orleans Tribune, the Detroit Free Press, and the San Francisco Examiner.

A committed activist and civic leader, Dr. Malveaux serves on the boards of the Economic Policy Institute, The Recreation Wish List Committee of Washington, DC, and the Liberian Education Trust.

Dr. Malveaux received her BA and MA degrees in economics from Boston College, and earned a Ph.D in economics from MIT. A native San Franciscan, she is Founder and Thought Leader of Last Word Productions, Inc. a multimedia production company headquartered in Washington, DC.

## PROFESSIONAL DEVELOPMENT & TRAINING



### **Melvin Gravely II, Ph. D.**

Dr. Melvin Gravely is professionally dedicated to developing capacity and opportunity for minority entrepreneurs. He is the author of the popular books, *The Lost Art of Entrepreneurship*, *When Black and White Make Green* and his latest book, *Getting to the Next Level: Business, Race and Our Common Goal to Be Competitive*. Gravely is a sought after keynote speaker and respected advisor to major corporations, chambers of commerce executives, urban city leaders, and NMSDC affiliates.

Dr. Gravely is a frequent guest on radio stations from Los Angeles to New York and has been featured in many national publications including *Black Enterprise Magazine*, *Ebony Magazine*, *Entrepreneur Magazine* and *American City Business Journals*.

After ten successful years working for a large corporation, he co-founded a civil engineering firm and grew it into a multimillion dollar company. Dr. Gravely is the director of the Minority Business Accelerator, part of the Cincinnati USA Regional Chamber. He is also an author, speaker, and entrepreneur. Dr. Gravely speaks and writes on various topics related to entrepreneurial thinking and minority business development. He is the author of six other books, including *The Lost Art of Entrepreneurship*.

**North Carolina M/WBE Coordinators' Network  
22<sup>nd</sup> Annual Professional Development & Training Conference  
Schedule of Events**

**WEDNESDAY, NOVEMBER 12, 2008**

10:00 AM – 6:00 PM Registration  
9:00 AM – 12:45 PM Board Meeting  
1:00 PM – 4:00 PM Legislative Impacts on MWBE Programs  
3:00 PM – 3:15 PM BREAK  
6:00 PM – 8:00 PM Welcome Reception and Network Idol  
9:00 PM – 11:00 PM Hospitality Suite

**THURSDAY, NOVEMBER 13, 2008**

8:30 AM – 12:00 PM Registration  
9:00 AM – 11:00 PM Implementing a Competitive Supplier Diversity/Development Program Part I  
10:00 AM – 10:15 AM BREAK  
11:15 AM – 12:15 PM Committee Meetings  
12:30 PM – 2:00 PM Luncheon and Business Meeting  
2:00 PM – 2:10 PM BREAK  
2:10 PM – 4:15 PM Implementing a Competitive Supplier Diversity/Development Program Part II  
7:00 PM – 10:00 PM Recognition Dinner & Reception  
(Semi-formal Attire)  
9:00 PM – 11:00 PM Hospitality Suite

**FRIDAY, NOVEMBER 14, 2008**

8:00 AM – 10:00 AM Registration  
8:00 AM – 12:00 PM MWBE Exhibitor's Way Set Up  
9:00 AM – 10:15 AM Developing an Agency Presence  
9:00 AM – 10:15 AM Going Green – The Emerging Markets  
10:15 AM – 10:30 AM BREAK  
10:30 AM – 11:45 AM Developing an Agency Presence  
10:30 AM – 11:45 AM Best Practices Presentation  
12:00 PM – 1:45 PM Luncheon and Keynote Address  
2:00 PM – 5:00 PM MWBE Exhibitor's Way Open  
6:30 PM – 9:30 PM Group Outing & Dinner

\* Events subject to change.

**22<sup>nd</sup> ANNUAL PROFESSIONAL DEVELOPMENT & TRAINING CONFERENCE**  
**NOVEMBER 12-14, 2008**  
**SHERATON MYRTLE BEACH CONVENTION CENTER, MYRTLE BEACH, SC**  
Complete one form per registrant.

**GENERAL INFORMATION**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
E-mail: \_\_\_\_\_ Website Address: \_\_\_\_\_  
In case of emergency, please contact:  
Name \_\_\_\_\_ Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_

**ADDITIONAL INFORMATION**

Check all that apply:  
 I am a member     I am a first-time attendee, and would like membership info.     I am a new sponsor.     I am a past sponsor.  
 I need special accommodations. Please specify: \_\_\_\_\_  
I have special dietary needs. Please specify:  No pork.     Vegetarian.     Other \_\_\_\_\_

**NAMES OF COMPLIMENTARY CONFERENCE ATTENDEES:**

1) \_\_\_\_\_ 6) \_\_\_\_\_  
2) \_\_\_\_\_ 7) \_\_\_\_\_  
3) \_\_\_\_\_ 8) \_\_\_\_\_  
4) \_\_\_\_\_ 9) \_\_\_\_\_  
5) \_\_\_\_\_ 10) \_\_\_\_\_

**REGISTRATION ADVERTISEMENTS**

Registration fees include a business card sized advertisement in the conference program booklet. Please include a camera-ready, **business card-sized** ad. Ads must be submitted to [pgilmore@carolinaca.com](mailto:pgilmore@carolinaca.com) by October 6, 2008.  
 My ad is attached.     I will e-mail my ad by October 6, 2008.

**SPONSORSHIP ADVERTISEMENTS**

Your sponsorship includes an advertisement in the Conference 2008 program booklet. Please select the advertisement that matches your sponsorship level and forward your company's camera-ready ad by October 6, 2008. Ads not submitted in the required format will be returned. Please e-mail to [pgilmore@carolinaca.com](mailto:pgilmore@carolinaca.com).

<b>Conference Sponsor</b>	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>	<b>Copper Sponsor</b>
<input type="checkbox"/> Cover 7.5"w x 10"h	<input type="checkbox"/> Full page 7.5"w x 10"h	<input type="checkbox"/> ½ Page 7.5"w x 4.875"h	<input type="checkbox"/> ¼ Page 3.5"w x 4.875"h	<input type="checkbox"/> ¼ Page 3.5"w x 4.875"h	<input type="checkbox"/> 1/8 Page 1.5"w x 4.875"h
<input type="checkbox"/> We will provide a company logo and profile (50 words max.) for the conference program book by October 6, 2008.					

**HOTEL ACCOMMODATIONS**

**Sheraton Myrtle Beach Convention Center Hotel**  
2101 North Oak Street | Myrtle Beach, SC 29577 |  
Telephone 800.325.3535 or 843.918.5000 | Facsimile 843.918.5004  
[www.sheraton.com/myrtlebeach](http://www.sheraton.com/myrtlebeach)

**A Note About Booking Your Hotel**

Your conference organizers have worked hard to secure the best possible rates for you at Sheraton Myrtle Beach Convention Center, the official NC M/WBE Coordinators' Network Annual Conference hotel. We urge you to book your stay at this hotel. Booking at an unofficial conference hotel results in lost fees for NC M/WBE Coordinators' Network and may diminish your overall experience. Hotel accommodations are available at the negotiated rate through the weekend, depending on availability. **Room rate: \$95.00/night. Deadline for booking rooms at the \$95.00 rate is October 12, 2008. Reference the NC M/WBE Coordinators' Network when booking accommodations.**

## CONFERENCE FEES

	Early Registration (received by 9/30)	Late Registration (received after 9/30)	Qty	Subtotal
<b>REGISTRATION FEES</b>				
<b>Members (Public Agency and MWBE)</b>				
Individual Registration	\$200.00/person	\$225.00/person		
3-4 Person Registration	\$190.00/person	\$215.00/person		
5+ Person Registration	\$180.00/person	\$205.00/person		
<b>Members (Corporate) – Individual Registration</b>	\$250.00/person	\$275.00/person		
<b>Non-Members – Individual Registration</b>	\$260.00/person	\$285.00/person		
<b>Additional Luncheon &amp; Reception Tickets</b>				
Welcome Reception (Wednesday, Nov 12, 2008)	\$40.00/person	\$65.00/person		
Recognition Dinner & Reception (Thursday, Nov13, 2008)	\$40.00/person	\$65.00/person		
Breakfast – Closing Address (Friday, Nov14, 2008)	\$20.00/person	\$35.00/person		
Luncheon (Friday, Nov 14, 2008)	\$30.00/person	\$55.00/person		
<b>MWBE Exhibitors Way Participant</b>	\$250.00	\$275.00		
<b>SPONSORSHIP LEVELS</b>				
<b>Sponsorship Levels</b>				
Conference Sponsor	\$10,000.00	\$10,000.00		
Platinum Sponsor	\$5,000.00	\$5,000.00		
Gold Sponsor	\$2,500.00	\$2,500.00		
Silver Sponsor	\$1,500.00	\$1,500.00		
Bronze Sponsor	\$1,000.00	\$1,000.00		
Copper Sponsor	\$500.00	\$500.00		
Network Supporter	\$100.00	\$100.00		
<b>Title Sponsorship Opportunities</b>				
Recognition Dinner & Reception	\$4,000.00	\$4,000.00		
Group Outing & Dinner	\$4,000.00	\$4,000.00		
Welcome Reception	\$2,500.00	\$2,500.00		
Breakfast - MWBE Address	\$2,500.00	\$2,500.00		
Luncheon - Business Meeting	\$2,500.00	\$2,500.00		
Luncheon - Closing Address	\$2,500.00	\$2,500.00		
Workshops & Seminars	\$5,000.00	\$5,000.00		
MWBE Exhibitors Way Trade Fair	\$2,000.00	\$2,000.00		
Conference Portfolios <b>SOLD – CHAR-MECK SCHOOLS</b>	<b>\$1,000.00</b>	<b>\$1,000.00</b>		
Program Book	\$1,000.00	\$1,000.00		
Hospitality Suite <b>SOLD – BALFOUR BEATTY CONST.</b>	<b>\$450.00</b>	<b>\$450.00</b>		
Breaks	\$400.00	\$400.00		
Conference Badges	\$100.00	\$100.00		
<b>TOTAL</b>				

## PAYMENT INFORMATION

TOTAL: \_\_\_\_\_ PAYMENT OPTIONS (check one):  Check  Money Order

**Please mail your registration and/or sponsorship form, along with your check or money order payment to:**

NC MWBE Coordinators' Network, Non-Profit Tax ID # -56-1712748, **ATTN: Mathew Idiculla, Treasurer, PO Box 1856, Raleigh, NC 27602.**

For financial questions on conference registration, please contact Mathew Idiculla, via telephone at (919) 807-2436, fax at (919) 807-2335, or e-mail at [Mathew.idiculla@doa.nc.gov](mailto:Mathew.idiculla@doa.nc.gov). For all other questions, please contact Renee Jones, via telephone at (919) 941-7928, fax at (919) 866-755-1674, or e-mail at [renee.jones@skanska.com](mailto:renee.jones@skanska.com).

## SEMINAR AND WORKSHOP DESCRIPTIONS

### **Legislative Impacts on MWBE Programs**

**Part I** -This session will focus on public policy and its effect on minority business development programs. Specifics will include key legislation on the state and federal level as well as significant trend changes in minority business development programs over the last two decades. A quick primer will be given on disparity studies and its use in developing and supporting minority business development programs. Also to be discussed will be the key ingredients that minority business development program should have to withstand legislative and judicial charges and yet remain effective.

**Part II** -The second part of the session will focus on the legislative process and the role of the key stakeholders. An emphasis will be placed on those legislative committees and functions that have the most effect on business development activities and coordinators. Participants will also receive a listing of bills and policies recently reviewed in the last legislative session that will have a direct bearing on minority business development and their current status.

### **Implementing a Competitive Supplier Diversity / Development Program**

This two phased session focuses on understanding and developing a "competitive supplier diversity program. In the first phase, a discussion on the elements of a competitive supplier diversity program. The discussion will be focused, practical and applicable to a full range of supplier diversity program scenarios. The second phase is a working session facilitating the application of the ideas for a competitive program to the specific situation of each participant.

### **Developing an Agency Presence (Two Sessions Offered)**

While the concept of marketing has different meanings depending on the audience, many agencies are looking for new strategies, tips and tools to increase the value of supplier development programs to internal/external customers. From this interactive session, attendees will learn how to connect the dots between making the case for diversity programs and the valued customers through an enhanced agency presence.

### **Going Green – The Emerging Markets**

Green Building and Sustainability has become a central issue to the construction industry. Universities, corporations, and governmental agencies are creating strong environmental goals for their buildings. From waste management to interior finishes, many different vendors, industries, and services are affected by the heightened environmental requirements on projects. Central to the success of green building projects is the ability of all project contractors and stakeholders being able to implement and execute the requirements of all credits. Innovations in products and responsibility attached with achieving credits may present both obstacles and additional business opportunities. The challenge is identifying which is which! As Green Building affects virtually all trades, all trades should look to see how their business practices are affected by environmental requirements, and what new strategies they could adopt to benefit from this movement. In this session, we will do an overview of the LEED system, discuss its impacts on various aspects of the construction process, and identify some key opportunities that these innovative products and strategies produce.

### **Best Practices Presentation**

Presentations from NC MWBE Coordinators Network members discussing new and exciting updates to current programs and highlighting segments of their programs that have witnessed great success including working models describing how to implement similar programs at your organization.

**PAST CONFERENCE ATTENDEES & SPONSORS INCLUDE:**

Academy Construction  
Asheville Business Development Center  
AW North Carolina  
Balfour Beatty Construction  
BB&T  
Bovis Lend Lease, Inc.  
Capital Facility Concepts  
Charlotte-Mecklenburg Schools  
Charlotte-Mecklenburg Utilities Department  
Cherokee/Native American Business Development Center  
City of Albemarle  
City of Asheville  
City of Charlotte  
City of Durham  
City of Greensboro  
City of Greenville, North Carolina  
City of High Point  
City of Raleigh  
City of Spartanburg, South Carolina  
City of Wilmington  
City of Winston-Salem  
Columbia Metropolitan Airport  
Comor Construction  
Davis Technical Staffing & Consulting  
DH Griffin Construction Company  
D.T. Read Contracting, Inc.  
Duke University and Health System  
Early Morning Software  
East Carolina University  
Greater Diversity  
Guilford County  
Guilford County Schools  
Harfam Management Services, Inc.  
Hudson/Shaw Joint Ventures  
ISRO Consulting Group, Inc.  
Ken Weeden & Associates, Inc.  
The LAC Group  
Large and Small Graphics  
Leeper Construction  
Lil Associates II, Inc.  
Liz Mills, Ltd., Inc.  
Mecklenburg County  
Millennium 3 Design Group  
North Carolina Department of Transportation  
North Carolina Education Lottery  
North Carolina Indian Economic Development Initiative  
North Carolina Institute for Minority Economic Development  
North Carolina Department of Administration Office for Historically Underutilized Businesses  
North Carolina Procurement Technical Assistance Center  
North Carolina Statewide Minority Business Development Program  
New Hanover County  
North Carolina Central University  
North Carolina State University  
NuLevel Strategic Solutions, LLC  
Progressive Business Solutions  
Raleigh Durham Airport Authority  
Roanoke Construction Group  
SAS Institute, Inc.  
SC Governor's Office of Small & Minority Business Assistance  
Skanska USA Building, Inc.  
Small Business & Technology Development Center  
South Carolina Department of Transportation  
Turner Construction Company  
United Minority Contractors of North Carolina  
University of North Carolina at Chapel Hill  
University of North Carolina at Charlotte  
University of North Carolina at Greensboro  
University of North Carolina Office of the President  
University of North Carolina at Wilmington