

The pulse

The Hippest Source for diversity + Business in the Gulf South

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

VOLUME 245



SOUTHERN REGION
Minority Supplier
Development Council, Inc.[®]

Wishes you and yours a

Happy Thanksgiving

THANK YOU FOR BEING GREAT
SUPPORTERS AND MEMBERS OF SRMSDC!

The SRMSDC Office will be
closed November 24 and 25.

EVENTS



Southern Region
Minority Supplier
Development Council

Invites you to our

END OF YEAR

celebration

12 | 15 @ 4p





Southern Region
Minority Supplier
Development Council

Invites you to our

END OF YEAR *celebration*

Thursday, December 15, 2022 | 4:00 PM - 6:00 PM

SRMSDC Office

400 Poydras Street Suite 1960

New Orleans, LA

RSVP [here](#)

RESOURCES

CURRENT BID OPPORTUNITIES

WANT BIDS? WE'VE GOT 'EM. [CLICK HERE](#) TO GET THE LATEST EDITION OF THE PULSE BIDS!



And, get on the mailing list for future issues!

ECONOMIC EQUITY TOUR

Building Stronger Communities.



Receive Year-Long Access to the Online Business Academy by Attending



DECEMBER 13, 2022 | 8:30a - 1:00p | [Click here to Register](#)

WHO SHOULD ATTEND

Business owners (under \$1 million in revenue) and nonprofit leaders should attend these sessions. Hear from Caesars Leadership, Political and Community Leaders from your community.

WHAT THE SESSIONS OFFER

The Business Triangle: A business is a system of roles and capabilities designed to develop, sell, deliver and support products and services to target customers in order to create competitive advantage (market potential, scalability, sustainability and return).

The Business Model Canvas: A strategic management and entrepreneurial tool which allows you to describe, design, challenge, invent and pivot your business model – in a very simplistic way – on one page.

The Value Proposition Model Canvas: In a competitive business market, knowing what sets your brand apart is important. In addition to offering a good product (businesses) or service (nonprofit), a brand also needs to convince customers and/or partners WHY they should choose your brand over your competitors. What differentiates your company or nonprofit from other companies or service providers to bring more value.

Business Development: This session will provide advice on core business elements such as capacity building, innovation, technology and access to capital. Topics include: How to use LinkedIn Effectively, Access to Capital (SBA, micro-financing), Early Pay, Overview of Caesars Foundation Business Development Academy, How to do business and/or partner with Caesars Entertainment.

For Nonprofits Attending, You Will Receive the Microsoft Nonprofit Tech Acceleration Package AT NO COST:

Nonprofit Tech Acceleration Package



Licenses

1. 10 free Microsoft 365 Business Premium licenses
2. \$3,500 in annual Azure credits
3. 10 free PowerApps licenses



Discounts



SUGGESTED WEEKLY READING

What is design thinking, and how do we apply it?

invision

The famous inventor, engineer, businessman, and holder of no fewer than 186 patents Charles Kettering once said, “If you have always done it that way, it is probably wrong.”

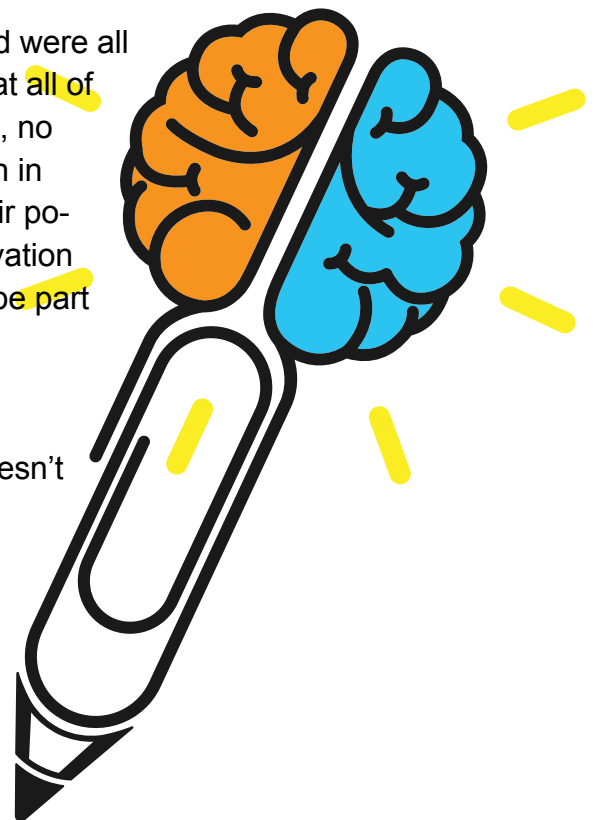
If you’re a designer, an entrepreneur, or any kind of employee, you are no stranger to the constant pressure to innovate. It’s the secret sauce, after all; the key to progress and success. Our capacity for innovation—the ability to conceive ideas which are at once actionable and effective—is what gives us the upper hand in competitive industries.

The Apples, Airbnbs, and Ubers of this world were all borne of innovation. Now, the challenge that all of these companies—and your company too, no doubt—face is to continue that innovation in order to maintain or further advance their position in their respective markets. Innovation can’t be a one-time affair; it needs to be part of the company’s DNA.

You also know that innovation doesn’t always come that easily.

That’s where design thinking comes in.

Click here to read more ...



WORTH MENTIONING

November 25, 2022 is National Native American Heritage Day

National Native American Heritage Day is observed on November 26, a day after Thanksgiving. American Indians are accorded special honor on this day, and their rich cultures, accomplishments, contributions, and heritage are celebrated. The history of America begins with Native Americans, and the bald eagle on the U.S. shield is an Iroquois symbol. On this day, we can enjoy displays of their cultural fashion and unique recipes and speak out against the grave injustices they have experienced.

Dr. Arthur C. Parker of the Seneca nation first protested for National Native American Heritage Day between 1912 and 1915. At first, he was fighting for an “American Indian Day” to be recognized within the Boy Scouts of America. In 1990, President George H. W. Bush signed into law the legislation introduced by Congressman Joe Baca, to designate the day after Thanksgiving as American Indian Heritage Day. The law was established on November 28 as a day to pay respects to the Native Americans for their numerous contributions to the United States. The American Indian Heritage Day was supported by the National Indian Gaming Association (NIGA) and 184 federally recognized tribes.

The Native American Heritage Day encourages Americans of all backgrounds to appreciate the indigenous cultures appropriately, with ceremonies and activities. Schools are also encouraged to enhance their students’ awareness of Native Americans by providing classroom activities focused on their history, contributions, and achievements.



Click here to see the entire article and the Native American Heritage Day Timeline



POSITIVE PINCH!

**"IT'S EASY TO COME UP
WITH NEW IDEAS;**

**THE HARD PART IS
LETTING GO OF WHAT
WORKED FOR YOU TWO
YEARS AGO, BUT WILL
SOON BE OUT
OF DATE."**

- ROGER VON OECH



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