



GMSDC, The Resource for Linking Committed Corporations and Progressive Minority Suppliers

The mission of GMSDC is to foster and expand mutually beneficial economic opportunities between certified minority enterprises and corporations within the state of Georgia. Join us today and take your business to the next level.

Visit www.gmsdc.org or call 404.589.4929 for more information.

GMSDC is a not-for-profit organization that links corporate America and minority-owned enterprises in long-term business partnerships. The Council trains, educates, and sensitizes corporations about the economic benefits of using certified minority businesses, and works to better equip certified minority businesses to compete for contracts. GMSDC is a regional affiliate of the National Minority Supplier Development Council.

EVENTS

ONGOING

1st Tuesdays. Pre-Certification Briefing Learn more about membership benefits

July 1, 2008
August 1, 2008

www.gmsdc.org for monthly event dates and details

Do you have suggestions for news topics in GMSDC's NewsLink? Send your ideas to Mignon Philpotts Bruce at mignonb@gmsdc.org

GMSDC Names New President and CEO, and Transition Board Leadership

GMSDC names Stacey Key as its new president and CEO. Key is the first woman to head the organization in more than a decade. During a welcome reception held at the organization's headquarters on April 17, 2008, GMSDC also announced Ruby Patton of Cox Communications as its interim chairperson of the Board of Directors. Patton is currently senior manager of Supplier Diversity for Cox Communications, and has extensive experience in corporate supplier diversity development, board management and community-based involvement. "As my tenure expires on GMSDC's Board of Directors, I feel an energized sense of excitement and comfort that the organization is in good hands under Ruby's leadership," says outgoing chairwoman Lissa Owens, workforce diversity and strategy leader, Georgia-Pacific LLC.

Unlocking Doors of Opportunity: Being Stacey Key

Stacey Key represents the best of all worlds when it comes to running an organization purposed to foster valuable relationships with a sundry of businesses in the private, public and government sectors. With more than 25 years of experience in sales and marketing, operations, customer service and leading diverse business teams, Key is accomplished in many capacities vital to GMSDC. "I'm honored to be a part of the next generation of leadership at GMSDC," she says. "I look forward to overlaying my experience to enhance the great work of my predecessors, staff and the entire GMSDC constituency."

GMSDC Minority Business Enterprise Certification

Are you interested in doing business with Georgia's *Fortune* 1000 companies? "Corporations want to do business with MBEs who are certified, because they are obtaining products and services from suppliers who have equipped themselves to be competitive, creative, and knowledgeable about the issues and concerns in today's marketplace," says Ruby Patton, interim chair, Board of Directors, GMSDC; and senior manager, Supplier Diversity, Cox Communications. Join us today and take your business to the next level.

For more information on minority certification or corporate membership, visit www.gmsdc.org or call 404.589.4929.

GMSDC Certification: A Stamp of Ethnic Ownership, Management and Control

Our corporate members look to GMSDC for qualified, certified ethnic-minority suppliers to meet their ever demanding supply chain needs. What can certification do for you? "Although certification does not guarantee you a contract, it can open doors, and it's another invaluable tool in your business tool kit," says Karl Barnes, director of Certifications and MBE Services. "Attending our free pre-certification briefings will also go a long way in preparing you for the certification process."



It's a new day at GMSDC as the organization installs new leadership during a welcome ceremony at its Atlanta headquarters. From left: Lissa Owens, outgoing chairperson of the Board, Georgia-Pacific; Stacey Key, new president & CEO, GMSDC; Ruby Patton, interim chairman of the Board, Cox Communications; and Steven Sims, vice president, National Minority Supplier Development Council.

Cerification Tips: Understanding and Playing the Corporate Game

- Review your accounting and financial information with your Certified Public Accountant.
- Review your Bylaws, Operating Agreement or Partnership Agreement with your attorney to ensure your documents conform to GMSDC/NMSDC's certification standards.
- Review your entire certification package with a trusted advisor.
- Submit a completed application along with all required documentation; review application checklist before submitting to GMSDC, as this could cut down your certification timeline significantly.
- Remember, your chartered entity (Corporation, Limited Liability Company, and Sole Proprietorship) drives your decision-making and day-to-day management; learn the intricacies of your chosen charter. Your corporate clients will expect you to operate your business explicitly by your chosen chartered entity.
- Utilize the vast free business resources available at the Small Business Development Centers located throughout Georgia. www.sbdc.uga.edu

Visit GMSDC's Web site for more certification tips, and a plethora of business resources to take your business to the next level in its growth and development.