

## **FOR IMMEDIATE RELEASE**

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### **Southern Florida Minority Supplier Development Council unveils a new brand and launches expanded resources**

**Miami, FL-** June 26, 2014. The Southern Florida Minority Supplier Development Council (SFMSDC) has launched an exciting new brand along with an expanded suite of services and resources to promote the growth of the organization's Minority Business Enterprises (MBE) members.

This exciting new reveal is a collaboration and co-branding effort between the parent organization, National Minority Supplier Development Council (NMSDC), and the regional affiliate SFMSDC. In the coming months, the national brand will be extending its vibrant new look to the 24 affiliate regional councils across the United States, creating a more robust co-branded network dedicated to meeting the growing supply chain needs of the organization's stakeholders.

Along with a fresh new look, the SFMSDC will launch a new suite of value-driven services and resources to bolster the sustainable growth of MBE firms as the economy is looking to bounce back in Florida and beyond. The expanded programs and resources include a new Technical Assistance Program (TAP); a strategic alliance with the Small Business Administration (SBA); and the addition of new professional staff to support the expanding services of SFMSDC's comprehensive programs.

The launch of TAP will offer qualifying MBEs unprecedented access to technical and professional services in the typically much needed areas of marketing and business development, legal and accounting and business compliance. SFMSDC has partnered with leading experts in all three fields to offer professional consulting in these areas: Marketing and Business Development Services through Garth Solutions, Inc., Accounting and Business Compliance Services through LM Austin, LLC and Legal Services through Quintairos, Prieto, Wood and Boyer P.A. The goal of TAP is to empower firms with a level of professional guidance rarely leveraged by MBEs, especially as they attempt to operationally transition into new contracts or revenue generating opportunities.

Additionally, SFMSDC has signed a Memorandum of Understanding with the SBA. The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the SFMSDC in order to strengthen and expand small business development in 16 counties including Miami-Dade, Broward, Monroe, Palm Beach, Martin, St. Lucie, Lee, Charlotte and Collier Counties.

*"We are excited to unveil new programs and services, technology, brand and staff to continue to meet the needs of our certified Minority Business Enterprises (MBEs), corporate and government members to build a strong economy for the entire region,"* said Beatrice Louissaint, President and CEO of the SFMSDC.

#### **About SFMSDC**

SFMSDC is a non-profit organization that is dedicated to advancing the growth of minority businesses in Southern Florida. The organization's goal is to increase purchasing from Minority Business Enterprises (MBEs) by corporations and government entities, while increasing their operating capacity through hands-on business assistance, training and access to technology and capital resources. SFMSDC was founded in 1975 and is one of 24 regional councils affiliated with the National Minority Supplier Development Council (NMSDC). The SFMSDC acts as a liaison between corporate America and Minority Business Enterprises in 16 counties including Miami-Dade, Broward, Monroe, St. Lucie, Collier, Charlotte, Martin, Lee and Palm Beach counties.

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