

FOR IMMEDIATE RELEASE:

Contacts: Nichole Foster
Taylor Communications Group
404.429.4531
nf@taylorcommunicationsgroup.com

Nichole D. Taylor
Taylor Communications Group
404.493.2391
taylor@taylorcommunicationsgroup.com

**GMSDC TAPS POLITICAL POWERHOUSE DONNA BRAZILE FOR
2009 BUSINESS OPPORTUNITY EXPO® IN ATLANTA**

“Executive Wake-Up Call Panel, Supplier Diversity Think Tank, A-List Experts among New Event Format in Response to Tough Business Climate”

ATLANTA (March 5) -- The Georgia Minority Supplier Development Council (GMSDC), the state’s leading authority on supplier diversity and minority business development, launches its flagship *Business Opportunity Expo – 2009 Business Uninterrupted Conference & Trade Fair* (BOE) with Donna Brazile, veteran political strategist, Vice Chair of Voter Registration and Participation of the Democratic National Committee and successful entrepreneur. On March 18 at the Georgia International Convention Center, Georgia’s business community will experience a revamped GMSDC mainstay, marking a concerted effort to boost economic value for Georgia’s ethnic-minority businesses and corporate entities of all sizes. **Pre-registration and tickets are available today at gmsdc.org.**

The day-long affair kicks off with the ‘*Morning Toast with Donna Brazile.*’ Brazile will bring her distinguished years of grassroots experience in public affairs, diversity advocacy and all levels of government to frame the mood of the country and set the tone for the day. She will also offer straight-forward advice from her best-selling book *Cooking with Grease, Stirring Pots in America.* Also debuting this year is the *Executive Wake-Up Call* featuring leading authorities on the state of business; and a *Supplier Diversity Think Tank* where attendees and experts explore issues and solutions on pressing business topics.

“The business community as a whole is searching for tools and resources to sustain in this economic climate,” said Stacey J. Key, GMSDC President & CEO. “GMSDC is raising the stakes this year with a focus on heightened value and real-time resources for weathering the storm. As one of the largest Expos in GMSDC history, we have carefully structured 2009’s Business Opportunity Expo to serve as a springboard to productive, profitable business with measurable success for the remainder of the year.”

Business Uninterrupted Conference & Trade Fair ... Experience the Difference!

This year’s event intermixes unprecedented, never-before-seen programming, as well as value-enhanced signature activities starting at 8 a.m. and culminating at 7 p.m.:

- **Morning Toast with Donna Brazile / 8 a.m. Kick-Off: Pre-Registration at gmsdc.org recommended.**
- **GMSDC Executive Wake-Up Call Panel Discussion / 9:15 a.m.:** This panel assembles leading authorities on hot business topics spanning recovery, stimulus and sustainability. Corporate powerhouses including AGL Resources, Aetna, AT&T and state and federal procurement officers will weigh in on healthcare, energy, banking and state/federal authorities on the economic climate from the Commissioners’ Department.

-More-

Experience the Difference, Cont.

- **GMSDC Supplier Diversity Think Tank / 10:30 a.m.:** Interactive, participant break-out sessions on topics including supplier capacity, stimulus optimization, financing and venture capital and strategic partnerships and alliances. SunTrust Banks, Minority Business Development Agency's Department of Commerce, The Coca-Cola Company, Johnson Controls, UPS, Macys, Greenberg Traurig, LLP and Adorno & Yoss are power partners leading discussions. Outcomes will be formulated in a White Paper and made available post-event.
- **Power Luncheon / Noon:** Hosted by Georgia Power , A Southern Company.
- **Business Uninterrupted Trade Fair / 2 p.m.:** GMSDC's experiential expo features a marketplace show floor reloaded to foster maximum connectivity and resources for achieving sound business and work life practices. Georgia's leading corporations and ethnic-minority businesses use booth-showcasing of products and services on Business Uninterrupted Lane; and BizLIFE® experience planned for on-the-go professionals featuring massages, healthy eating, stress management and business leisure escapism.
- **Power One-on-Ones (Pre-Scheduling Required) / 2 p.m.:** Hosted as part of the Trade Fair, the One-on-Ones provide unprecedented access to strategic sourcing professionals with a refined focus on coupling the right buyers with the right suppliers in the right mindset for transacting business with immediacy and measurability.
- **WineDown® Reception / 5 p.m.:** Extends networking opportunities and culminates the day.

“The economic crisis is very ‘real’ to all sizes and sectors of business and we’re committed to helping attendees from across the state to fully optimize the day’s activities,” said Mignon Bruce, GMSDC Programs & Events Director. “Stronger, more agile corporate supply chains coupled with more adept, prepared minority suppliers is what we seek to ultimately achieve with all of our developmental programming -- especially in this fragile economy.”

Don't Miss Out – Pre-register Today

Pre-registration for BOE is available at gmsdc.org or by contacting Mignon Bruce at mignonb@gmsdc.org. Companies and individuals can select from a variety of sponsorship levels, day packages and individual tickets. **Media must RSVP to Nichole Foster at nf@taylorcommunicationsgroup.com by March 15. Special press credentialing required. GMSDC'S PRESIDENT & CEO STACEY J. KEY IS AVAILABLE FOR MEDIA INTERVIEWS.**

PARTNERED IN SUCCESS WITH 2009 BUSINESS OPPORTUNITY EXPO

Aflac, Atlanta Business Chronicle, AT&T, Cisco, The Coca-Cola Company, Coca-Cola Enterprise, Cox Communications & Cox Enterprise, Delta Air Lines, Georgia Power -- A Southern Company, The Home Depot, Lockheed Martin ASC, Think Retail Solutions, Turner, UPS, Verizon Wireless, Wachovia Corporation and Wal-Mart Stores.

About GMSDC

The Georgia Minority Supplier Development Council is a not-for-profit organization that fosters value-driven partnerships that may otherwise not be possible between corporate entities, ethnic-minority owned businesses and government entities in the state of Georgia. With more than 135 local and national corporate members and more than 500 certified MBEs, GMSDC offers innovative programs and industry-leading resources for enhancing the landscape for minority business development in Georgia. GMSDC is located in Atlanta and is a Southern regional affiliate of the National Minority Supplier Development Council.

###