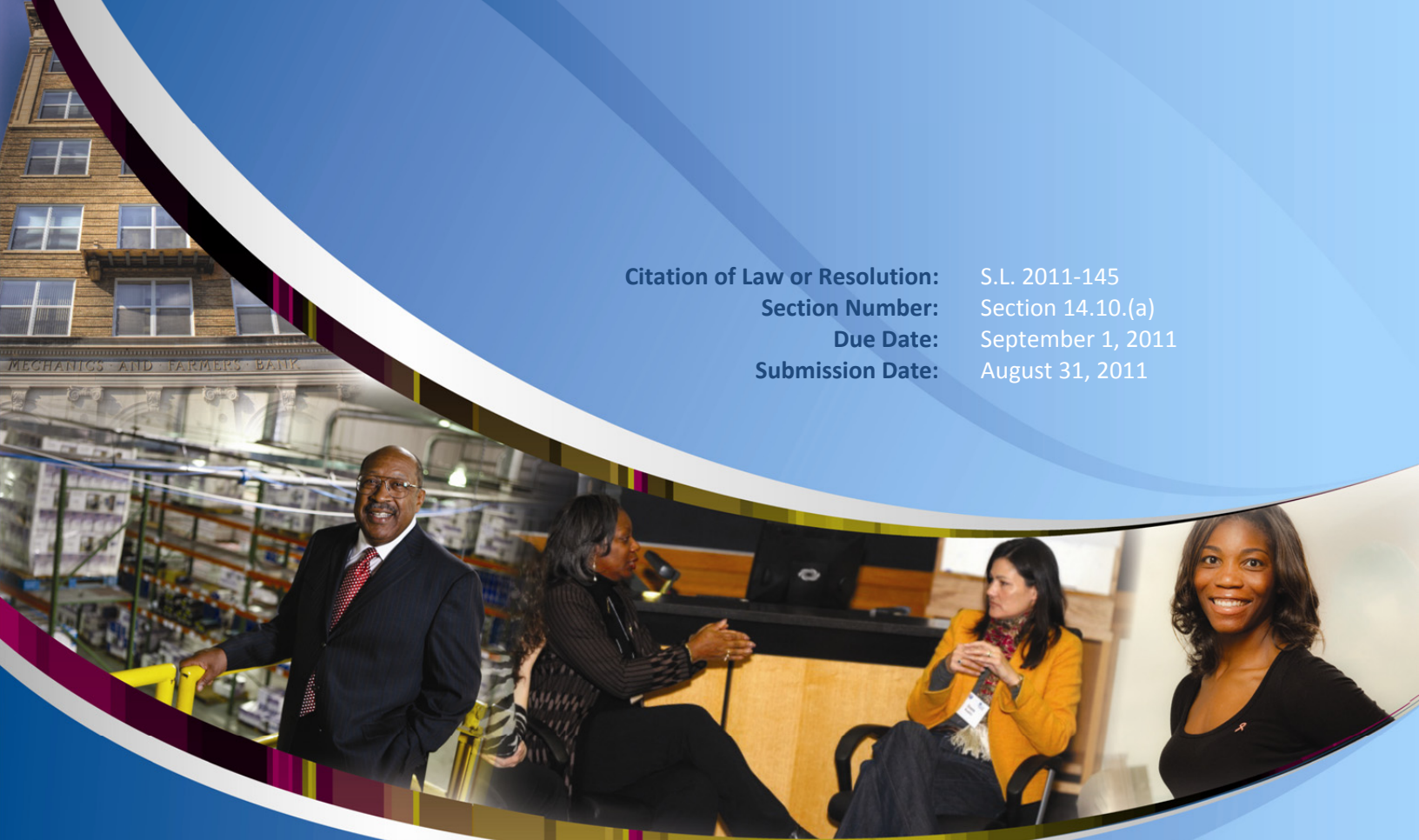


NORTH CAROLINA INSTITUTE OF MINORITY ECONOMIC DEVELOPMENT LEGISLATIVE REPORT

JULY 1, 2010 TO JUNE 30, 2011

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The Joint Legislative Commission on Governmental Operations
The Fiscal Research Division

SUBMITTING ENTITY:
North Carolina Institute of Minority Economic Development



Figure 1: Robert J. Brown, Chairman and CEO of B&C Associates, Inc.

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INTRODUCTION

The North Carolina Institute of Minority Economic Development (The Institute) respectfully submits this report for fiscal year July 2010 through June 2011. The report provides a description of the Institute's program initiatives, activities, and accomplishments.

The Institute promotes data and information as key components of a knowledge-based economy; promotes education and training as integral to a competitive workforce; and promotes access to market opportunities, affordable capital, and strong management systems to maintain and grow a competitive business community. Sustainable and profitable small businesses help grow North Carolina.

This report reflects the work of the Institute over the past year. Through research and analysis the Institute works to close the information gap and share findings with communities and its constituents. The Institute works with many strategic partners to provide financial education and training, assistance with markets, money and management, executive education and consumer and business assistance. It's about business across lines of race, gender, class and geography.

ABOUT THE INSTITUTE

The North Carolina Institute of Minority Economic Development (The Institute) is a

statewide nonprofit with a mission to build the asset base among limited resource populations through research and information, education and training, and business development.



The Institute is clear about why we must grow small businesses, women owned firms, minority owned firms and historically underutilized businesses, in general. It's About Business.

A healthy economy is balanced and agile, and whether the business climate is booming or challenging, we must always work to sustain existing companies and to stimulate new ones. Job retention and creation, expanded tax bases, access to capital and a healthy workplace provide the core of all programs and services of the Institute. In every sector of every community, we must accept that economic diversification is an imperative to business in the 21st century.

The development of the Institute's programs/initiatives, and other specialty management services are based on years of research and data collection, experience, and work with the business and economic development communities. Today, clients receive services through our General Business Assistance Initiatives, our Women's Business Center of North Carolina, NC MBDA Business Center (NC Minority Business Center), Financial Education and Training Department,

Minority Executive Education Institute, and our Emerging Markets Investment Fund.

Our staff and business consultants represent over fifty years of experience in the financial, insurance, and business services industries. This experience has helped establish strong partnerships with today's corporate community, including the financial industry.



Figure 2: The Institute owns and preserves a National Landmark on historic “Black Wall Street” in Durham, NC.

OUR VISION

The vision of the Institute is to create an environment in which economic parity is the

norm and all embrace a diverse productive population as critical to a healthy economy; and where all embrace an environment in which race, gender, or geographic are no longer barriers to economic opportunity.

STRATEGIC APPROACH

Engaging a comprehensive multidisciplinary strategy, the Institute strives to increase the economic outcomes for population sectors with limited economic resources and wealth.

The Institute's technical support, research, and information activities are structured to build a stronger knowledge base, grow and sustain businesses, and strengthen and expand leadership development and engagement. We strive to build effective strategic partnerships to expand our capacity and to optimize the use of existing resources. This strategic approach is showing positive results across the state.

The Institute is also engaged in policy research and analysis on emergent trends in North Carolina's low-wealth and minority communities. By closing the data and information gap and engendering discussion and action on the social and economic challenges confronting those communities, the Institute facilitates:

- The formation of new and more effective partnerships;
- Implementation of effective strategies; and

- Establishment of citizen-driven initiatives responsive to the needs of North Carolina's disadvantaged populations.

STRATEGIC OBJECTIVES

The Institute's strategic objectives:

- ▶ Provide technical assistance and support to businesses, with a particular focus on firms that are representative of low-wealth population sectors, such as minority and women owned firms.
- ▶ Improve business access to capital, market opportunities, and management assistance;
- ▶ Support and assist aspiring women entrepreneurs through education (including executive level) and training to better prepare and equip firms for success;
- ▶ Build local capacity in at least three (3) geographic regions of the state that provide the organization with statewide coverage and the ability to assist small firms with a particular focus on construction;
- ▶ Sustain and expand support and assistance to major corporations in expanding opportunities to small businesses;
- ▶ Implement an internal business development model that builds financial stability and equity for firms, expands their procurement and market opportunities, works to increase the overall number of minority-owned businesses, the jobs they create and



Figure 3: Andrea Harris, President, NC Institute of Minority Economic Development

retain, and addresses issues of sustainability and succession;

- ▶ Maintain a small incubator type operations/facility to house businesses and nonprofits, and to serve as office space for the Institute;
- ▶ Attract strategic partners that build a base of expertise to maximize benefits to businesses and communities; and
- ▶ Promote and support the creation and sustainability of "on the ground" based initiatives that build the economic assets of limited resource populations and communities.

THE INSTITUTE'S BOARD OF DIRECTORS

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Goler Community Development Center
Winston-Salem, NC

STRATEGIC PARTNERS

The Institute is proud of its ability to build strategic partnerships and relationships with state agencies, financial institutions and other like organizations. The Institute creates initiatives and programs that have an impact on addressing the needs of historically underutilized businesses across our state which provides dynamic economic growth opportunities for the State of North Carolina. The organization believes that by using comprehensive, multidisciplinary strategies, productive outcomes for groups with limited resources can be achieved, as highlighted throughout this report.

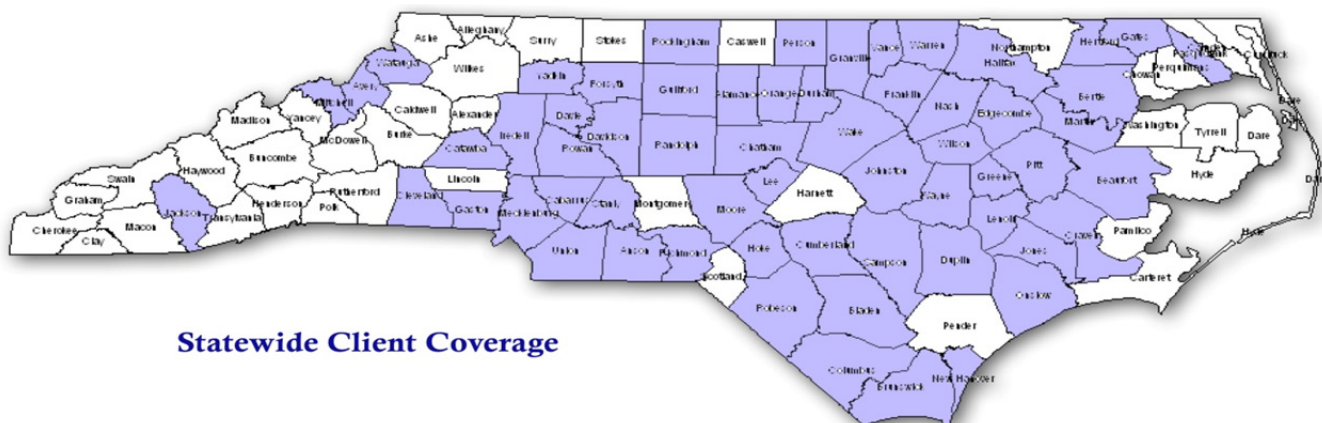
LOCATION

The Institute is headquartered in downtown Durham in the former Mechanics and

Farmers Bank headquarters building. This historic landmark is in the heart of what was once known as “Black Wall Street”—an historic African American business district now in the midst of the ongoing Durham downtown transformation. The Institute understands clearly the building’s historic relevance to the downtown business community. The Institute works diligently to maintain the historic property, originally built by NC Mutual Life Insurance Company that is registered as a National Landmark.

The Institute staff primarily occupies four of the six floors of this historic building and leases the remaining floor space to other for profit and nonprofit organizations. The downtown branch of Mechanics and Farmers Bank (M&F Bank) continues to serve as the first floor anchor tenant serving customers from throughout the area.

Figure 4: The Institute’s Statewide Client Coverage Map



THE INSTITUTE'S PROGRAMS AND POLICY INITIATIVES

To fulfill our mission, the Institute (along with our strategic partners) administers several innovative programs and initiatives to address the business development needs of its clients. They are:

- NC Statewide Minority Business Center™
- Minority Executive Education Institute
- Women's Business Center of North Carolina
- Financial Education and Training
- Healthy Workplace Initiatives
- Executive Networking Conference
- Research and Policy Initiatives



Business Development

The Business Development Department is focused on building the capacity of businesses and the economic intelligence of diverse groups through the initiatives of the:

- Emerging Markets Investment Fund
- Financial Education and Training
- Minority Business Center™
- Minority Executive Education Institute
- Women's Business Center of NC
- Special Projects

The Business Development Department provides services to any existing and aspiring business/entrepreneur, with a particular focus on firms representing low-wealth population sectors (minorities, women).

From July 1, 2010 to June 30, 2011, the business development department:

- Provided 759 existing or potential business clients with training and or counseling;
- Provided technical assistance to 84 new business start-ups and created 104 new jobs;
- Provided financial education and training to 4,747 participants through workshops and seminars;
- Assisted with securing loans and contract funding in the amount of \$35,375,455; and
- Assisted with securing procurement contracts in the amount of \$23,160,686 (bringing the total of combined dollar value of procurement and financial awards to \$58,597,141).



Figure 5: Financial Education and Training event at Riverside High School

Financial Education and Training

The Institute's Financial Education and Training programs have played a vital role in promoting financial education for minorities of all ages across North Carolina. The objective is to build the financial intelligence of business owners and consumers in an effort to increase credit scores, lower debt, and enhance the probability for increasing higher net worth among low to moderate income populations and business owners. The intent is also to provide foundational research, policy, and legal support for the organization, partnering organizations and our clients.

From July 1, 2010 to June 30, 2011 the financial education and training department undertook the following Initiatives:

- Higher Education Initiative
- Credit Initiative
- Homeownership Initiative
- General Training Initiative

HIGHER EDUCATION INITIATIVE

Over the years, the Institute has taken the initiative to challenge the academic community, particularly, the historically black colleges and universities (HBCUs), to take a look at the business environment that awaits their graduates and to prepare them for it for an increased focus on job readiness and financial literacy. The Higher Education Initiative provides financial education to students to help them better manage debt and credit. Further, this initiative works with institutions to maximize their economic impact and contribution to the surrounding neighborhoods and host communities.

Training was provided to 4,164 consumers at 70 individual events. Of this number, participants attending the college events were approximately 1,460 students, all of whom attended a North Carolina HBCU.

The Higher Education Initiative serves to educate young students on the practical steps to managing the various aspects of college debt (student loans, credit cards, medical debt and auto loans). The program promotes wealth building strategies such as the creation of a saving and investment plan, entrepreneurship and homeownership.

Table 1: Fiscal Year Trainings at Historically Black Colleges and Universities

NC HBCU	Total Participants	County
Bennett College for Women	198	Guildford
Fayetteville State University	22	Cumberland
Johnson C. Smith University	21	Mecklenburg
Livingstone College	690	Rowan
NC Central University	376	Durham
Saint Augustine's College	153	Wake
Total HBCU	1,460	

**Table 2: Financial Education and Training Education Presentation Participants by Organization and County
(July 1, 2010 to June 30, 2011)**

High School, Organization, or University	Total Participants
Carter G. Woodson High School	115
College Round up (Session and Sponsor)	60
Durham Parks and Rec.	23
Elon College/ Delta Sigma Theta Sorority	75
Greensboro Delta Sigma Theta Sorority	10
Hillside New Tech (7 sessions)	37
NC Community Development Initiative (4 sessions)	140
NC FBLA State Conference (2 sessions)	134
NC State NAACP Youth (2 sessions)	79
North Warren High School	48
Quality Life Foundation	45
Radio One Teen Expo (3 sessions)	454
Riverside High School (10 sessions)	430
St. Joseph AME Zion Church	10
Total Event Participants	1, 660

FINANCIAL EDUCATION EVENTS

In partnership with various Colleges and Universities, the Institute promotes money management, education and resources during its Financial Education Events. The Institute also partners with campus and community based organizations to discuss the impact of personal finances and its relevance to a college student's future. The events consist

of normally two to five financial activities; such as:

- ✓ Banking Fair
- ✓ Financial Game Night
- ✓ Financial Movie Night
- ✓ Café Takeover
- ✓ College Credit Analysis

Table 3: Financial Education and Training Participants by Organization and County (July 1, 2010 to June 30, 2011)

Organization/ Agency	Total Participants
City of Durham & Durham Black Chamber	71
Person County Congressman	27
Federal Reserve Bank of Richmond (2 events)	138
Full Gospel Businessmen Fellowship Int.	67
NC Department of Public Instruction & others	21
Nationwide on your side with Tavis Smiley (2 sessions)	450
NC Assets Alliance (2 sessions)	22
Total Event Participants	796

HOMEOWNERSHIP SUMMITS

The homeownership summits were designed to give the participants specific information on lowering repair costs to maintain a home. During this period staff facilitated one homeownership regional summit, three (3) Home Depot Ladies Night Out events in Durham, Greensboro and Charlotte with 248 attendees and twenty-two (22) community partners.



Figure 6: Ladies Night Out at Home Depot Event

The staff recruited “partner” agencies and organizations to participate in the statewide initiative. The Partners agreed to participate by contributing resources materials and lending their expertise to provide a detailed listing of current and future homeownership opportunities, foreclosure prevention counseling agencies, and other housing related resources

The Institute partnered with Home Depot, along with local groups in the respective areas, to host an event called *Ladies Night Out*. This event targeted females who wanted to learn the basics of home maintenance (energy efficiency tips, painting

tips, repairing sink leaks, decorating tips, and much more).

Table 4: Financial Education and Training Homeownership Regional Events (July 1, 2010 to June 30, 2011)

Events Date	Event County	# Participants	# Partners
8/5/10	Durham	45	2
8/19/10	Forsyth	80	11
1/27/11	Guildford	58	8
6/16/11	Mecklenburg	65	1
Totals		248	22

Minority Business Enterprise Center™

The North Carolina Minority Business Enterprise Center™ accomplished its work in



the areas of market building, client services, and operational quality during the performance period. Activities included:

- Promotion of NCMBEC services and programs in the minority business community;
- Providing extensive managerial and technical assistance through individual counseling, education and training events, and customized detailed technical assistance;
- Identification, development and pursuance of public/private sector contractual opportunities; and
- The utilization of strategic partners.

During the performance period, the NCMBEC successfully completed numerous work products, assisted clients with the attainment of large volume market transactions, provided technical assistance, and maintained strategic partners.

Technical Assistance

The Institute remains dedicated to focusing its energies on empowering minority business enterprises for the purposes of profitability, job retention and creation. The NCMBEC primarily served minority clients that were either high growth businesses or businesses with sales in excess of \$500,000. NCMBEC also provided needed technical assistance to businesses with revenues under \$500,000,

particularly those firms with revenues of \$0 to \$250,000.

The NCMBEC partnered with private corporations and local, state, and federal organizations to gather information of the market demand for various commodities and professional services that minority businesses can provide. Our ability to maximize our client's exposure, assist in capacity building, and provide quality technical assistance has been critical to our client's success. The following tables portray activity in hours of technical assistance and training provided and dollar value of awarded transactions.

As noted, the MBEC program goals are set for dollar procurement transactions, financial award transactions, job creations, and new clients, which ultimately will lead to stronger MBE capacity and the opportunity to be more competitive.

Table 5: NC MBEC Impact Summary

Category	July 1, 2010 to June 30, 2011
Procurements Awarded	\$22,969,914
Financial Awards	\$33,545,455
Job Creations	53

DEMOGRAPHIC HIGHLIGHTS

The NC Minority Business Enterprise Center (NCMBEC) served all racial/ethnic groups in its provision of direct managerial and technical assistance services during the July 2010-June 2011 period. African-American firms dominated this population accounting for eighty (80) percent of clients served. Native American firms accounted for eleven percent of the group.

The NCMBEC served firms ranging from start-ups to strategic-growth firms of high revenues. Forty-two (42) percent of firms had annual revenues under \$100,000, but a significant number, (37%) had revenues in excess of \$500,000. Of this higher income population, over 60% of them boasted annual revenues in excess of \$1,000,000.

In employee size, NCMBEC firms followed the same pattern as of general small business—where the largest number of firms have the least number of employees. Five (5) percent of firms had 50 employees or more.

Clients were scattered across North Carolina; however, there were concentrations around the Raleigh/Durham, Charlotte and Fayetteville metropolitan areas.

Clients were also found across numerous industry classifications. Construction industry clients dominated with almost 40% of this population, followed by Professional/Scientific & Technical Services with 14%. A significant number of clients were also found in the Transportation & Warehousing and the Health Care & Social Assistance Industries.

Figure 7: NC MBEC Distribution of Client Award Transactions by Type (July 1, 2010 - June 30, 2011)

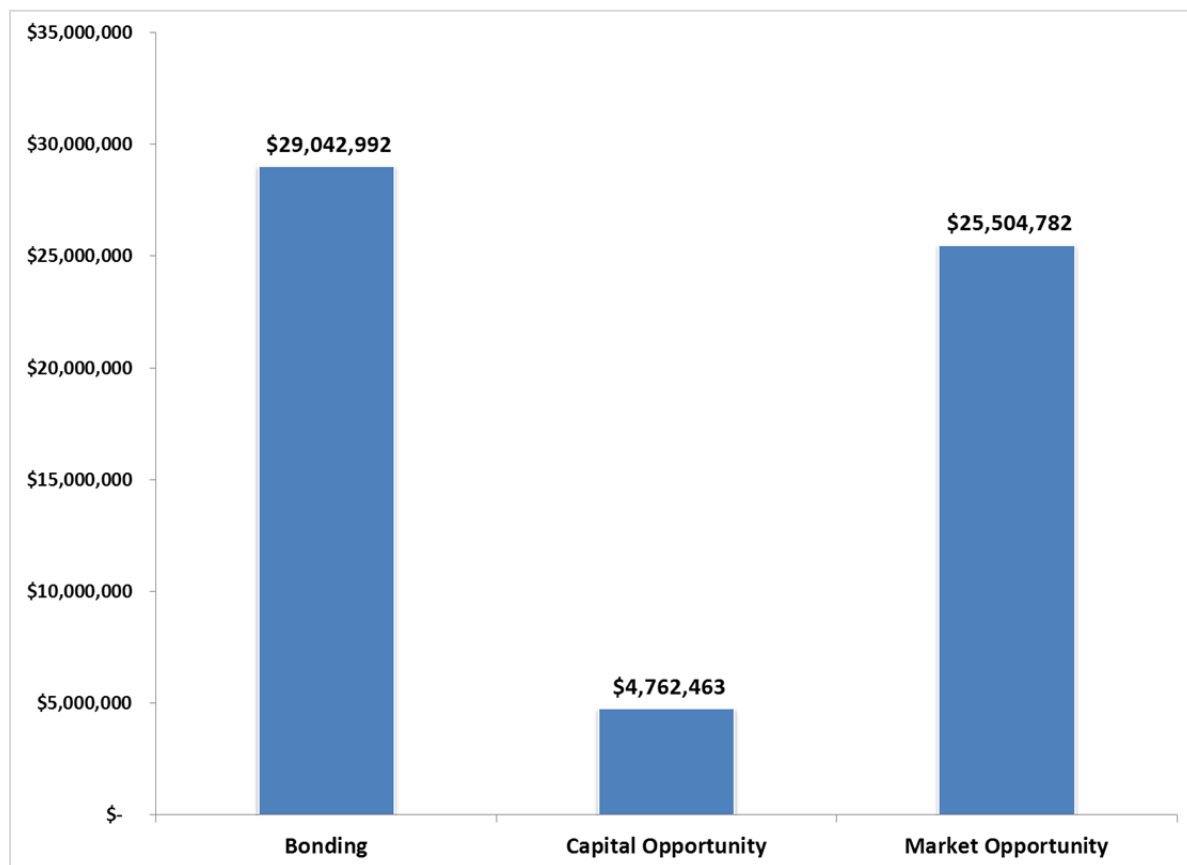


Table 6: NC MBEC Client Award Transactions by Company Type (July 1, 2010 - June 30, 2011)

Company Type	Transaction Type	Award Amount
General Contractor	Bonding Payment	\$2,047,000.00
General Contractor	Bonding Payment	\$12,474,496.00
General Contractor	Bonding Performance	\$2,047,000.00
General Contractor	Bonding Performance	\$12,474,496.00
Dental Practitioner	Capital Opportunity	\$752,610.00
NonProfit Organization	Capital Opportunity	\$228,000.00
General Contractor	Capital Opportunity	\$50,000.00
Dental Practitioner	Capital Opportunity	\$1,033,853.00
Medical Practitioner	Capital Opportunity	\$800,000.00
Medical Practitioner	Capital Opportunity	\$798,000.00
Medical Practitioner	Capital Opportunity	\$940,000.00
NonProfit Organization	Capital Opportunity	\$160,000.00
Trucking Contractor	Market Opportunity	\$100,000.00
Utility Contractor	Market Opportunity	\$197,793.00
Utility Contractor	Market Opportunity	\$155,633.00
General Contractor	Market Opportunity	\$913,000.00
Trucking Contractor	Market Opportunity	\$12,784.00
Trucking Contractor	Market Opportunity	\$483,078.00
General Contractor	Market Opportunity	\$2,047,000.00
Airport Concession	Market Opportunity	\$1,386,043.00
Trucking Contractor	Market Opportunity	\$49,950.00
Restaurant	Market Opportunity	\$840,000.00
Army Exchange Concession	Market Opportunity	\$3,900,000.00
Electrical Contractor	Market Opportunity	\$90,137.00
General Contractor	Market Opportunity	\$12,474,496.00
Utility Contractor	Market Opportunity	\$2,854,868.00
Total Award Transactions		\$59,310,237.00

Table 7: Six Month Projections (July 1, 2011 - December 31, 2011)

Category	Six Month Projection
Med Week Events	Events in Durham, Asheville, Fayetteville, Raleigh between August and October 2011
Procurement Awards	\$13,000,000
Financial Awards	\$19,500,000
Job Creations	35

During fiscal year 2010-2011 the NCMBEC utilized several events to provide client assistance.

EXECUTIVE NETWORKING CONFERENCE:

NCMBEC hosted the Institute's annual Executive Networking Conference on March 2011. Each year, the Institute invites minority and women-owned businesses and corporations to come together in an effort to strengthen existing business relationships and nurture new ones. The conference, held in partnership with the Carolinas Minority Supplier Development Council, provided hands on training, sound strategic thinking processes, and opportunistic networking for Minority Business Enterprise suppliers and contractors.

The program included several timely discussions facilitated by local and national business leaders. A panel discussion entitled, "Adapting to Corporate Change", moderated by Richard Anicetti, former President of Food Lion, LLC provided a perspective of managing business in an ever changing environment

due to changes in public policy, service demands, innovation requirements and social responsibility. Panelists participating in this discussion were Brett C. Carter, President of Duke Energy North Carolina, Robert Wallace, President & CEO of BITHGROUP Technologies and Lloyd Yates, President & CEO of Progress Energy Carolinas.



Figure 8: "Adapting to Corporate Change" Panelists (left-right) Richard Anicetti (moderator), Robert Wallace, Lloyd Yates and Brett Carter

During the ENC conference, the following awards were presented to several MBEs recognizing their leadership and valuable

contributions to the advancement of minority business:

- MBE Excellence Award
- Public Service Award
- Supplier Diversity Leadership Award

The event included 223 attendees, consisting of 103 MBEs and 120 representatives from corporations, government agencies and other community partners.

Figure 9: MBE Excellence Award 2011 Honoree (left) Leah Brown, President & CEO of A10 Clinical Solutions, Inc.



Figure 10: Public Service Award 2011 Honoree (center) Daniel McComas, Founder of MCO Transport, Inc.



Figure 11: Supplier Diversity Leadership Award 2011 Honoree Benita Fortner, Director of Supplier Diversity for Raytheon Company



BONDING INITIATIVE:

The Institute's bonding program provides clients with surety bond education, applications, bond acquisition and bond collateralization.

EMERGING MARKETS INVESTMENT FUND:

The Emerging Markets Investment Fund provides minority-owned businesses access to capital through contract financing, purchase order financing, as well as loan guarantees. The Institute also partnered with Self-Help Credit union to increase the outreach and participation in their Golden Leaf Loan Program which can be used to help minority businesses with their capital needs. The Institute helped secure \$50,000 for it clients as it works with Self-Help to meet their target goal.



LOAN AND TECHNICAL ASSISTANCE FUND:

Newly established, LATA (Loan and Technical Assistance Fund) is a \$200K loan fund with \$100K dedicated to a revolving loan fund and \$100K for specialized technical assistance for audits, CPA compilations, bond premium reimbursement, and scholarships for training & education, equipment acquisition and other working capital needs. The LATA fund is a partnership with NC Department of Transportation. The fund will be operated separately from the Emerging Markets Investment Fund which is to be used solely for contract financing. Any construction firm or contractor that is deemed qualified for NC DOT's DBE certification is eligible for LATA. While established at the close of 2011 it is expected to make its first loans in FY 2011-12.

MINORITY ENTERPRISE DEVELOPMENT WEEK:

Through the collaboration of major strategic partners, the Institute and its Minority Business Enterprise Center, hosted local activities in conjunction with the National Minority Enterprise Development Week (MED Week), August 26–28, 2010 in several communities across the state. MED Week is an annual event dedicated to empowering minority business owners with the knowledge and tools necessary for success. The MED Week activities at the national level are hosted by the Minority Business Development Agency, a bureau of the U.S. Department of Commerce. North Carolina's programs and activities highlight and acknowledge the accomplishments of minority businesses and their advocates in North Carolina's and the nation's economies. Activities included informative workshops, networking events,

youth entrepreneur events, trade fairs, and accomplishment recognition events. MED Week was celebrated in Durham October 4-8, 2010, in Raleigh September 13-17, 2010 and in Fayetteville August, 26-27, 2010.

Ms. Leah Brown was a regional award winner in 2009-10. Metcon Construction in Pembroke NC was named the 2010-11 southeastern US Regional Construction Firm of the year.

MINORITY EXECUTIVE EDUCATION INSTITUTE'S DBE EXECUTIVE MANAGEMENT PROGRAM:

MEEI provides several executive education programs for minority and women-owned businesses. The *DBE Executive Management Program* is a collaboration with the North Carolina Department of Transportation to develop and execute a unique educational experience providing MBE/WBE construction firms with the tools and resources needed to optimize their operations. In addition to the *DBE Executive Management Program*, the NCMBEC worked with MEEI to offer other educational programs, such as:

- Entrepreneurial Challenges
- Women's Executive Education Leadership Series
- Asian Business Executive Program; and
- EMPIRE: Executive Minority Program in Real Estate.

Minority Executive Education Institute (MEEI)

Minority and women owned firms face unique growth challenges. To address these obstacles, in 2005 the NC Institute of Minority Economic Development (the Institute) implemented the Minority Executive Education Institute (MEEI), a program that equips business owners with the skills they need to sustain and take their businesses to the next level. This executive level training is designed to assure that NC M/WBE firms have access to such training and are not restricted to programs provided out of state.

MEEI delivers a comprehensive and robust graduate-level business education based on proven best practices and research. The program utilizes the talents of graduate level professors from universities across the state in addition to leading business experts. The program as designed creates a powerful learning experience that provides minority and women business owners with knowledge that can be used to grow revenue, enter into new markets, or launch new product ideas.



Currently, MEEI administers the following program initiatives:

- Executive Minority Program in Real Estate
- Executive Management Program
- Women's Executive Education Leadership Series
- Duke MEEI Entrepreneurial Challenges Program
- Non-Profit Executive Education Program

The Institute continues in its commitment to grow firms at all stages of development. Over the years, the Institute has witnessed the tremendous growth in minority businesses across the state. MEEI represents the next level of service to positively impact the future of the minority business landscape.



Figure 12: 2010 WEELS participants completing group leadership challenge.

WOMEN'S EXECUTIVE EDUCATION LEADERSHIP SERIES (WEELS):

Women-owned firms face unique challenges. In order to survive in today's increasingly global marketplace, women CEOs must lead their firms with innovative, clear strategies. In May 2007, MEEI in collaboration with the Women's Business Center of NC (WBC) launched the Women's Executive Education Leadership Series. The series was created for mature women-owned firms looking to take their business to the next level. The series is structured to provide participants with extensive course content, leading business experts, and access to new business resources. The series is hosted at the Center for Creative Leadership (CCL®) in Greensboro, NC. CCL® offers an exclusive focus on leadership education and research by addressing leadership challenges of individuals and organizations everywhere.

An intensive leadership and management program, WEELS prepares women CEOs to implement the winning strategies, organizational changes, and financing options needed to position their firms for explosive growth in the marketplace.

Since its inception, WEELS has served 26 firms and secured additional strategic partners, including Bennett College for Women, Wake Forest School of Business, Skanska, and Merrill Lynch. The 2011 program served 29 firms which was the biggest class to date.

Testimonial:

Since founding the company over nine years ago and despite our year over year growth and success, I knew that I needed to grow as a CEO in order to take the organization to the next level. Frankly, I wasn't sure how I would be able to do that until the opportunity to participate in the Women's Executive Education Leadership Series. We utilized the information provided in the program to conduct a 2-day off-site summit for all of my employees that has transformed the way we operate and has opened the door for increased business.

The end result is that in less than four months since I completed the Leadership Series, we have been able to add four new employees to our team (50% increase) as our business has increased and we anticipate continued growth.

Thank you for your leadership and initiatives for creating opportunities and for conducting programs that enable businesses such as VisionPoint Marketing to continue to grow and thrive in this ever-changing marketplace.

Diane Kuehn, President and CEO,
VisionPoint Marketing

DUKE ENTREPRENEURIAL CHALLENGES PROGRAM

MEEI partnered with Duke University in 2009 to launch “Entrepreneurial Challenges: How Small Organizations Win Big.” Taught on the campus of the Fuqua School of Business, this two-day executive leadership program focuses on high-performing minority-owned firms with annual revenues of \$1 million or greater. This series further promotes innovation, encourages professional development, and advances the growth of their businesses to sustained higher performance. During this program, business owners are afforded an opportunity to gain insight and ideas from some of the best minds at Duke.



Figure 13: Gloria Shealey, President, The Daniele Company (left) discussing business challenges with Diane Kuehn, President, VisionPoint Marketing (right).

MEEI has also partnered with the Duke University Center for Leadership and Ethics to offer Entrepreneurial Challenges participants registration in the Coach K. Leadership Conference. The Leadership Conference presents an exciting and interactive learning experience that explores key perspectives and skills participants need to:

- Effectively lead in today's uncertain times

Testimonial:

I believe that my eyes have been opened to areas in my business that I have failed to implement plans and measurements. It was refreshing and enlightening to be among the company of others with varied experience. The speakers represented lots of wisdom and experience and they were able to relay information in such a way that it was relevant to any business (2010 Entrepreneurial Challenges Participant).

- Anticipate and adapt to the challenges of tomorrow's opportunities and
- Build an organizational culture that allows for continued success

The format of this interactive conference includes keynote and plenary sessions featuring proven leaders across various industries including finance, sports, entertainment, government, technology, healthcare, nonprofit, and more. All sessions are moderated by Duke Faculty and scholars, and designed to allow participants to easily learn and interact with the speakers and from one another. Since 2009, Entrepreneurial Challenges has served 30 firms.

NONPROFIT EXECUTIVE EDUCATION PROGRAM

In this tumultuous economy, nonprofits have suffered a significant loss of funds which will be very difficult to replace. Meanwhile, demand for services continues to increase. This brings many challenges to nonprofit leaders. They must operate even more business-like in the face of reduced funding. And, they must consider substantial changes in the way they have operated.

Testimonial:

I thought the class had a good blend of academia and real life/ practical material. The program was first class and I would recommend it to any of my peers in the marketplace.

Kenneth Smith, Executive Director,
Grace-Mar Services, Inc.

In 2010, the Minority Executive Education Institute partnered with the N.C. Center for Nonprofits to present the Nonprofit Executive Education Program: *Strategies for Nonprofit Excellence*. Through lectures and panels focusing on specialty topics, the Nonprofit Executive Education Program provides nonprofit executives with the broad range of skills, knowledge, and tools that they need in order to sustain their organizations. The program featured experienced practitioners and academic partners to offer insights and guidance.

This program is geared toward executive staff and board members of nonprofits that have been in operation for at least 5 years. 501 (c) (3) organizations classified as public charities under section 170 of the IRS code are eligible to apply excluding schools and hospitals. The program served 21 nonprofit organizations in 2010.

EXECUTIVE MANAGEMENT PROGRAM

The Executive Management Program (EMP) was created to address the issues facing minorities seeking to succeed in the highway and construction industries. The EMP is a training and business development course designed to improve a firm's management capabilities. The EMP has graduated five classes since 2006. 121 participants have been served through this training.

Participants in the program receive high-level training from business practitioners and academic professionals from the University of North Carolina Kenan-Flagler Business School. In addition, firms receive direct business development assistance from consultants. This combination allows DBE firms to learn state-of-the art business concepts and then immediately apply these concepts to their business.



Figure 14: Tyrone Harmon, Vice President, RJ Leeper Construction (left) and Archana Sai, President, COMNet Group (right) preparing for business case competition.

Testimonial:

I would like to express my sincere gratitude and appreciation for giving me the opportunity to attend the Executive Management Program Training at UNC. Thank you for making such an empowering program available, I truly feel blessed to have had this experience. The training that you provided me was top-tier and has really motivated me to grow my business to make a larger impact in the lives of the people that I serve. Thank you!

Archana Sai, President,
COMNet Group, Inc.

Table 8: MEEI Upcoming Programs (2011 – 2012)

Session	Partners	Dates	Topics Covered
Women's Executive Education Leadership Series	<ul style="list-style-type: none"> Center for Creative Leadership Bennett College for Women Wake Forest Schools of Business Skanska Merrill Lynch 	Jul 24 – 26 Aug 8 – 10	<ul style="list-style-type: none"> Marketing Strategy and Building a Successful Brand Entrepreneurial Finance Key Leadership Challenge & Visual Explorer Leadership Development Concepts Myers Briggs Type Indicator® (MBTI) Leading Change Organizational Strategy Case Study Competition (NEW)
Nonprofit Executive Education Program	<ul style="list-style-type: none"> N.C. Center for Nonprofits 	TBA	<ul style="list-style-type: none"> Driving Change Through Strategic Leadership Nonprofit Financial Management Capturing Organizational Impact Fundraising and Marketing in a Down Economy
Executive Minority Program in Real Estate - Charlotte	<ul style="list-style-type: none"> City of Charlotte Lincoln Harris Greater Charlotte Chamber of Commerce 	TBA	<ul style="list-style-type: none"> Development Law Appraisal Finance Business Structure Analysis Government Incentives & Regulations Architects & Engineers Green Design, Construction, and Operations Sales & Marketing Mechanics of an RFP & RFQ
Duke MEEI Entrepreneurial Challenges Program	<ul style="list-style-type: none"> Duke Corporate Education Duke Fuqua School of Business Duke Center for Leadership and Ethics 	TBA	<ul style="list-style-type: none"> Developing Growth Strategies Formulating an Operating Plan Talent Management Measurement & Benchmarking Debt vs. Equity Mergers & Acquisition: Strategies for Growth Mentoring Investors & Investment
Boots to Business Suits – Armed Forces Executive Bootcamp	<ul style="list-style-type: none"> EBV Foundation (TBA) UNC Kenan-Flagler Business School UNC Center for Entrepreneurial Studies 	TBA	<ul style="list-style-type: none"> Entrepreneurship Essentials Business Planning and Research Management and Legal Structure Talent Management Leadership and Collaboration Marketing Strategy and Building a Successful Brand Financial Leadership and Access to Capital The Deal Making Process Entrepreneurship for Growth
Executive Management Program	<ul style="list-style-type: none"> NC Department of Transportation 	Feb 19 – 24	<ul style="list-style-type: none"> MWBE Entrepreneurship: The Color of Opportunity Small Business Leadership and Management Strategic Operations Management Building a Successful Brand Financial Leadership and Access to Capital Case Study Competition

Women's Business Center of North Carolina



The Women's Business Center of North Carolina (WBC) is a partnership program between the Institute and the U. S. Small Business Administration (SBA). The Center's main objective is to promote economic self-sufficiency for women in North Carolina through entrepreneurship.

Now in its tenth year of operation, the Institute's Women's Business Center continues to provide training and technical assistance at all stages of business development to women entrepreneurs across the state. The most significant challenges reported by women are:

- 1) Competing and succeeding in a male dominated business environment;
- 2) Maintaining growth and competitiveness for their business; and
- 3) Balancing family and work responsibilities.

WBC services include one-on-one business counseling, workshops, seminars and networking opportunities.

STRATEGIC PARTNERSHIPS AND SUCCESSFUL EVENTS

Certification Workshop – Raleigh Chamber of Commerce

WBC strengthened its partnership with the Raleigh Chamber of Commerce, participating as a panelist for the certification workshop, to help small, minority & women-owned businesses. The discussion addressed the various options for certification, and how to maximize the value of the certification process.

Delta Sigma Theta Sorority, Inc.

WBC participated as a sponsor and assisted with planning a seminar, "Financial Fortitude & Economic Empowerment", which reached 266 people in March 2011. WBC continues to be an active participant working with sororities on a local, state and regional level by providing seminars, presenters and panelists for events.

Home Based Business Expo – Fayetteville, NC

The event provided exposure to a number of home-based business opportunities, and allowed interested parties the chance to become more involved. Our goal is to offer additional home-based business expos at various locations throughout the state.

Online Webinars

Webinars and online training allow aspiring or existing business owners to participate from the convenience of their home or office without having to travel a distance for the seminar. Additional benefits of online technology include the ability to include other

resource partners who may not have the ability to travel to present a workshop. Additional webinars will be planned for the upcoming fiscal year.

The U.S. Women's Chamber of Commerce (USWCC)

The Women's Business Center has built a partnership with the U.S. Women's Chamber of Commerce (USWCC), a national non-profit organization based in Washington, D.C. The USWCC is America's leading economic advocate for women, and promotes economic empowerment for all women.

Following the successful kick-off of the "Women-Led Economy" luncheon series in Greensboro last August, the WBC continued its partnership with the USWCC to host two additional luncheon events, on October 22nd, 2010 at the Harris Conference Center in Charlotte, and on December 7th, at the NC Rural Center in Raleigh North Carolina. 270 people attended these 3 events.

The Women's Business Center continues its partnership with USWCC, keeping abreast of new initiatives and developments that may be valuable to WBC clients.

Women-Owned Small Business Training (WOSB)

WBC supported SBA initiatives to promote information & training about the newly-enacted Women-Owned Small Business (WOSB) contracting program. Three sessions were held during the month of May, 2011, at the Greensboro Coliseum in Greensboro, the Dennis A. Wicker Civic Center in Sanford and Beaufort Community College in Washington, North Carolina. These workshops provided

participants with an overview and detailed the specific steps to take in order to participate with the SBA as a Woman-Owned Small Business (WOSB), or Economically-Disadvantaged Woman-Owned Small Business (ED-WOSB).

Women Impacting Public Policy (WIPP)

WBC co-sponsored a seminar with WIPP titled "Looking Ahead: Healthcare Policy, Trends & Business Opportunities." Participants at this workshop learned about the upcoming changes to health care industry after the passage of President Obama's health care reform. A panel discussion by local business owners provided a great opportunity for attendees to learn about upcoming trends in the health care field, and how these trends may affect entrepreneurs.

WBENC (Women's Business Enterprise National Council) Certification

In an effort to increase procurement opportunity and awareness among women owned businesses, the Women's Business Center has partnered with the Greater Women's Business Council (GWBC), to offer workshops designed to help women owned businesses learn more about the WBENC certification process. WBC supports GWBC by participating in the Certification Committee, which reviews certification applications and conducts site visits. The Women's Business Enterprise National Council, founded in 1997, is the nation's leading advocate of women-owned businesses as supplier's to America's corporations and the largest third-party certifier of businesses owned and operated by women in the United States.

Table 9: Women's Business Center Partnerships & Collaborative Relationships

Organization	Location
Center for Economic Empowerment & Development (CEED)	Fayetteville, NC
Delta Sigma Theta Sorority, Inc.	Southeastern region
Greater Raleigh Chamber of Commerce	Raleigh, NC
Greensboro Chamber of Commerce	Greensboro, NC
Wake Forest Chamber of Commerce	Wake Forest, NC
Greater Women's Business Council (GWBC)	Charlotte, NC and Atlanta, GA
Internal Revenue Service	Greensboro, NC
National Association of Women Business Owners (NAWBO)	Raleigh, NC
National Association of Women in Construction (NAWIC)	Raleigh, NC
NC Department of Administration's Office for Historically Underutilized Businesses (HUB)	Raleigh, NC
NC Department of Agriculture	Raleigh, NC
NC Department of Commerce	Raleigh, NC
NC Department of Revenue	Raleigh, NC
NC LEAP	Statewide
NC Military Business Center	Statewide
Rocky Mount/Edgecombe CDC	Rocky Mount, NC
SAS Institute	Cary, NC
Skanska USA	Durham, NC
Strategies for Small Business	Danville, CA
Alamance Community College Small Business Center	Burlington, NC
Durham Technical Community College Small Business Center	Durham, NC
Edgecombe Community College Small Business Center	Tarboro, NC
Fayetteville Community College Small Business Center	Fayetteville, NC
Martin Community College Small Business Center	Williamston, NC
Roanoke-Chowan Community College Small Business Center	Ahoskie, NC

Organization	Location
Southeastern Community College Small Business Center	Whiteville, NC
Vance Granville Community College Small Business Center	Henderson, NC
Wake Technical Community College Small Business Center	Raleigh, NC and Cary NC
Burlington Housing Authority	Burlington, NC
Upper Coastal Plain Council of Governments	Wilson, NC
U.S. Small Business Administration (SBA)	Charlotte, NC and Cary, NC
U.S. Women's Chamber of Commerce	Washington, DC
Women Impacting Public Policy (WIPP)	Washington, DC
Women's Business Enterprise National Council (WBENC)	Washington, DC

Table 10: Women's Business Center Client Impact Summary (July 1, 2010 to June 30, 2011)

Category	July 2010 – June 2011
Client Counseling sessions	226 Initial (new clients) + 83 follow-up = 309 total
New Business Starts	10
Jobs created	51
Financial awards (loans)	\$ 1,830,000
Procurement awards	\$ 190,772
Certifications	8
Total training participants	2558
Total training events	89

Table 11: Women's Business Center Client Financial Impact

Client Type (Industry)	Transaction Type	Amount
Historical Preservation Consulting	Contract	\$ 40,000
Commercial Cleaning	Contract	\$ 34,572
Medical Practice	Loan	\$ 650,000
Management Consulting	Contract	\$ 13,800
Bakery	Loan	\$ 40,000
Electrical Contractor	Contract	\$ 100,000
Translation & Interpretation Services	Contract	\$ 2,400
Retail Boutique	Loan	\$ 5,000
Retail Spa Services	Loan	\$ 5,000
Dental Practice	Loan	\$ 1,130,000
Total Financial Impact		\$ 2,020,772

Figure 15: Women's Business Center Client Detail - Race/Ethnicity Distribution (July 1, 2010 to June 30, 2011)

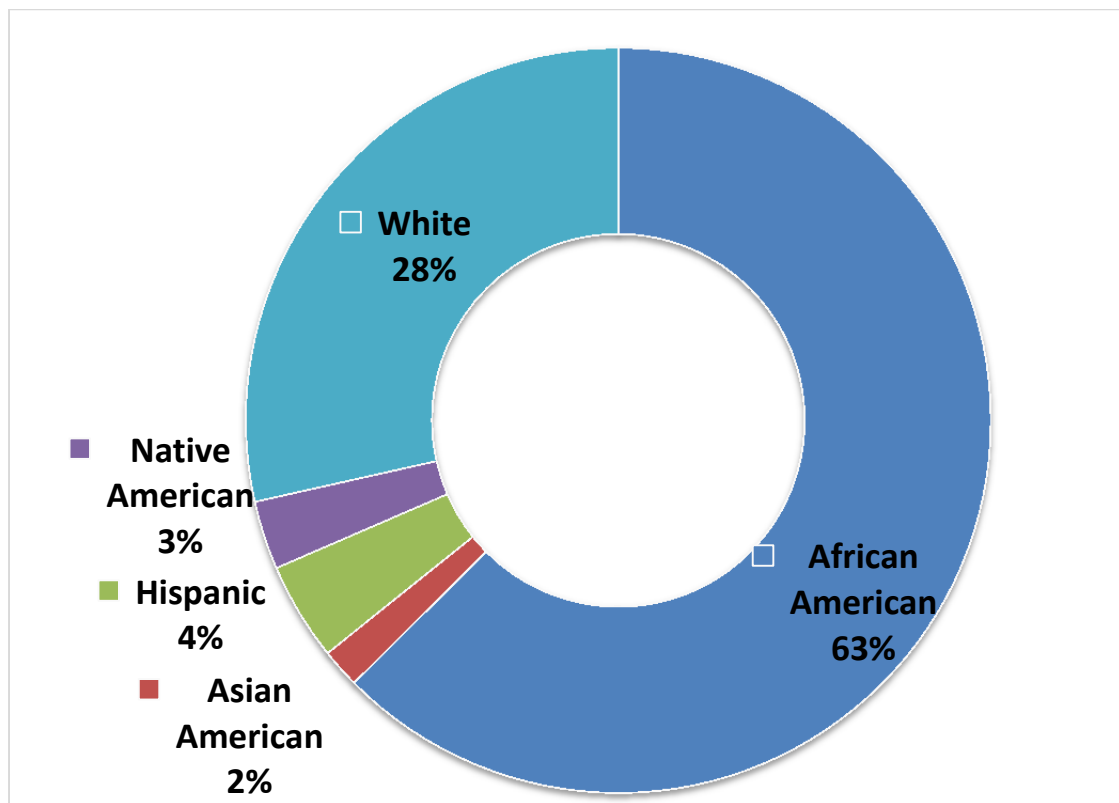


Table 12: Women's Business Center Counties Served July 1, 2010 to June 30, 2011 through Client Counseling and Trainings

NC County	Clients Counseled	NC County	Training Participants	NC County	Training Participants
Alamance	3	Alamance	39	Harnett	5
Alleghany	2	Ashe	1	Hertford	15
Anson	1	Bertie	1	Hoke	1
Bertie	1	Beaufort	4	Iredell	5
Brunswick	2	Bladen	1	Johnston	19
Buncombe	1	Buncombe	1	Lee	9
Chatham	7	Burke	2	Lincoln	3
Chowan	1	Brunswick	2	Martin	8
Cleveland	1	Cabarrus	3	Mecklenburg	177
Cumberland	4	Cambden	2	Montgomery	1
Durham	92	Carteret	2	Moore	11
Forsyth	4	Carborro	2	Nash	4
Franklin	1	Chatham	16	New Hanover	6
Gates	1	Chowan	7	North Hampton	2
Granville	4	Cleveland	1	Onslow	1
Guilford	11	Columbus	15	Orange	39
Harnett	1	Craven	1	Pasquotank	6
Hertford	1	Cumberland	69	Person	4
Johnston	3	Davidson	1	Pitt	10
Mecklenburg	11	Duplin	3	Randolph	1
Moore	1	Durham	475	Robeson	4
Nash	1	Edgecombe	2	Rowan	6
Onslow	2	Franklin	13	Rutherford	1

NC County	Clients Counseled
Orange	8
Pender	1
Robeson	1
Rockingham	1
Rutherford	1
Surry	2
Vance	2
Wake	111
Warren	1
Wayne	1

NC County	Training Participants	NC County	Training Participants
Forsyth	10	Scotland	1
Gaston	5	Union	7
Gates	1	Vance	11
Granville	1	Wake	857
Greene	2	Warren	6
Guilford	48	Washington	1
Halifax	9	Wilson	13

Institute Business Development Client Spotlight

Jessica Murrell, Owner Lango Kids RTP

Jessica Murrell has been a client of the Women's Business Center since 2009. Ms. Murrell obtained a small business loan to purchase Lango Kids RTP in April 2010. Lango Kids RTP is a foreign language immersion program for children between the ages of one and eleven that teaches children French, Mandarin and Spanish. During the summer of 2010, she enrolled 8 students in her first Spanish language class. By fall of 2010, she had grown this business to include 176 students, with classes offered at multiple locations, including Eagle's Nest Presbyterian Preschool, Central Park School for Children, Durham Public School System, and University Presbyterian School. The business has contracted with 7 part-time instructors to keep up with demand. Ms. Murrell's business skills, along with her enthusiasm for her students, has allowed her to build on her successes. She continues to attend WBC events, and has participated as a panelist in small-business forums.

We asked Jessica about the challenges she faced:

What challenge did I not have? I am a business owner. I had a very difficult time acquiring a small business loan, but I also experienced difficulty in pursuing my own dream of owning a business. There is always comfort in knowing you WILL get a pay check, and you WILL have health insurance; however none of those things matter when you are unable to find a job.



Figure 16: Jessica Murrell, Owner of Lango Kids RTP

How has NCIMED contributed to your success?

The Women's Business Center has been a tremendous help in guiding me through the initial business process of writing a business plan. They have not only been resourceful for documentation, but support. They are constantly striving to encourage and help me reach the goals I have as a woman, and small business owner.

What advice would you give others considering entrepreneurship?

Owning a business is difficult, but to see success you must be courageous and strive for excellence at all times. No one can stop you from your goals and aspirations as a business owner except YOU. Do not block your growth and development professionally, mentally, physically or emotionally because of fear. If we did we would all live under a rock!

For more information about Lango Kids RTP:

www.langokids.com / www.langokidsrtp.com

Email: Langokidsrtp@gmail.com

Phone Number (919) 802-7329

The NCIMED Plan & Resource Center

The North Carolina Institute of Minority Economic Development (NCIMED) opened its first Plan & Resource Center (PRC) in June 2010. The PRC is located at NCIMED's office in Durham, North Carolina. The goal of the PRC is to eliminate barriers for small, minority and/or women owned construction professionals in accessing public and private sector construction project opportunities.

Firms will now have full access to all the resources generally available and affordable to larger contractors. These companies are strengthening their competitive positions with accessible tools and supportive technical assistance.

Figure 17: NCIMED Plan and Resource Center



Since June 2010, the Durham PRC has provided direct assistance to an estimated 300 construction trade professionals to which approximately \$4 million in contracts have been awarded, and an estimated 55 jobs created or retained. The PRC offers to any small firm, minority owned firm or women

owned businesses the resources they need to compete in today's economic environment. Services are free, and include but are not limited to:

- Research, view and copy drawings to scale
- Online bidding opportunities
- Virtual plan room
- Access to various estimating software
- Monthly training sessions (one-on-one and group)
- Project solicitations

As a result of the tremendous response and demand for the PRC services, the Institute is now partnering with large construction firms, universities and community development organizations in order to operate ten (10) sites across North Carolina over the next six to twenty-four months.

When fully operational, the plan is for five sites across the state with Durham as the "hub" site. The ideal would be for ten sites. All PRCs will offer similar services. However, the Durham site will manage 100% of online bid opportunity postings; 100% of plans and specs uploaded to the Large & Small Graphics (LSG) online plan room; 80% of project solicitations; and assist with general oversight of all locations.

PARTNER ORGANIZATIONS

The Institute, in collaboration with the Department of Construction and Environmental Engineering at North Carolina State University was recently approved to

facilitate training to small minority contractors in rural North Carolina. The proposed curriculum (which will begin in 2011-2012) will include but will not be limited to:

- Marketing to Prime Contractors
- Estimating and bidding
- Planning and scheduling
- Financial Management
- Bonding and risk management

ADDITIONAL PRC PARTNERS:

- Bovis Lend Lease
- CT Wilson Construction
- Goler Community Development Corporation, Winston-Salem, NC
- Goodwill Industries, Charlotte, NC
- NC A & T State University, Greensboro, NC
- North Carolina Department of Transportation Office of Business Opportunity & Workforce Development (NCDOT BOWD)
- R J Leeper Construction
- Rentenbach
- Welty Building Company

EXISTING (E) AND “PROPOSED” (P) NEW SITES

- Appalachian State University, Boone, NC (P)
- UNC-Asheville, Asheville, NC (P)
- Goodwill Industries, Charlotte, NC (P)
- Wake Forest University, Winston-Salem, NC (P)
- NC A & T State University, Greensboro, NC (E)
- NC Institute of Minority Economic Development, Durham, NC (E)
- Raleigh Business Technical Center, Raleigh, NC (E)
- Cumberland Regional Improvement Center, Fayetteville, NC (E)
- UNC-Wilmington, Wilmington, NC (P)
- East Carolina University, Greenville, NC (P)
- Elizabeth City State University, Elizabeth City, NC (P)

UPCOMING PRC TRAINING & EVENTS

- OSHA 10
- OSHA 30
- QuickBooks Pro 2011
- Bid Preparation

Testimonials

"Our use of the NCIMED plan room was one of the aids that allowed us to successfully win the UNC Chapel Hill Lenoir project in association with C.T. Wilson. The project value is approximately \$422,000. This is a good start for our firm to a hopefully continued success as an emerging Construction Management and General Contracting firm in 2011 and many years to come. Thank you for your continued support."

**Robert E. Marshall III, Assistant Project Manager
The Daniele Company**

*"We at Villanueva Painting Company Inc. want to thank you for your plan room and services. Your facility and service's has aided us in acquiring two projects which will employ 18 people. Our revenue for both projects exceeds \$400,000.00. Please accept our greatest heartfelt, **thank you.**"*

**Patrick
Villanueva Painting Company Inc.**

"The project in Chesapeake is valued at \$493,000 the use of your services and plan room were instrumental in acquiring this project. This project is instrumental in getting the company through the winter. NCIMED is one of the most effective entities for minority companies I have had the opportunity to work with in a while, let's move forward and prepare for 2011."

**Steve B. Godwin, VP Construction Operations
JAG Construction and
Real Estate, Blackjack Oak Court**

Healthy Workplace Initiative

The Institute recognizes that healthcare is a major issue at both the state and national levels and recognizes the interface of healthcare, business development and a vibrant economy. It is through the Healthy Workplace Department that the Institute has developed and implemented novel approaches in supporting employers and their employees. This is achieved through two initiatives – Worksite Wellness and the On the Ground Prostate Cancer Project.

WORKSITE WELLNESS INITIATIVE

The Institute has moved forward with the implementation of a worksite wellness initiative. The “One Step at A Time” project was initiated as a worksite wellness project on site at the Institute. The project was designed to increase the physical activity of Institute employees. The project was also expanded to include other businesses in the downtown Durham business district.

Figure 18: Institute staff: Kaye Gantt, Pat Williams, Keith Corbett Jr., and intern project coordinator Travis Tyler.



The Institute reached out to many of its business clients to identify and disseminate best practices in worksite wellness programs for minority and women-owned businesses. The Institute partnered with the North Carolina Division of Public Health in an effort to launch a new initiative targeting small businesses in North Carolina. A10 Solutions, a client of the Institute, was featured in a video vignette highlighting the company's worksite wellness program and services to other small businesses.

Figure 19: A10 Clinical Solutions, Inc. - President, Leah Brown and employee



ON THE GROUND PROSTATE CANCER PROJECT



Celebrating the five years of activities associated with the “On the Ground Prostate Cancer Project” the Institute continued to address the impact of prostate cancer across North Carolina. The American Cancer Society ranks the state as number three (3) in prostate cancer incidence and number two (2) in mortality. For racial and ethnic minorities the ranking is much higher. Working with small businesses, community groups that reach this population, as well as major corporations, faith based entities, health based organizations, the Institute’s work in this area is based on the impact of illness, chronic and acute, on low wealth populations and minority employers and employees. Community interventions through the On the Ground Prostate Cancer Program are focused on “increasing awareness, providing education and promoting informed decisions.” This marked an enhanced focus on the education of men regarding screenings for prostate cancer which are consistent with the recommendations by the US Preventive Services Task Force. The project focused on “promoting informed decision making” which encourages men to discuss the need for screening with their physician. The “On the Ground Prostate Cancer Project” was supported by funds from the “Community Focused Eliminating Health Disparities Grant” through the North Carolina Office of Minority Health and Health Disparities.

Increasing Awareness

As a first step in reaching the public with information on prostate cancer the On the

Ground Prostate Cancer Project continues to highlight the incidence and prevalence of prostate cancer in North Carolina. Awareness activities are designed to initiate a discussion about prostate cancer through presentations or exhibits at churches, fraternal meetings or other public venues. Awareness activities highlight the overwhelming burden of prostate cancer within the African American community.

The OTG Project Northeastern Initiative conducted 24 awareness programs during the grant period reaching 2,300 individuals.

Providing Education



Figure 20: Caswell County Prostate Health Ambassadors

The Institute has expanded its community focused strategies to reach men and their families through the PC Ambassador Initiative, a novel lay health leader program. The initiative trains and mobilizes lay leaders to work in their communities to increase awareness, facilitate education sessions and increase access to community screening services. This past year the PC Ambassadors conducted over 25 educational sessions that reached 1,320 individuals. The

PC Ambassador Initiative also supported ongoing prostate health activities on a routine basis and in places and spaces that otherwise are not accessible by health professionals. The intent of the PC Ambassador Initiative is to ensure the integration of prostate health information as part of the routine daily activities of trained lay health leaders. Locations include the workplace, neighborhoods, local store and natural settings.

A partnership with the University of North Carolina funded through the UNC School of Government, launched the Caswell County PC Ambassador Initiative in partnership with the Cedar Grove Missionary Baptist Association. The PC Ambassadors in Caswell County are a highly motivated group of volunteers who have taken significant steps to increase awareness in a region of the state with limited resources, in particular prevention services.

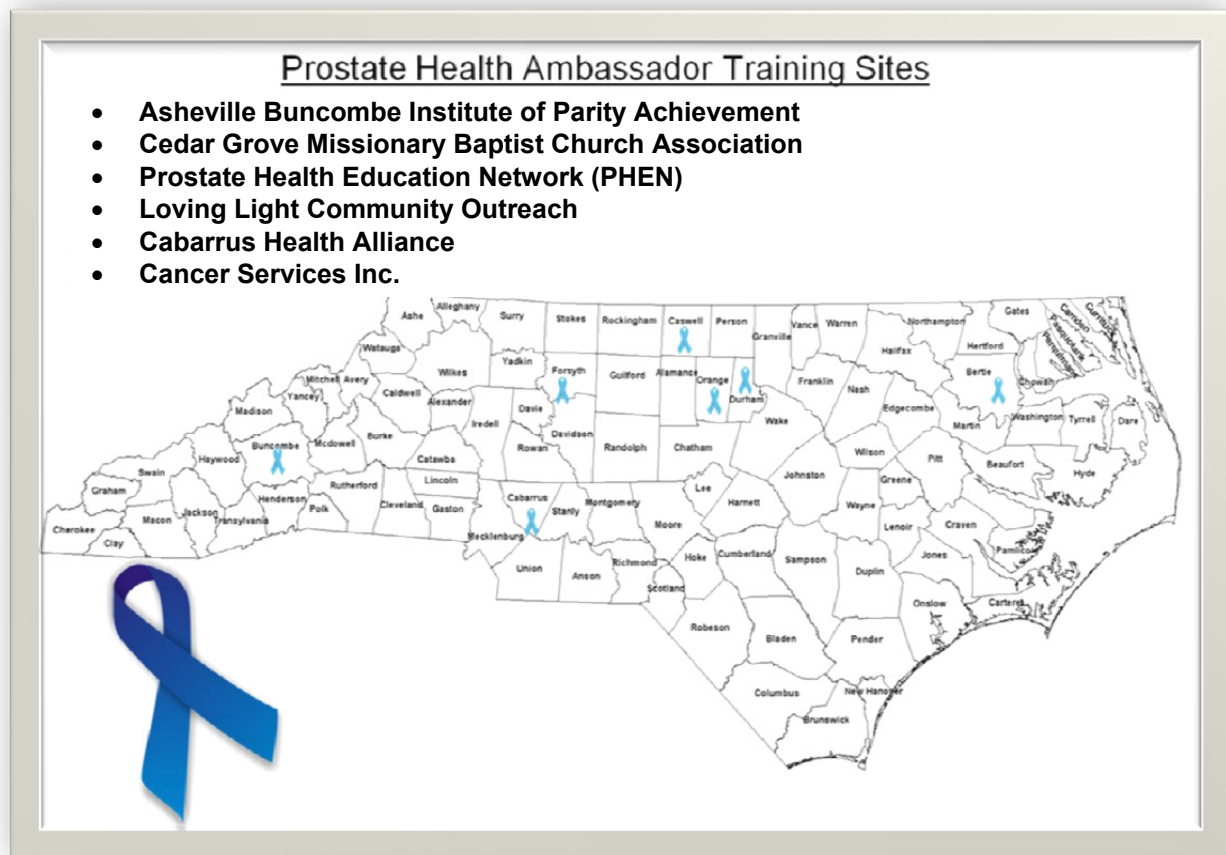


Figure 21: Building a Statewide Network of Lay Leaders

Table 13: HWI Community Events

Event	County	Attendees
Northeastern Regional Prostate Health Leadership Breakfast	Bertie	12
North Carolina Central University - "Prostate Cancer Awareness: Together 4 The Cure "		
Media Outreach " Free Lunch Wednesday" 1410 AM Radio Station	Durham	11,500
Prostate Health Exhibit - Reid Memorial CME Church	Guilford	20
Prostate Health Exhibit at the Haliwa Saponi Indian Tribe Health Fair	Halifax	96
Perfecting Praise Community Health Fair	Mecklenburg	140
Prostate Health Exhibit at the UniverSoul Circus		
Prostate Health Exhibit at St. Matthew Baptist Church		
Omega Psi Phi Fraternity International Conclave		
6th Annual G. Wesley Raney Prostate Cancer Walk	Wake	3,758
Total		15,526

Table 14: HWI Workshops

Workshop	County	Attendees
Asheville Buncombe Institute of Parity Achievement Prostate Cancer Rally	Buncombe	97
American Baptist Church of the South Cluster Meeting		
General Baptist State Convention Mid Year Meeting	Craven	63
King David Grand Lodge United Masons General Session	Durham	107
Ilong Missionary Baptist Church	Franklin	86
NC Legislative Black Caucus Foundation Health Summit	Wake	250
Total		603

Table 15: HWI Educational Classes

Event	County	Attendees
Prostate Health Ambassador Training- UNC and Cedar Grove Missionary Baptist Association	Caswell	15
Clinical Trials Education Session at NCIMED	Durham	14
AME Zion Church Quadrennial Christian Education Conference 7th Annual Prostate Cancer Awareness and Education Conference Clinical Trials Education Session W.E.B DuBois Center Prostate Health Education Session- Davie St. Presbyterian Church Clinical Trials Education Session- Grace AME Zion Church	Wake	373
Office of Minority Health and Health Disparities Capacity Building Conference	Wayne	87
Total		489

Table 16: HWI Health Screenings

Event	County	Attendance
Bertie County Health Center	Bertie	8
13 th Annual Raleigh Prostate Cancer Screening	Wake	220
Total		228

Table 17: HWI Trainings

Training	County	Attendees
Prostate Cancer Ambassador Training - Prostate Outreach Programs and Services (POPS)	Cabarrus	9
Prostate Health Ambassador Training – Cedar Grove Missionary Baptist Association	Caswell	27
Prostate Health Ambassador Training – Cedar Grove Missionary Baptist Association		
“Protecting Your Prostate: Preserving Your Health”	Greenville	98
Prostate Health Skill Building Session with PC Ambassadors at the 7 th Annual Prostate Cancer Awareness and Education Conference	Wake	12
PC Ambassador Training	Winston-Salem	4
Total		150

Table 18: HWI Other Events

Event	Date(s)	Location	Attendees
North Carolina Prostate Cancer Advocacy Network	April 8	Winston- Salem	10
Total			10



Figure 22: PH Ambassador Training in Cabarrus County

SERVICE IMPACT SUMMARY

Table 19: NCIMED Service Impact Summary

HISTORICAL IMPACT	FY '04 – June '09	FY '09 – '10	FY '10 – '11	Total
Contracts Awarded	\$96,790,320	\$60,154,996	\$23,160,686	\$180,115,002
Financial Transactions	\$121,092,004	\$34,618,231	\$35,375,455	\$191,085,690
Jobs Created	1,287	378	104	1,769
Business Served	2,029	1,605	1,351	4,985
Training Participants	11,919	2,869	4,747	19,535

APPENDIX 1: REVENUES AND EXPENSES

YEAR ENDED JUNE 30, 2011

NC Institute of Minority Economic Development, Inc

Revenues and Expenses

Year Ended June 30, 2011

	<u>Actual</u>
Revenue	
Support Revenue	
Federal Grants	\$364,191.29
State Grants	\$2,532,061.02
Private Grants	\$80,000.00
Contracts	\$67,222.06
Contributions	\$134,120.00
In-Kind Contributions	\$20,000.00
Rent	\$59,393.41
Fees	\$292,505.75
Total Support Revenue	<u>\$3,549,493.53</u>
Other Revenue	
Interest Income	\$8,321.11
Miscellaneous Income	\$9,268.57
Sponsorships	\$108,500.00
Seminar Income	\$2,910.00
Unexpired Grants	\$0.00
Total Other Revenue	<u>\$128,999.68</u>
Total Revenue	<u>\$3,678,493.21</u>
Expenses	
Salaries	\$1,442,074.64
Payroll Taxes	\$119,983.77
Health Insurance	\$231,108.93
Pension Expense	\$55,762.13
Temporary Employees	\$55.00
Specialized Technical Assistance	\$501,820.45
Contract Services	\$143,416.44
Office Expense	\$36,512.85
Program Expense	\$386,407.78
Postage	\$4,804.10
Communications	\$44,527.62
Travel/Meals&Lodg	\$133,751.89
Program Supplies	\$8,871.65
Memberships	\$9,602.00
Printing Duplication	\$30,409.86
Subscriptions/Reference Materials	\$5,996.54
Special Projects	\$188,731.74
Staff/Professional Development	\$4,441.02
Insurance & Bonding	\$22,311.82
Regional Business Development Initiativ	\$67,874.68
Professional Consultants	\$60,845.93
Board Expense	\$8,235.87
Rent	\$8,754.00
In-Kind Rent	\$20,000.00
Occupancy Costs	\$49,140.00
Repairs & Maintenance	\$34,488.10
Equipment Lease/Maintenance	\$39,621.56
Interest & Finance Charges	\$7,594.09
Debt Reduction	\$0.00
Depreciation & Amortization	\$94,169.01
Other Expenses	\$31,357.86
Equipment Purchases	\$5,428.89
Total Expenses	<u>\$3,798,100.22</u>
NET SURPLUS/(DEFICIT)	<u>(\$119,607.01)</u>



NORTH CAROLINA INSTITUTE OF MINORITY ECONOMIC DEVELOPMENT

114 W. Parrish Street
Durham, NC 27701
919.956.8889
www.ncimed.com
info@ncimed.com