

The pulse

The Hippest Source for diversity + Business in the Gulf South

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

VOLUME 304

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)



20052006200720082009
20102011201220132014
20152016201720182019
20202021202220232024



FEB13+142024

THE 20TH AG GASTON CONFERENCE

FEATURING



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



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



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

BIRMINGHAMJEFFERSON
CONVENTIONCOMPLEX

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 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

**CITY OF NEW ORLEANS, LOUISIANA, INSPECTION, MAINTENANCE,
AND REPAIRS FOR HVAC
DEADLINE: FEBRUARY 7, 2024**

**JACKSON PUBLIC SCHOOLS, MISSISSIPPI, RESTROOM AND HVAC
IMPROVEMENTS
DEADLINE: FEBRUARY 8, 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)



Certified MBEs! Matchmaker365 is a technology-leveraging tool that streamlines the process of connecting corporate members with actual sourcing opportunities to the MBEs that can 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.

For your convenience, we are providing links to the Matchmaker365 website, introductory video, and an onboarding tutorial for the system.

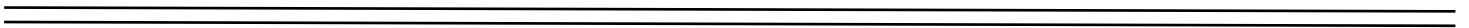


Click below for Matchmaker 365 resources:

[Video](#)

[Webpage](#)

[Training](#)



SUGGESTED WEEKLY READING

5 Actions of Positive Accountability: Strategies for Highly Effective Leaders to Influence a Positive Workplace Culture

by Paulette Ashlin, John Kello PhD

Leadership in the workplace often doesn't know how to establish accountability. On the other hand, highly effective leaders create a culture of positive accountability that creates high-performing organizations and teams.

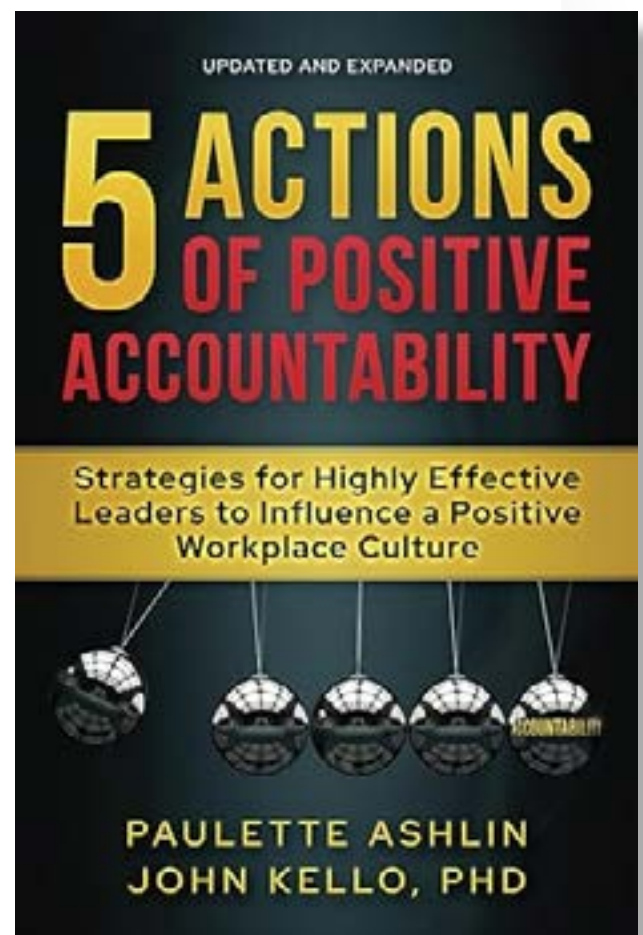
Based on their research and experience as organizational consultants, Paulette Ashlin and John Kello (PhD) have identified the underlying problem plaguing many organizations: a workplace culture that lacks accountability.

5 Actions of Positive Accountability will help you transform into the inspirational leader you want to be and develop a culture map that sets fair expectations, minimize unsatisfactory performance, and deal constructively with consequences.

You will learn how to:

- Be a highly effective leader and drive peak results through positive accountability.
- How to reduce employee turnover, improve talent retention, and hire the right talent in the first place.
- Create a positive workplace culture.
- Be open to changing your leadership style so that you have highly engaged teams.

- Amazon





POSITIVE PINCH

ULTIMATELY, LEADERSHIP IS NOT ABOUT GLORIOUS CROWNING ACTS. IT'S ABOUT KEEPING YOUR TEAM FOCUSED ON A GOAL AND MOTIVATED TO DO THEIR BEST TO ACHIEVE IT, ESPECIALLY WHEN THE STAKES ARE HIGH AND THE CONSEQUENCES REALLY MATTER. IT IS ABOUT LAYING THE GROUNDWORK FOR OTHERS' SUCCESS, AND THEN STANDING BACK AND LETTING THEM SHINE.

- CHRIS HADFIELD

WORTH MENTIONING

Redefining Leadership: How Minority Women are Thriving in Business and Changing the Game

by JAE ALLYCE Strategist | Venture Partner | Community Liaison

The Underrepresentation of Minority Women in Leadership Roles

For far too long, the business world has been dominated by a narrow definition of leadership that has largely excluded women, especially those from minority backgrounds. According to a report by Catalyst, women hold only 29% of senior management roles globally, with women from minority backgrounds being the least represented. This underrepresentation results from various factors, including systemic biases and cultural barriers that have made it difficult for women to access leadership positions.

One of the most significant barriers for minority women in leadership is the lack of diverse representation in the highest levels of management. This perpetuates the status quo and makes it difficult for women to break into leadership roles, let alone thrive in them. Additionally, minority women often face stereotypes and prejudices that limit their opportunities for advancement. Stereotypes such as “women are too emotional” or “minority women are not qualified” can prevent talented women from getting the opportunities they deserve.

Despite these challenges, a new wave of trailblazing minority women are changing the game, redefining what it means to be a successful leader in today’s fast-paced and ever-evolving marketplace. They break down barriers, shatter glass ceilings, and inspire others to do the same.

read the LinkedIn article





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