

# The pulse

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

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

**VOLUME 261**

# EVENTS

**MARCH 30TH - DOING BUSINESS WITH**

**BRASFIELD  
& GORRIE**  
GENERAL CONTRACTORS



**ON FACEBOOK LIVE**

**HALF PAST 6 - MARCH 30**  
featuring Carol C

Follow us on Facebook for access  
to the concert:  
[www.facebook.com/SRMSDC](http://www.facebook.com/SRMSDC)

**MONTHLY  
MBE OUTREACH**  
Led by Director of MBE Services  
Mark Samuel



**DOING BUSINESS WITH**



**MAY 15 IN MISSISSIPPI  
JUNE 8 IN ARKANSAS**



Presented by



**MAY 11TH, 2023  
REGISTRATION IS OPEN!**



# Doing Business With

Brasfield & Gorrie will present the March session of "Doing Business With" for 2023. Join us virtually to gain tips on how to best align your business to collaborate with Brasfield & Gorrie.



Thursday, March 30, 2023 | 12:00 – 1:00 PM CST

[REGISTER HERE](#)

[Learn more about Brasfield & Gorrie here.](#)

## New Insight. New Growth. New Accessibility



**JOIN US ON FACEBOOK  
LIVE ON MARCH 30TH  
AT 6:30PM**

to access the Concert:  
[facebook.com/SRMSDC](https://www.facebook.com/SRMSDC)

**ON FACEBOOK LIVE**  
March 30 Featuring Carol C  
6:30 PM TO 7:00 PM CST



**YOU'RE INVITED TO**



Presented by  Louisiana

# swing into spring

**11**  
MAY



**THURSDAY**  
**8:00 AM CST**

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Audubon Park Golf Course  
New Orleans, Louisiana



**CLICK TO REGISTER!**

## *SEE YOU SOON!*



# EXECUTIVE ROUNDTABLE

**THURSDAY, JUNE 29, 2023**  
**11 AM – 12:00 PM CST**

Arthur Harrison <small>Toyota Tsusho America</small>	Dr. Larry Crawford <small>Diversity Vuteq</small>	Kirk Lewis <small>Blue Springs Metals</small>	John James <small>James Group International</small>	Keith Porta <small>APC Construction</small>	Lorron James <small>James Group International</small>
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**Did you miss our last Executive Roundtable?  
Click here to view on YouTube!**



# Doing Business With

Entergy's Manager of Supplier Diversity, Dan Boren, will present the May "Doing Business With" session of 2023 in Mississippi. Join us in-person at Entergy's Jackson office and virtually on Zoom to gain tips on how to best align your business to collaborate with Entergy.



**Monday, May 15, 2023 | 12:00 – 1:00 PM CST**

**New Insight. New Growth. New Accessibility**



# Doing Business With

Entergy's Manager of Supplier Diversity, Dan Boren, will present the June "Doing Business With" session of 2023 in Arkansas. Join us in-person at Entergy's Little Rock office and virtually on Zoom to gain tips on how to best align your business to collaborate with Entergy.



**Thursday, June 8, 2023 | 12:00 – 1:00 PM CST**

**New Insight. New Growth. New Accessibility**

Corporate members! Are you interested in engaging with our MBEs? If so, lead one of our "Doing Business With" sessions in our *Small Talk Series* in 2023 and share ideas on how MBEs can do business with your company. Contact [Imoore@srmsdc.org](mailto:Imoore@srmsdc.org) to find out how you can lead!

**Final Available 2023 Session - September 21**



## CURRENT BID OPPORTUNITIES

**LIVINGSTON PARISH, LOUISIANA;  
ENVIRONMENTAL CONSULTING SERVICES;  
DEADLINE 3/23/23**

**RFP ENTERTAINMENT FOR SWING INTO SPRING**

**MISSISSIPPI DEPT OF EDUCATION,  
FOOD DISTRIBUTION,  
DEADLINE 4/6/23**

**RFP FOR PHOTOGRAPHER FOR SWING INTO  
SPRING**



**WANT MORE BIDS?  
WE'VE GOT 'EM.  
REGISTER TO 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

## 2023 Vital Signs: The Health of Minority-Owned Small Businesses

ThirdWay.org

“We synthesized publicly available data from the Federal Reserve’s biennial Small Business Credit Survey, US Census Bureau, and other various sources to develop 10 key findings. With the recent release of new data, we have updated the report with new facts and statistics on minority-owned businesses.”

As detailed below, we found that:

**AMOUNT:** Minority-owned businesses are growing faster but are still vastly underrepresented compared to their population.

**EMPLOYEES:** The vast majority of minority-owned businesses employ fewer than 20 people.

**LOCATION:** Minority-owned businesses are still more clustered but are seeing new geographic shifts.

**INDUSTRY:** There is somewhat less industry concentration among minority-owned firms than in previous years.

**REVENUE:** Minority-owned businesses are now even more likely to have revenue under \$100,000.

**CREDIT:** Black and Hispanic-owned businesses are more likely to be labeled a high credit risk.

**FINANCING:** Minority-owned businesses are all more likely to be shut out of financing.

**COVID:** Women-owned and minority-owned businesses were hit much harder during the pandemic.

**VENTURE:** Female founders are receiving more venture capital, but still far less than men.

**CONTRACTING:** Women and people of color continue to get a small slice of government procurement.

[read the complete article](#)

# **POSITIVE PINCH!**

**"AGILITY IS ABOUT HANDLING THE CURVEBALLS LIFE PITCHES AT US.**

**IT'S BEING ABLE TO RESPOND QUICKLY WHEN YOU'RE CAUGHT OFF GUARD.**

**WHEN YOU ENGAGE YOUR CORE TO PAUSE AND THINK, YOU CAN ACT BY RESPONDING THOUGHTFULLY WHEN YOU'RE BLINDSIDED,**

**INSTEAD OF REACTING INSTINCTUALLY."**

**- DARCY LUOMA**

# WORTH MENTIONING

## Want to Stay Agile in a Down Economy?

### Think Like a Startup [In a down economy, startups are born.](#)

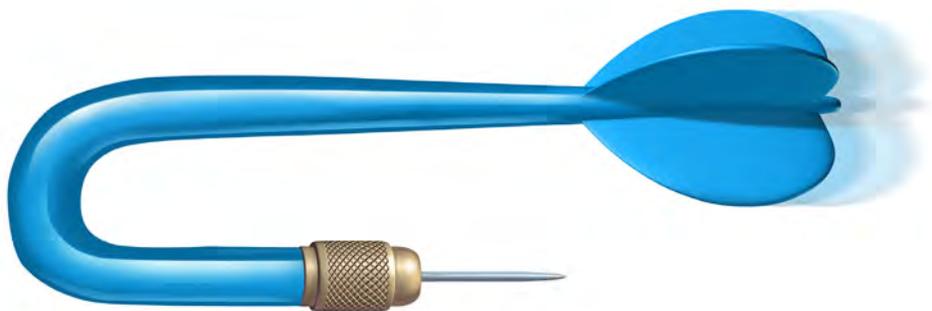
*Shama Hyder, Founder and CEO, Zen Media for Inc.com*

“Startups are uniquely positioned to thrive in rough economic times because they are agile. They embrace the advantages of low overhead, simplified operations, and a do-what-it-takes mentality. That’s why, in a down economy, startups are born. As an entrepreneur and a marketer who has helped both startups and legacy companies rapidly advance to the next level, I’ve seen first-hand how businesses that quickly and readily embrace change move swiftly into new strategies and win -- even in times of economic uncertainty.

These rapid-growth strategies aren’t just for budding businesses, though. When the economy trends down and the market is volatile, legacy companies, longstanding businesses, and even industry leaders must look to new strategies to stay competitive and relevant. Enterprise and mid-size companies need to go back to their roots -- even if those roots are decades behind them -- and adopt the hungry, driven, and relentless mindset they had at the beginning.”

- 1) Start by analyzing essential processes.
- 2) Think beyond the basics.
- 3) Digitize, digitize, digitize.
- 4) Develop your team.

[read the full article](#)







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