

# The pulse

**The Hippest Source for diversity + Business in the Gulf South**

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

**VOLUME 303**

# EVENTS



## MONTHLY MBE OUTREACH

2/8/2024, 11:00AM CST - Virtual

## 20TH AG GASTON CONFERENCE

2/13-14/2024

Birmingham Jefferson Convention Complex  
(click to register)



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FEB13+142024

# THE 20TH AG GASTON CONFERENCE

FEATURING



**Mel Gravely**  
Civic leader, Author; CEO,  
TriVersity Construction Co.



**Natalie Madeira Cofield**  
Entrepreneur, Advisor; former U.S.  
SBA Assistant Administrator



**Dr. George C. Fraser**  
Author; Chairman & CEO,  
FraserNet, Inc.

BIRMINGHAMJEFFERSON  
CONVENTIONCOMPLEX

[aggastonconference.biz](http://aggastonconference.biz)

## A.G. Gaston Conference 2024

Tue, Feb 13 | Birmingham

*Empowering African Americans to excel in entrepreneurship and business ownership for over 20 years. SRMSDC's MBEs can enjoy a discounted rate by registering through this site.*

The A.G. Gaston Conference is the place to connect business owners, community leaders, and all who believe in African American empowerment. Join us for two days filled with information that will empower and inspire you to change your future.

### About A.G. Gaston

Arthur George Gaston is not only the inspiration of this annual event but directly inspired many business people in Alabama. He succeeded as a serial entrepreneur and empowered other African Americans during a time when the nation legalized their oppression. Arthur George (A.G.) Gaston owned several successful businesses in Alabama during the Jim Crow law time period. He amassed a fortune worth more than \$40 million from a business empire spanning communications, real estate and insurance. Remembered in the Alabama Academy of Honor, the Birmingham Hall of Fame and as Black Enterprise Magazine's "Entrepreneur of the Century," Gaston's contributions to the community remain to this day.

Click to learn more about the event and to access SRMSDC Discount tickets.



Dear Business Owner,

The deadline to apply for the upcoming Summer (May -Aug. 2024) Cohort of the Goldman Sachs 10,000 Small Businesses program in the greater-New Orleans area is **Thursday, February 1, 2024.**

**Submit a brief application online today at [www.10KSBAapply.com](http://www.10KSBAapply.com) for our upcoming session beginning in January 2024. To see the Cohort 37 Schedule: [Click Here](#)**

*Through the 10,000 Small Businesses program you will:*

- Receive a world-class business education in only 16 weeks (video)
- Learn skills that you can immediately put into action
- Participate at **NO COST** to you

Goldman Sachs 10,000 Small Businesses at Delgado Community College is currently accepting applications for entrepreneurs who meet the following criteria:

- Are the owner or co-owner of a business
- Have been in operation for at least 2 years
- Generate annual sales or revenues above \$75,000
- Have at least 2 employees including the owner

I invite you to view the video and hear directly from small business owners about how our program is helping their businesses grow.



If you have any questions, you can reach us anytime at (504) 671-5555.

Best regards,

David Payton  
Executive Director  
10,000 Small Businesses at Delgado Community College



# RESOURCES

## CURRENT BID OPPORTUNITIES

**NATIONAL PARK SERVICE, MISSISSIPPI, JANITORIAL SERVICES**  
**DEADLINE: JANUARY 26, 2024**

**SOUTHERN ARKANSAS UNIVERSITY TECH,**  
**ON-CALL ARCHITECTURE AND ENGINEERING SERVICES**  
**DEADLINE: JANUARY 30, 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](mailto: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)

# SUGGESTED WEEKLY READING

## *Five Big Sustainability Prophecies For 2024* Solitaire Townsend for Forbes.com

### 1. From Managerial to Entrepreneurial Sustainability

Managerial sustainability' means building out compliance, structuring comparable action and growing the formal architecture of disclosure and performance. It's about creating a level playing field of rules for everyone.

### 2. From Net Zero to Solutions Agenda

We can only reach net zero together; it is a global goal not an individual target. And to reach it, we need companies to radically shift how they think about their own net zero plans.

### 3. From Purpose Marketing to Honest Products

Acting responsibly, respecting diversity and reducing environmental impact aren't medal-worthy endeavours anymore – they are table stakes.

### 4. From Social Impact to Justice

Companies must get comfortable with the 'J' word. Climate justice, economic justice, racial justice and gender justice – harder terms for harder times.

### 5. From Business Case to Personal Case

In 2024, we need to add the 'personal case' for action to our moral and business cases. And that might spark more change than we can imagine.



[Read the article ..](#)



# **POSITIVE PINCH**

**SUSTAINABILITY IS NO  
LONGER ABOUT DOING  
LESS HARM.**

**IT'S ABOUT DOING MORE  
GOOD.**

**- JOCHEN ZEITZ**

# WORTH MENTIONING

## These Small Business Trends Look to Shape 2024

by U.S. Small Business Administration

**Artificial intelligence is here to stay.**

91% of small businesses who are currently using AI say it has made their business successful

**But don't forget about the human touch.**

In a day and age that is becoming increasingly digital, soft skills are more valuable than ever before.

**Customer experience is everything.**

Price and product quality are important, but the concept of the "customer experience economy" reigns supreme.

**Sustainability is important to customers.**

78% of US consumers say that a sustainable lifestyle is important to them, and they want to patronize businesses that share those values.

**Cybersecurity is a must in a data-driven economy.**

As data collection and analysis become standard processes, consumers want to know that their information is secure and responsibly managed.







## NEWLY CERTIFIED MBES

Aluring Event Cleaning, LLC	LA	Janitorial
Buildings, Structures, Models and Investments, LLC	AL	CAD and Logistics
Care Eleven, LLC	LA	Healthcare
Dr Roberts Clinical Feminine Care	AL	Feminine Hygiene Products
Dr. Cynthia D. Borel	LA	Education Consulting
Gravel Road Builders and Construction Services, LLC	LA	Construction
Initiatives Etcetera, LLC	AL	NCHE Management
Johnson's Wheels of Love	AL	Logistics
Lambert Financial	AL	Financial Consulting
Magnolia Automotive Services Alabama, LLC	LA	Automotive Products
MARS Transport Hotshot, LLC	LA	Logistics
Mosswood Events, LLC	LA	Event Planning
NOLA Steele Fabrication & Erection, LLC	AR	Steel Supplier
One Shot Transport, LLC	LA	Logistics
Rotun Technology LLC	LA	Software and Computer Reseller
Skyward Transportation, LLC	LA	Logistics Trucking
Verius Property Group	LA	Construction



## 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 **W!!!!N BIG!**





**LEARN MORE ABOUT US BY VISITING [SRMSDC.ORG](https://SRMSDC.ORG)**