

The pulse

The Hippest Source for diversity + Business in the Gulf South

Created and Distributed by the Southern Region Minority Development Council, Inc.

VOLUME 314

EVENTS



MONTHLY MBE OUTREACH

May 9, 2024 - 11:00AM CST Virtual

Half Past Six
Mini Concerts & Networking Mixers

**STAY TUNED FOR INFO ABOUT OUR UPCOMING
RESCHEDULED HALF PAST SIX COMING SOON!**

**SAVE THE DATE: 1ST AND 2ND WEEK OF JAZZ FEST
IN NEW ORLEANS, LA!!!**

RESOURCES

CURRENT BID OPPORTUNITIES

**MISSISSIPPI DEPT OF REHABILITATION - MEDICAL AND PSYCHOLOGICAL CONSULTANTS SERVICES - SOCIAL SECURITY DISABILITY
DEADLINE: APRIL 15, 2024**

**CAPITOL IMAGING, ARKANSAS - MCCRORY HVAC PROJECT
DEADLINE: APRIL 15, 2024**



CLICK HERE TO REGISTER AND RECEIVE THE PULSE BIDS IN YOUR INBOX ON THE 1ST AND 15TH OF EVERY MONTH!

We welcome all of your important news and events! To have your info included in The Pulse, email mhairston@SRMSDC.org.

Lead time for our Corporate/MBE members to have their event/RFP listed in The Pulse is 2 weeks prior to the publishing date.

(psst ... we print on Fridays)



The 23 Regional Councils of NMSDC Back Congressional Black Caucus's Plan to Drive Black Wealth

The 23 Regional Councils of the National Minority Supplier Development Council proudly stand in solidarity with the Congressional Black Caucus (CBC) in their crucial mission to foster generational Black wealth in America. With unwavering support, we endorse and amplify the CBC's visionary plan, recognizing its transformative potential for Black communities nationwide.

The 23 Regional Councils represent and champion over 7,000 certified Black-owned businesses across the country. Our collective impact is profound, generating a staggering \$59.6 billion in annual revenue. These businesses are not just economic entities; they are pillars of strength and resilience within their respective communities, driving prosperity and opportunity for generations to come.

Aligned with the CBC's goals, our collaboration underscores the power of Black entrepreneurship in dismantling systemic barriers and bridging the racial wealth gap. By empowering Black-owned businesses, we pave the way for a more equitable and inclusive future, where prosperity is accessible to all.

#BlackWealthAgenda



BLOG & MORE

COMING SOON!!!



MATCHMAKER 365

MatchMaker365 is a tool leveraging technology for a streamlined process for you and your buyers. MatchMaker365 connects buyers, with actual sourcing opportunities, to suppliers that provide the goods or services needed..

As a Minority Business Enterprise registered with the Southern Region Minority Supplier Development Council, we have already imported your Company's Profile into Matchmaker 365. This allows you to start using the site and positioning yourself to be found by corporate buyers. Connect today!

Click below for Matchmaker 365 resources:

[Video](#) [Webpage](#) [Training](#)

SUGGESTED WEEKLY READING

Scale or Fail: How to Build Your Dream Team, Explode Your Growth, and Let Your Business Soar by Allison Maslan

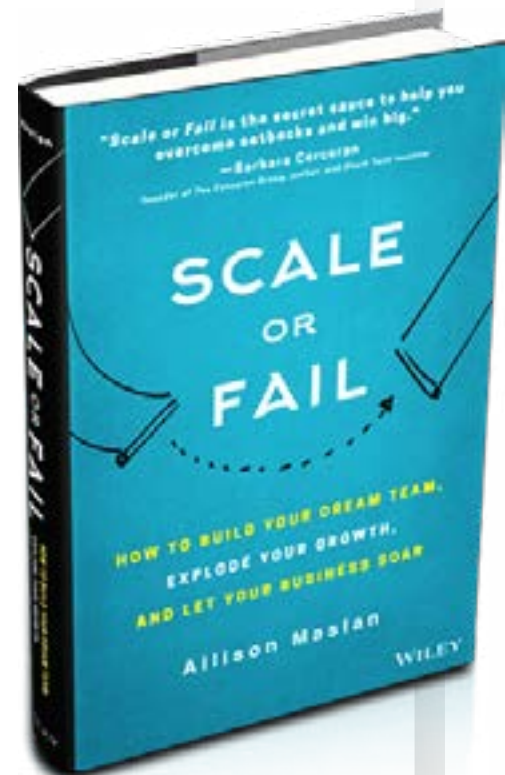
Scaling a business is not for the faint of heart. It's a mind-bending journey that causes millions of business owners around the globe to either throw in the towel—or avoid risk entirely and suffer from smallness and mediocrity.

Most of these businesses fail because they are ill prepared to face the real challenges involved in scaling. Either they don't have the bandwidth to keep up with the sales demand or production, miss out on major opportunities due to fear, or keep making the same mistakes over and over because systems and processes aren't in sync with the rate of growth.

To truly scale, you must upsize your strategic practices, implement new marketing strategies, find new ways to build your team, and expand your mindset to break through whatever is keeping you stuck at the same level. Then you must be willing to take the leap into the giant unknown — to make your impossible possible.

In *Scale or Fail*, author Allison Maslan—who has successfully scaled ten companies from scratch and has guided thousands of small businesses to do the same—shares her revolutionary SCALEit Method® for successfully growing, replicating, and expanding your business. She also shares pivotal mindset strategies she's used to break the fear barrier as a trapeze artist so you can move past any obstacle, take strategic Big Picture risks, and fulfill your dreams of business expansion and skyrocketing profit.

(Amazon)



POSITIVE PINCH

**"HARD WORK ISN'T ENOUGH.
AND MORE WORK IS NEVER THE
REAL ANSWER.**

**THE SORT OF GRIT YOU NEED
TO SCALE A BUSINESS IS LESS
RELIANT ON BRUTE FORCE.**

**IT'S ACTUALLY ONE PART
DETERMINATION, ONE PART
INGENUITY, AND
ONE PART
LAZINESS."**

- REID HOFFMAN

WORTH MENTIONING

2024 might be do-or-die for corporate diversity efforts. Here's why. As lawsuits rise and opponents like Elon Musk declare that 'DEI must die,' companies are pulling back from some initiatives - By Taylor Telford

This time last year, big companies had begun backing away from efforts to promote diversity, equity and inclusion in their ranks, otherwise known as DEI. Experts feared energy around the work, which swelled after George Floyd's murder in 2020, was waning.

Since then, things have gotten even more complicated. In June, the Supreme Court struck down affirmative action in higher education, igniting opposition to DEI. Dozens of bills targeting DEI initiatives at public colleges are pending across the country, and there's been a spike in litigation alleging that the methods private companies use to address inequality amounts to discrimination.

While there's no clear consensus on how the court's decision will affect the business world, Elon Musk, the entrepreneur behind Tesla, SpaceX and other tech companies, tweeted this month that "DEI must die." He added: "The point was to end discrimination, not replace it with different discrimination." (Musk did not respond to requests for comment.)

Neal Katyal, a corporate lawyer who served in the Obama administration, said that lawsuits targeting diversity efforts seek "to push the law to ban all affirmative action, even though the court has not said anything like that." Katyal is representing Hello Alice, a free online platform that helps businesses launch and grow, in a lawsuit aimed at blocking its grant program for Black-owned small businesses.

Growing pushback has some companies reframing their policies, and others axing programs as they look to avoid legal trouble. Experts say the debate around DEI is likely to intensify as the legal battle plays out in court and political tensions rise heading into the presidential election.

Here's what you should know, and what changes might be around the corner, in 2024.

(read more in the Washington Post Article)



NEWLY CERTIFIED MBES

Dream and Rise Associates	Scientific and Technical Services	AL
American Private Label Products	Custom Screen Printing	AL
Sirius Workforce	Staffing	AL
Green Leaf Development	Commercial and Residential Real Estate	AL
Alabama Mechanical Systems & Conveyors, Inc	Millwright and Installation	AL
Secure Patient Delivery	Transportation	AL
Calcasieu Construction LLC	Construction	AL
Speedy Logistics Delivery	Courier Service	AL
Riculfy Livery LLC	Transportation Service (Executive and Corporate)	AL
Crazy Plant Bae	Plant Nursery	LA
Mamas Girl Cooking	Catering	LA
Keys 2 Wellness	Professional Medical Services	LA
Precision Pharmaceutical Solutions	Medication Management Services	LA

TYPO ENGAGEMENT CONTEST

The Weekly Typo Drawing!

Occasionally, you may find a typo or technical error (sometimes it is on purpose and sometimes it's not). If you find one email us

here, and in the subject line just write the word "TYPO." Once we receive your email your name will be automatically entered into our monthly GOLDEN TICKET drawing. We

encourage you to read through our weekly communications, to support our weekly Pulse getting better, and if you find a mistake you **WIIIN BIG!**





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