

# NORTH CAROLINA INSTITUTE OF MINORITY ECONOMIC DEVELOPMENT



## Annual Legislative Report July 1, 2011 to June 30, 2012

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**RECEIVING ENTITIES:**

The Joint Legislative Commission on Governmental Operations  
The Fiscal Research Division

**SUBMITTING ENTITY:**

North Carolina Institute of  
Minority Economic Development



*25 Years of Commitment to  
Improving Communities and  
Growing North Carolina's Economy*



Figure 1: Anita Brown Graham, Director, Institute of Emerging Issues; Mary Mountcastle, Board of Trustees, Z. Smith Reynolds Foundation receiving Civic Investment Award by Nathan Garrett, Board Treasurer, NCIMED. Frank Holding, Jr., CEO, First Citizens Bank receiving Corporate Excellence Award from James Mebane, Board Chairman, NCIMED.

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# INTRODUCTION

The North Carolina Institute of Minority Economic Development (The Institute) respectfully submits this report for fiscal year July 2011 through June 2012. The report provides a description of the Institute's programs 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.



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## About the Institute

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. 2012 represents our 25<sup>th</sup> year of dedicated efforts focused on helping to build North Carolina's economy and communities.

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 21<sup>st</sup> century.

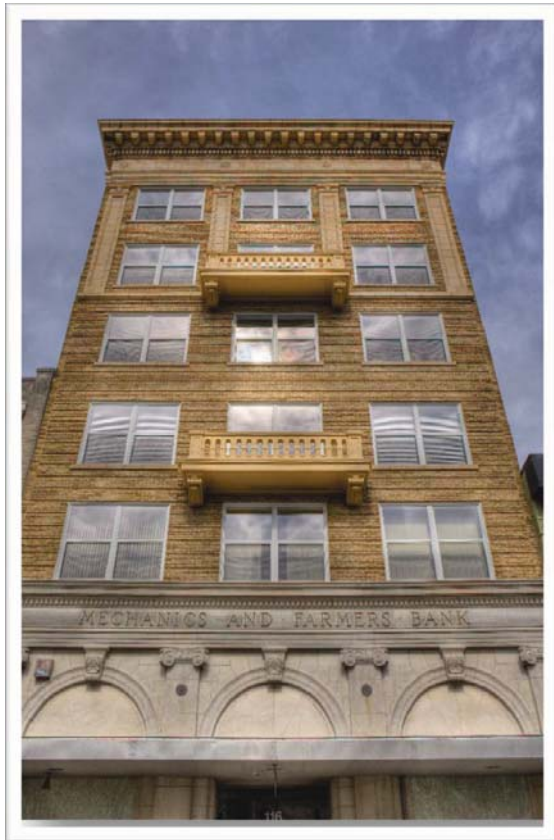
The development of the Institute's programs/initiatives, and other specialty management services are based on years of

research and data collection, experience, and work with the business and economic development communities. Today, clients receive services through the General Business Assistance programs, the Women's Business Center of North Carolina, NC MBDA Minority Business Center, Executive Education Institute and the 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 a diverse productive population is embraced as critical to a healthy economy; and where an environment in which race, gender, or geography are no longer barriers to economic opportunity.

## STRATEGIC APPROACH

Engaging a comprehensive multidisciplinary strategy, the Institute strives to increase the productivity of 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 economic challenges confronting those communities, the Institute facilitates:

- ♦ The formation of new and more effective partnerships;
- ♦ Implementation of effective strategies that strengthen private sector initiatives; and
- ♦ Establishment of job training and placement partnerships.

## STRATEGIC OBJECTIVES

- ♦ Provide technical assistance and support to small businesses, with a particular focus on minority, women-owned, and veteran-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 business opportunities to small businesses;
- ♦ Implement an internal business development model that builds financial stability and equity for firms, expands their procurement and market opportunities;
- ♦ Work to increase the overall number of MWBE businesses and the jobs they create and retain;
- ♦ Address issues of sustainability and succession;
- ♦ Maintain a small incubator 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.

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



## THE INSTITUTE'S BOARD OF DIRECTORS

### *Executive Officers*

#### **James L. Mebane, Chair**

Retired Senior Vice President  
First Citizens Bank  
Raleigh, NC

#### **Gwynn T. Swinson, Vice Chair**

Attorney  
Raleigh, NC

#### **Nathan Garrett Esq., CPA (not active), Treasurer**

Retired, Cherry Bekaert & Holland, L.L.P.  
Durham, NC

#### **Dr. Tyrone R. Baines, Secretary**

Supplier Diversity Coordinator  
Honda Jet – North Carolina  
Durham, NC

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### *Board of Directors*

#### **Willie Deese**

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Merck & Company, Inc.  
Whitehouse Station, NJ

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Director, Market Development  
The Freelon Group  
Research Triangle Park, NC

#### **Martin Eakes**

Chief Executive Officer  
Self-Help  
Durham, NC

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Private Consultant  
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#### **Dr. Edward Fort**

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North Carolina A&T State University  
Greensboro, NC

#### **Thomas Stith**

Program Director, Economic Development  
Frank Hawkins Kenan Institute  
of Private Enterprise  
UNC Kenan Flagler Business School  
Chapel Hill, NC

#### **Will Mann**

Regional Community Development Manager  
East Region & Carolinas  
Wells Fargo Social Responsibility Group  
Winston-Salem, NC

#### **Michael Suggs**

Executive Director  
Goler Community Development Center  
Winston-Salem, NC

## STRATEGIC PARTNERS

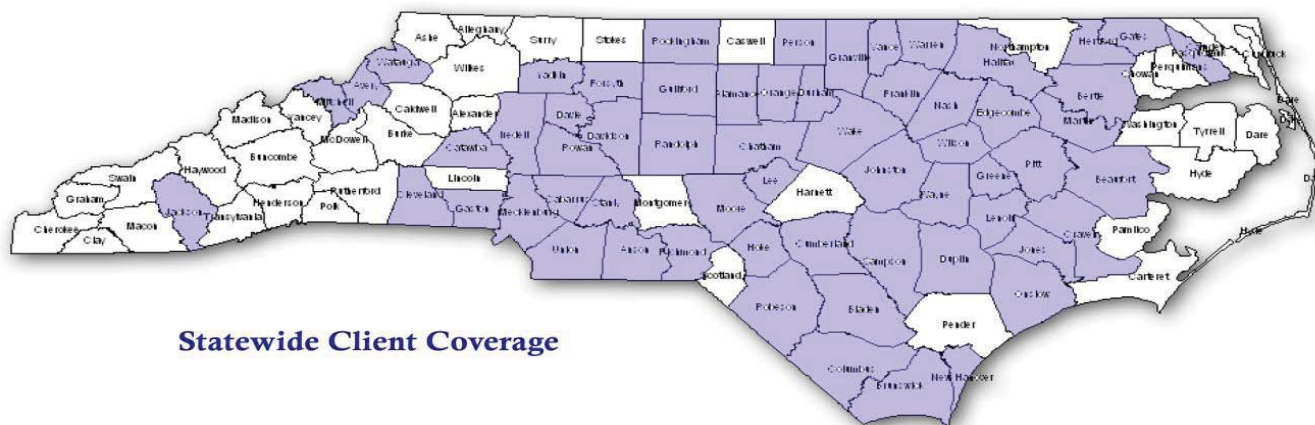
The Institute is proud of its ability to build strategic partnerships and relationships with state agencies, financial institutions and other like organizations. The Institute creates and or sustains initiatives and programs that have an impact on addressing the needs of historically underutilized businesses across our state which provides dynamic economic growth opportunities for the State of North Carolina. 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 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

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

- ♦ NC Statewide MBDA Business Center™
- ♦ Executive Education Institute
- ♦ Women's Business Center of North Carolina
- ♦ Public Allies of North Carolina
- ♦ Construction Resource Centers of NC
- ♦ Healthy Workplace Initiatives
- ♦ Jobs and Leadership Development
- ♦ Executive Networking Conference
- ♦ Research and Policy Initiatives



Figure 5: The Institute's Programs and Policy Initiatives



# BUSINESS DEVELOPMENT SUMMARY

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

- ♦ North Carolina's MBDA Minority Business Center™ (formerly known as the NC Minority Business Enterprise Center (MBEC))
- ♦ Women's Business Center of NC
- ♦ Construction Resource Centers of North Carolina
- ♦ Executive Education Institute
- ♦ Emerging Markets Investment Fund
- ♦ 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, 2011 to June 30, 2012, the business development department:

- ♦ Provided one-on-one technical assistance to 402 business start-ups clients;
- ♦ Created 290 new jobs;
- ♦ Provided financial education and training to 5,997 participants through workshops and seminars;
- ♦ Assisted with securing loans and contract funding in the amount of \$33,308,140; and
- ♦ Assisted with securing procurement contracts in the amount of \$54,929,741 (bringing the total of combined dollar value of procurement and financial awards to \$87,344,778).

Figure 6: Environmental Recycling Business Owners at 2012 Executive Networking Conference



## The Institute: Impacting North Carolina's economy through the growth of minority businesses.

*Minority-owned firms generate \$1 trillion in economic output to the U.S. economy and create 5.8 million jobs.*

Minority Business Development Agency Fact Sheet,  
August 2012, [www.mbda.gov](http://www.mbda.gov)

## North Carolina MBDA Minority Business Center™

The North Carolina MBDA Minority Business Center™ (NCMBC)<sup>1</sup> accomplished its work in the



areas of market building, client services, and operational quality during the performance

period. Activities included:

- Promotion of NCMBC™ 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 NCMBC™ 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 towards profitability, job retention and creation. NCMBC™ also provided needed technical assistance to businesses with revenues under \$500,000, particularly those firms with revenues of \$0 to \$250,000.

The NCMBC™ 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. Table 1 and Table 2 portray activity in hours of technical assistance, training provided, and dollar value of awarded transactions.

As noted, the MBC 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.

<sup>1</sup> Prior to April 1, 2012, this program was known as the NC Minority Business Enterprise Center (NCMBEC).

## MBE IMPACT SUMMARY

Table 1: NCMBC Impact Summary (July 1, 2011 - June 30, 2012)

Impact	July 1, 2011 - June 30, 2012
Jobs Created	262
Jobs Retained	87
Clients Counseled (One-on-One Technical Assistance)	146
Workshop and Seminar Attendees	819
Total companies and/or individuals counseled and referred to NCMBC	2,987
Dollar Value of Awarded Contracts & Procurements	\$ 41,605,141
Dollar Value of Awarded Financial Transactions	\$ 32,739,637
<b>Total Contracts &amp; Financial Transactions</b>	<b>\$ 87,344,778</b>

### DEMOGRAPHIC HIGHLIGHTS

The NC Minority Business Enterprise Center (NCMBC) served all racial/ethnic/gender groups in its provision of direct technical and managerial services during the July 2011- June 2012 period. African-American firms dominated this population accounting for eighty-seven (87) percent of clients served. Hispanic-American firms accounted for four percent of all clients, with the remainder coming from Asian-American, Asian-Indian and Native American establishments (See Figure 7 on page 12).

The NC MBEC served firms ranging from start-ups to strategic-growth firms of high revenues. Seventy-six (76) percent of firms had revenues under \$100,000, and twelve percent had revenues in excess of \$1 million.

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

Clients also crossed numerous industry classifications. Construction industry clients dominated with almost 30% of this population, followed by Administrative Support industry and Professional, Scientific, & Technical Services industry firms with 12% and 11% respectively. A significant number of clients were also found in the Other Personal Services, Health Care & Social Assistance and Retail industries.

Clients were scattered across North Carolina, including some from out of state. However, there were concentrations around the Raleigh/Durham, Charlotte and Fayetteville metropolitan areas.

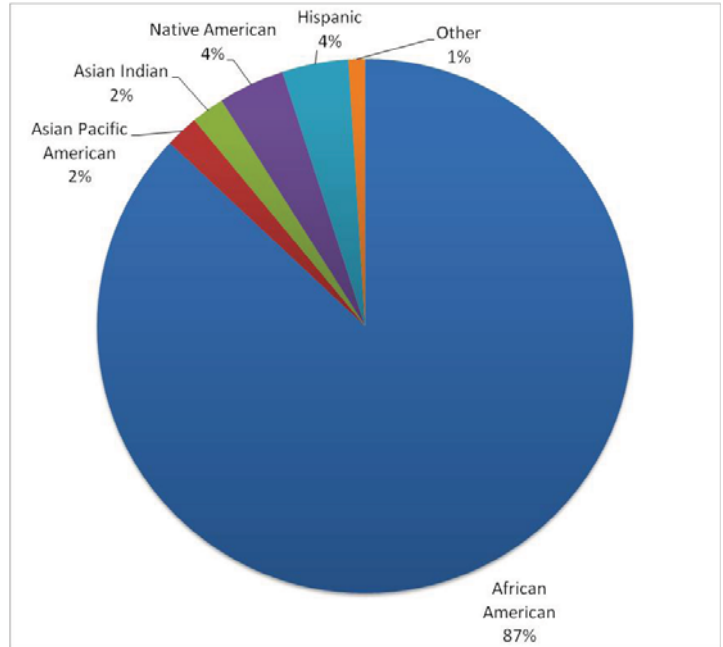


Figure 7: MBC Client Race/Ethnicity Distribution

## MBC CLIENT AWARD TRANSACTION SUMMARY

Figure 8: NC MBC Distribution of Client Award Transactions by Type (July 1, 2011 - June 30, 2012)

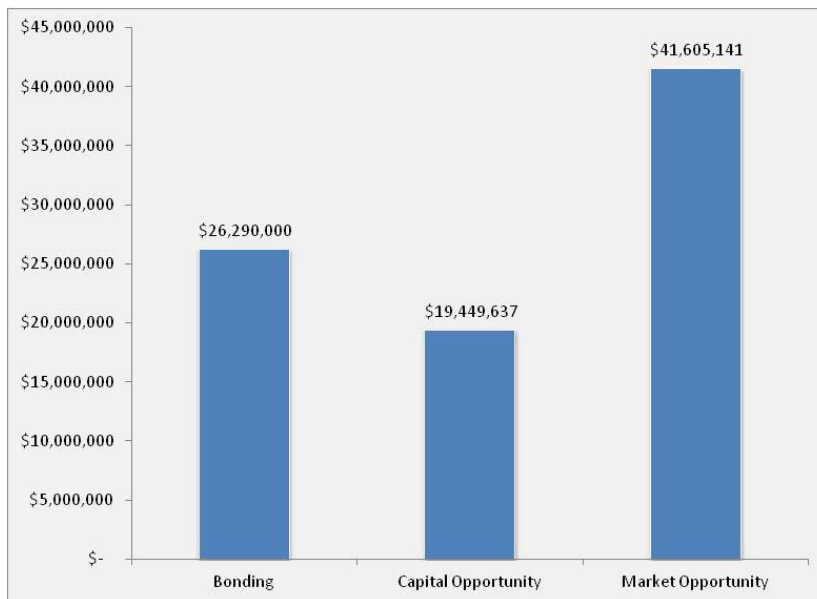


Table 2: NC MBC Client Award Transactions by Company Type (July 1, 2011 - June 30, 2012)

Company Type	Transaction Type	Award Amount
Hotel	Capital Opportunity	\$ 6,750,000
General Contractor	Market Opportunity	496,108
General Contractor	Market Opportunity	18,145,000
General Contractor	Performance Bond	13,000,000
General Contractor	Payment Bond	13,000,000
General Contractor	Bond	250,000
General Contractor	Bond	40,000
General Contractor	Market Opportunity	1,578,000
General Contractor	Market Opportunity	1,250,398
General Contractor	Market Opportunity	505,900
General Contractor	Market Opportunity	19,629,735
General Contractor	Capital Opportunity	12,624,637
Transportation Contractor	Capital Opportunity	75,000
<b>Total</b>		<b>\$ 87,344,778</b>

During fiscal year 2012, the NCMBC hosted several events and programs to provide client assistance.



## An NCMBC Success Story

### METCON, INC.: 2011 MED WEEK MINORITY CONSTRUCTION FIRM OF THE YEAR



Figure 9: MetCon President & CEO, Aaron K. Thomas receiving award from Alejandra Castillo, MBDA National Deputy Director and David Hinson, MBDA National Director

Fayetteville State University (FSU) issued a bid for its Renaissance Hall Student Residence Project. The project was categorized as a Construction Management at Risk (CMR) project, thereby limiting the number of firms eligible to bid. NCMBC's contractual unit, Cumberland Regional Improvement Corporation (CRIC), identified potential contractors and subcontractors for the project.

FSU selected an Atlanta-based construction company for the project. The construction company planned to contract with a minority-owned firm based in Atlanta to fulfill the project's minority participation goals. NCMBC/CRIC immediately expressed concerns to FSU that local North Carolina firms should receive adequate consideration.

The cost estimates submitted by the Atlanta-based construction company exceeded the cost threshold established by North Carolina's State Contracting Office. FSU re-posted the bid notification. NCMBC/CRIC notified its client, MetCon, Inc., about the re-posting and encouraged them to submit a proposal.

MetCon is a minority-owned Native American general contracting construction firm headquartered in Pembroke, NC. It was established in 1999. NCMBC/CRIC nominated MetCon for the 2011 Minority Enterprise Development

Week (MED Week) award based on their outstanding growth potential. MetCon won both the regional and national 2011 Med Week Minority Construction Firm of the Year awards.

MetCon was awarded the \$13 million contract. MetCon secured the required payment and performance bonds totaling \$26 million. 120 jobs were created through this project.

NCMBC/CRIC also established a satellite office to provide information and support to the project and encourage minority participation. This office provides minority subcontractors access to and support in NCMBC/CRIC's plan and resource room.

METCON's value and impact from this award, provides outstanding returns not only for the southeastern region, but for the state of North Carolina in revenue generation, tax contribution and employment.

## Executive Networking Conference



Figure 10: 2012 Executive Networking Conference, Greensboro, NC

Each year, the Institute invites minority and women-owned businesses and corporations to come together to strengthen existing business relationships and nurture new ones. On June 21-23, 2012 the Institute celebrated 25 years of promoting opportunities for small, minority women-owned business enterprises. This year's 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 conference provides hands on training, and opportunities for networking between Minority Business Enterprise suppliers and contractors. This year's conference however, began with a special focus on HBCUs as businesses, discussing the challenges and opportunities confronting higher education during this period of economic transformation. As always, the

program includes several timely discussions facilitated by local and national business leaders. Presentations included Dr. Jim Johnson, Jr., William R. Kenan, Distinguished Professor of Strategy and Entrepreneurship on the State of the Economy, What Just Happened: Now What? From Here to 2045 an extremely insightful presentation by Dr. Nat Irvin, W.M. Strickler Chair & Professor of Entrepreneurship College of Business, University of Louisville.

Additional panels included, "Why Business Innovations Strengthen the Probability of Future Success" moderated by Dr. Johnson with Anita Brown Graham, Director of the Institute for Emerging Issues, and Christopher Gergen, Founding Partner Mountain Ventures and "Business Challenges and Opportunities" moderated by Crystal German, Vice President, Minority Business Accelerator and Economic Inclusion, Cincinnati USA Regional Chamber of Commerce. Panelists included Dr. Melvin

Gravely, President, Institute for Entrepreneurial Thinking, Tony Hayes, President, North Carolina Indian Initiative and Warren, S. Whitlock, Associate Administrator for Civil Rights Federal Highway Administration.

Friday's luncheon included a special presentation for the Robert J. Brown Trailblazer Award that went to former governor James B. Martin. Governor Martin was instrumental in establishing an initiative to expand

opportunities for minority, women, and firms owned by disabled individuals. Governor Martin included UNCF in the state's coordinated campaign for the United Way and was a key supporter of the Institute from its beginning. To close out the 2012 Executive Networking Conference and 25<sup>th</sup> Anniversary Celebration, conference attendees were treated to dinner speaker Mignon Clyburn, Commissioner, Federal Communications Commission.



Figure 11: 2012 Executive Networking Conference



## Construction Resource Centers of North Carolina

The North Carolina Institute of Minority Economic Development (NCIMED) Construction Resource Centers of



**CONSTRUCTION**  
**RESOURCE CENTERS**  
**OF NORTH CAROLINA**

North Carolina (CRCNC) help to eliminate barriers for small, minority

and/or women owned construction professionals in accessing public and private sector construction project opportunities. The CRCNC provides firms full access to all the resources generally available and affordable to larger contractors. CRCNC locations include:

- The Institute Headquarters (Durham, NC)
- NC A&T State University (Greensboro, NC)
- Raleigh Business & Technology Center (Raleigh, NC)
- Fayetteville Business Center (Fayetteville, NC) (in partnership with Fayetteville State University)

Services are free, and include but are not limited to:

- Project opportunity research and distribution
- Bidding and estimating assistance
- Technical assistance (i.e. bonding, certifications)
- Education and training
- DOT pre-qualifications

In 2012, NCDOT's Office of Business Opportunity and Workforce Development extended its support for the CRCNC.

**Figure 12: CRCNC, in partnership with North Carolina State University Department of Civil Engineering, hosting Construction Management Fundamental course, Raleigh, NC.**



*"Given the resources necessary to pursue bid opportunities, it's an invaluable asset to have the availability of the NCIMED Plan Room in Durham.*

*For us the convenience, service and proximity, facilitates our ability to be more assertive in making decisions to bid on projects. The conventional acquisition of plans and specifications is a significant cost in the bid process with an unpredictable probability of achieving wins in a highly competitive economic environment. The NCIMED Plan Room is a tremendous value benefit to small and diverse contractors in creating a competitive edge."*

Gloria Shealey, LEED AP  
President & CEO

The Daniele Company Construction  
Management & General Contracting

## CRCNC IMPACT

The following table outlines CRCNC impact from July 1, 2011 through June 30, 2012:

Table 3: CRCNC Impact Summary (July 1, 2011 through June 30, 2012)

Impact Area	Amount
Total CRCNC opportunity visits	613
Bids submitted	96
Total awards	\$19,629,735
Education and training sessions	31
Jobs retained	54
Certification applications	87

## Executive Education Institute

Minority and women owned firms face unique growth challenges. To address these obstacles, in 2005 the Institute implemented the Executive Education Institute (EEI), a program that equips business owners with the skills they need to sustain and take their businesses to the next level. The 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.

EEI 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 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, and or launch new product ideas.

Two programs were sponsored during the reporting period:

- 1) The Women's Executive Education Leadership Series (WEELS); and
- 2) The Executive Management Program for Design and Construction

## WOMEN'S EXECUTIVE EDUCATION LEADERSHIP SERIES (WEELS)

The Women's Executive Education Leadership Series (WEELS) was held in collaboration with Bennett College for Women, the North Carolina Institute of Minority Economic Development Women's Business Center of North Carolina, the Center for Creative Leadership and Wake Forest University School of Business.

The WEELS Leadership Series is focused on addressing the needs of mature women-owned firms. The intensive program is designed to enhance core competencies, help lay the ground work for business expansion, developing opportunities for partnering with other firms and for taking their business to the next level. The series is structured to provide participants with extensive course content, interaction with leading business experts, and access to new business resources. The sessions and



curriculum are designed and taught by practitioners that provide practical knowledge immediately applicable to their businesses.

The series was held at the Center for Creative Leadership in Greensboro, North Carolina. CCL is known worldwide for their exclusive focus on leadership education, research and unparalleled expertise in solving leadership challenges of individuals and organizations. Their facility offered the kind of atmosphere conducive to the level of training that was provided. The 29 participants in the class represented women-owned firms across North Carolina in multiple industry sectors such as financial management, construction and health care. During the sessions, the participants were immersed in a rigorous and aggressive agenda that featured topics such as:

- ♦ Marketing and Building a Successful Brand
- ♦ Leadership Challenge and Visual Explorer
- ♦ Entrepreneurial Finance
- ♦ Leading Your Business in a Changing World
- ♦ Managing Human Assets
- ♦ Organizational Strategy
- ♦ Individual Goal Reflection

Additional activities included a team challenge in the Case Study Competition. The competition allowed participants to use what they had learned by reviewing and analyzing an actual Case Study, with each team providing their findings and make recommendations to a panel of assembled experts. . Each of the participants also received one-on-one assessments and leadership consultations that included information on their leadership styles and management effectiveness. The critique provided each participant with a self-

description on their rating as the boss, superiors, peers, direct reports, and others as it relates to their fundamental skills and perspectives for management or executive roles.

The comprehensive, robust graduate-level business education offered in the Women's Executive Education Leadership Program provided an extremely powerful learning experience. The program empowers the women with the knowledge and tools to grow their business revenue, enter into new markets, and better understand access to capital.

The Women's Executive Education Leadership Series was a great success, and are delighted to have had as collaborative partners the North Carolina Institute of Minority Economic Development and the Center of Creative Leadership.

## **2012 EXECUTIVE MANAGEMENT PROGRAM FOR DESIGN AND CONSTRUCTION**



The 2012 Executive Management Program for Design and Construction was held at UNC Kenan-Flagler Business School in partnership with North Carolina Department of Transportation Business Opportunity and Workforce Development.

Minority and women owned firms face unique challenges. In order to build and sustain a successful business, management must focus



**Figure 13: Executive Management Program for Design and Construction at UNC Kenan-Flagler Business School**

on competitive strategies to overcome these challenges. NCDOT's Business Opportunity and Workforce Development partnered with NCIMED's Minority Executive Education Institute to bring an executive level program for all types of construction firms, including engineering, design, and suppliers. EMP provided an intensive series of courses designed to deliver cutting-edge training to business owners and managers in areas critical to building success and creating jobs. The 35 participants in the program receive practical instruction from business from educators from UNC Kenan-Flagler Business School, North Carolina State University, as well as other leading business experts. During the session,

participants were introduced to various methods and models that would allow them to respond competitively and quickly to changes in the marketplace.

The program focused on a variety of key business issues that helped firms:

- ◆ Identifies the individual challenges, internally and externally, each firm faces that inhibit growth
- ◆ Develop a growth strategy that seizes upon new business opportunities
- ◆ Develop an understanding of partnering and joint venturing as mechanisms for expansion and success
- ◆ Assess current and create new and effective marketing strategies
- ◆ Build professional networks among successful business owners and experts.

In addition to being immersed for 5 nights and 4 days of vigorous training the participants were divided into teams in a Case Study Competition. The competition allowed them immediately opportunity to apply what they had learned. The comprehensive, robust graduate-level EMP program would allow them to compete successfully in the global marketplace.

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## Bonding Program

The Institute's bonding program provides clients with surety bond education, applications, bond acquisition and bond collateralization. Aggregate bonding amounts awarded from July 1, 2011 through June 30, 2012 totaled more than \$26 million (See Figure 8 on page 12).

## Emerging Markets Investment Fund

The Emerging Markets Investment Fund provides HUB businesses access to capital through contract financing, purchase order financing, as well as loan guarantees. The Institute also partners with the Self-Help Credit

Union, First Citizens Bank, the Support Center, and other financial institutions.

In light of the economy's impact on the credit rating and cash flow small and minority-owned businesses, the Emerging Market Investment Fund uses other critical factors such as contract performance and available receivables. The highlights for this past fiscal year were the issuance of a line of credit to a Charlotte-based transportation company that had secured a large contract but did not have the credit history to obtain it from a traditional bank. The Emerging Markets Investment Fund has also been used to close a collateral gap on a \$1 million working capital loan to a small business.

### 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

The Institute's Minority Business Enterprise Center in collaboration with many of its strategic partners, hosted local activities in conjunction with the National Minority Enterprise Development Week (Med Week) from August to October 2011 in several communities throughout North Carolina. Med Week is an annual event dedicated to empowering minority business owners towards success. Med Week was established by presidential proclamation in 1983, and national activities are hosted by the US Department of Commerce's Minority Business Development Agency and the US Small Business Administration. North Carolina's programs and activities highlight the accomplishments of minority businesses and their advocates in North Carolina's and the nation's economies. Activities include informative workshops, networking events, youth entrepreneur events, trade fairs and accomplishment recognition events. Med Week events are now celebrated in Raleigh, Durham, Fayetteville, Western North Carolina, Greenville, Shelby and Charlotte.

The NCMBC was fortunate to have one of its clients, Metcon Construction named the 2011 Minority Enterprise Development Week National Minority Construction Firm of the Year.

**The Institute: Impacting North Carolina's economy through the growth of women-owned businesses.**

*8.3 million firms are owned by women (50% or more) in the U.S., employing more than 7.7 million people, and generating \$1.3 trillion in sales in 2012.*

State of Women-Owned Businesses Report (1997-2012)  
American Express OPEN, March 2012

## 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 eleventh year of operation, the Institute's Women's Business Center provides 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.

### Partnership Event Highlights

#### **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.

#### **HOME BASED BUSINESS EXPO – FAYETTEVILLE, NC**

This event provides exposure to a number of home-based business opportunities.

Participants meet business resource providers and learn strategies such as market research. This event is hosted by the Center for Economic

Empowerment and Development (CEED) in Fayetteville, NC.

### **WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC) CERTIFICATION**

In an effort to increase procurement opportunity and awareness among women owned businesses, the Women's Business Center 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.

### **TAX LUNCH AND LEARN SERIES- STATEWIDE**

The Women's Business Center of NC, in partnership with NC Department of Revenue, NC Department of Commerce Division of Workforce Solutions, IRS and SBA hosted a series of workshops across the state focused on small business tax programs, work opportunity tax credits and SBA loan guarantee programs. This initiative reached hundreds of small business owners making them aware of the 2012 Small Business tax credit, the Small Business Taxpayer Recovery Program, Work Opportunity Tax Credits as well as funding resources guaranteed by the US Small Business Administration.

### **2011-2012 WBC Sponsored Events**

- ♦ Export Seminar Series with US Commerce, NC Commerce, SBTDC and SBA
- ♦ NC Main Street Conference- NC Department of Commerce
- ♦ NC Get Your Business On-Line with Google event
- ♦ Opportunities 2012 Making Dollars and Sense of the Government. SBTDC/PTAC
- ♦ 31<sup>st</sup> Annual State Construction Conference and HUB Reception
- ♦ US Department of Labor, Women's Bureau Roundtable
- ♦ NC VetBiz Annual Meeting and Conference
- ♦ Small Business Contracting – U.S. Representative Mel Watt
- ♦ Business Connections Marketplace - Greensboro Chamber
- ♦ NC Department of Commerce, International Trade Division Road Show
- ♦ BMW Tier 1 Supplier Diversity Conference
- ♦ Raleigh Chamber of Commerce Expo
- ♦ North Carolina Military Business Center (NCMBC) partnering with various events statewide
- ♦ Women in Leadership Summit with Rowan Cabarrus Community College
- ♦ CED's NC Companies to Watch Certification Committee
- ♦ Central Piedmont Community College's Small Business Week Conference
- ♦ City of Charlotte "Crowns of Enterprise"
- ♦ SBA's Boots to Business Pilot Program at Cherry Point
- ♦ Women's Executive Education Leadership Series (WEELS)



**Table 4: Women's Business Center Partners**

Organization	Location
Center for Economic Empowerment & Development (CEED)	Fayetteville, NC
City of Durham Economic Development	Durham, NC
Greater Raleigh Chamber of Commerce	Raleigh, NC
Greensboro Chamber of Commerce	Greensboro, NC
Google	Statewide
Greater Women's Business Council (GWBC)	Charlotte, NC and Atlanta, GA
Internal Revenue Service	Statewide
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	Statewide
NC Department of Revenue	Statewide
NC LEAP	Statewide
NC Military Business Center	Statewide
Rocky Mount/Edgecombe CDC	Rocky Mount, NC
SAS Institute	Cary, NC
Skanska USA	Durham, NC
Small Business Technology and Development Center (SBTDC)	Statewide
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
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
Rowan Cabarrus Community College Small Business Center	Kannapolis, NC
Upper Coastal Plain Council of Governments	Wilson, NC
U.S. Small Business Administration (SBA)	Statewide
U.S. Department of Labor, Women's Bureau	Washington, DC
Central Piedmont Community College	Charlotte, NC
Women's Business Enterprise National Council (WBENC)	Washington, DC
Halifax Community College Small Business Center	Weldon, NC
East Carolina University	Greenville, NC
Johnson C. Smith University	Charlotte, NC
Bennett College	Greensboro, NC
Fayetteville Business Center	Fayetteville, NC
Richmond Community College Small Business Center	Hamlet, NC

Organization	Location
Asheville Buncombe Tech Community College	Asheville, NC
Center for Creative Leadership	Greensboro NC
US Commercial Services/US Department of Commerce	Statewide
Cape Fear Community College/New Hanover Co EDC	Wilmington, NC
Elizabeth City State University	Elizabeth City, NC

## WBC IMPACT SUMMARY

Table 5: Women's Business Center Client Impact Summary (July 1, 2011 to June 30, 2012)

Category	July 1, 2011 – June 30, 2012
Clients counseled	215 (new clients) and 102 (follow-up clients)*
Total client counseling sessions	317
New business starts	9
Jobs created	28
Financial awards (loans)	\$ 568,503
Procurement awards	\$ 324,600
Certifications	9
Total training events	92
Total training participants	5,938

\*May include multiple business partner sessions.

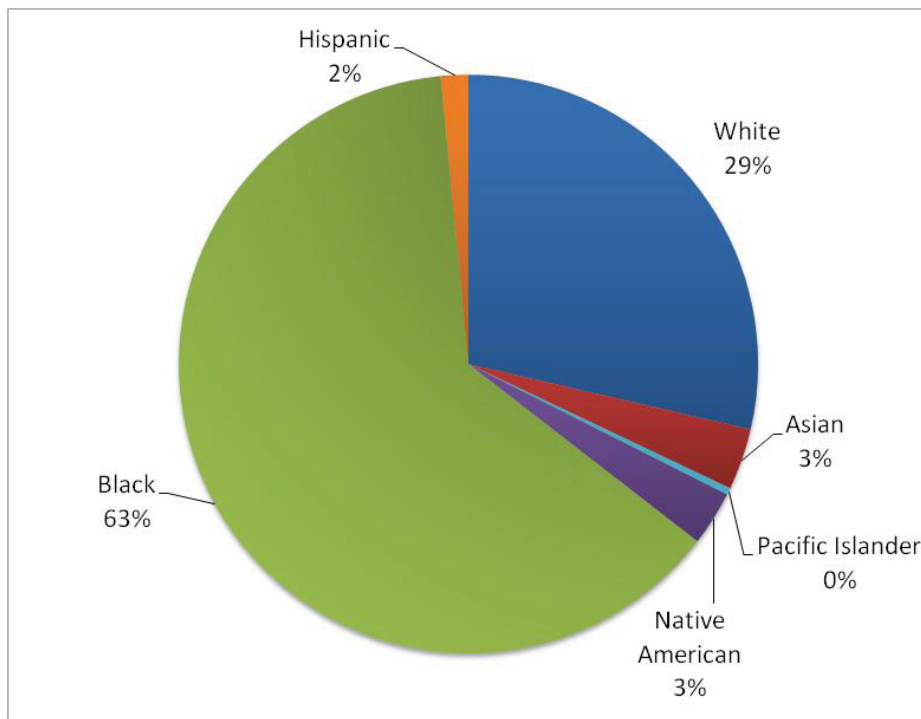
## WBC FINANCIAL IMPACT

Table 6: Women's Business Center Client Financial Impact (July 1, 2011 - June 30, 2012)

Client Type (Industry)	Transaction Type	Amount
Construction-Concrete	Contract	\$ 250,000
Tutoring Service	Contract	\$ 20,000
Home Health Care	Loan	\$100,000
Transportation Service	Contract	\$ 54,600
Retail- Coffee Shop	Loan	\$83,000
Counseling	Loan	\$ 5,000
Catering	Loan	\$39,000
Child Care	Loan	\$ 10,000
Chiropractic Services	Loan	\$ 28,500
Retail- Photography	Loan	\$ 27,000
Owner Investment		\$57,500
General Sales Growth		\$218,503
<b>Total Financial Impact</b>		<b>\$893,103</b>

## WBC CLIENTS COUNSELED DEMOGRAPHICS BY RACE/ETHNICITY

Figure 14: Women's Business Center Client Detail - Race/Ethnicity Distribution (July 1, 2011 to June 30, 2012)



## WBC CLIENTS COUNSELED BY COUNTY

Table 7: Women's Business Center Number of Clients Counseled by County (July 1, 2011-June 30, 2012)

County	No.	County	No.	County	No.
Alexander	1	Granville	2	Pasquotank	1
Cabarrus	3	Guilford	4	Person	2
Columbus	1	Harnett	1	Rowan	1
Craven	2	Iredell	1	Sampson	1
Cumberland	1	Johnston	3	Union	2
Duplin	1	Lee	1	Vance	2
Durham	58	Martin	2	Wake	84
Edgecombe	2	Mecklenburg	14	Warren	2
Forsyth	2	New Hanover	1	Norfolk VA	1
Franklin	3	Onslow	1		
Gates	1	Orange	3		
					<b>Total 204*</b>
*May include multiple business partner sessions.					

## WBC TRAINING ATTENDEES BY COUNTY (For those events tracking attendee county only)

Table 8: Women's Business Center Number of Training Attendees by County (July 1, 2011-June 30, 2012)

County	No.	County	No.	County	No.
Alamance	11	Franklin	10	Orange	30
Anson	2	Gaston	1	Pamlico	1
Bertie	5	Granville	5	Pasquotank	19
Bladen	4	Guilford	84	Person	9
Brunswick	2	Halifax	15	Pitt	21
Buncombe	17	Harnett	13	Richmond	16
Cabarrus	10	Hertford	4	Robeson	5
Carteret	6	Hoke	3	Rowan	2
Chatham	17	Johnston	18	Sampson	2
Chowan	1	Lee	38	Scotland	8
Columbus	7	Lenoir	4	Stanley	1
Craven	1	Madison	3	Vance	5
Cumberland	19	Mecklenburg	60	Wake	729
Currituck	1	Montgomery	1	Warren	6
Duplin	2	Moore	2	Wayne	1
Durham	144	Nash	10	Wilson	7
Edgecombe	5	New Hanover	6	York	1
Forsyth	6	Northampton	9		
					<b>Total 1,409</b>

## A Women's Business Center Success Story

### TRACI WILLIAMS, CRESCENT CONSTRUCTION SERVICES, LLC



Traci Williams, owner of Crescent Construction and WBC client is an outstanding example of women leading the way in non-traditional industries. In addition to counseling, the WBC has worked with Traci over the years as a partner with the Greater Women's Business Council. Traci is an exceptional role model, mentor, as well as been a speaker for WBC events about her experiences in industry, running a business as well as home/work life balance. Traci was awarded the "2012 SBA North Carolina Women in Business Champion of the Year"

A lifelong entrepreneur, Traci Williams is no stranger to small business ownership. She spent her childhood working for the family electrical contractor business. After college she ventured out on her own and started several small businesses. Then, in 2006 she returned to her construction roots and with her partner created Crescent Construction Services, LLC. The previous company had been a simple drain inspection firm, however less than a year after Traci became involved they expanded their services. Today they offer over ten different major services in drain, electrical, roof, and floor systems. The company that started with Traci and Julian Clayton now employs 20. Traci's husband, Brad Williams, joined the team to add his years of construction knowledge and experience to the company.

The 2008 economic downturn forced the principals to take a good look at cutting costs. Using their 50 years of combined commercial construction experience they decided to better adapt the latest mobile technology. They designed and used specialized apps to help them save time and cut costs. They adapted some applications to collect data in the field and eliminate tons of paperwork. They even designed a system to give video feedback to clients during an inspection in real-time.

The decision proved to be the right one, and in 2011 they launched a new software development group, ToraLab, LLC, specializing in mobile applications for the construction

industry. The success of their innovations did not go unnoticed by the construction industry. In early 2011, Crescent completed a series of interviews for a business profile by Apple Inc. as one of the country's leading innovators in using technology in the construction industry. They have also been interviewed by several other construction and business magazines.

Increasing efficiency was only half the battle. They were vigilant about cutting costs also. They inquired about an SBA loan to refinance some unreasonable debt on their building. "The SBA financing will save us tens of thousands of dollars over the life of the loan," said Mrs. Williams.



# SPECIAL CAPACITY BUILDING PROGRAMS

**The Institute: Impacting North Carolina's economy by developing diverse leaders.**

*Nonprofits are struggling to recruit and retain diverse talent they need to address our most pressing community challenges. The Millennial generation, the largest and most diverse generation in history, is energized to work for change, but doesn't know how to get started.*

Public Allies

## Public Allies of North Carolina

In 2011, Public Allies North Carolina (PANC) welcomed as its new Operating Partner, the North Carolina Institute of Minority Economic Development. The Institute's reputation for fostering creativity, collaborations and its commitment to personal and professional growth made the organization an ideal partner. The program places young adults in ten-month, paid apprenticeships with local non-profit organizations known as "Partner Organizations". PANC has been operating throughout the Triangle for the past fifteen years and is excited to expand its vision across North Carolina. The Institute's strategy focuses on young adult engagement and relationship building with partner organizations that have a key focus on community economic development.

Public Allies is an AmeriCorps program whose mission is to advance new leadership to

strengthen communities, nonprofits and civic participation. Public Allies



work to change the face of leadership in communities across the country by demonstrating their conviction that everyone can lead, and that lasting social change results when citizens of all backgrounds step up, take responsibility and work together. Public Allies prepares young adults to practice values that invigorate public life: collaboration, diversity, inclusion, asset based change, continuous learning and integrity. Over the past fifteen years, PANC has developed a reputation as one of the premier service and development programs for emerging community leaders in the Triangle area.

In its first year of operation, the Institute as an Operating Partner had thirteen (13) established “Members” and nine (9) “Partner Organizations.” The Institute made every effort to ensure that the Allies were active and introduced to a variety of activities and venues which included attending statewide forums, service learning opportunities and interactions with various local nonprofit leaders.

Additional activities include “service learning” projects such as volunteering to distribute 37,000 lbs. of emergency food to low-income families during the Thanksgiving Holiday at the Wilson Opportunities Industrialization Center in Rocky Mount North Carolina. Thousands line up to receive needed household staples such as cereal, applesauce, corn, peanut butter and other food items. The group also worked with the United Way on MLK Day of Service with 100 volunteers completing a variety of projects which included writing letters and creating valentines cards for veterans and active military personnel.

### PANC Goals & Objectives:

- ♦ Build the capacity of nonprofits within the economic opportunity focus area.

- ♦ Identify and develop emerging community leaders to be placed within community economic development nonprofits.
- ♦ Provide quality leadership training
- ♦ Provide introduction to non-profit industry sector
- ♦ Impact Social Issues in the community through team service projects and service days.

### Current Program Year 2012

- ♦ Program Year: October 24, 2011 – August 24, 2012
- ♦ Institute Staff, Allies, Partner Organizations - Two staff , thirteen Allies, and nine Partner Organizations
- ♦ Ally/ Members – thirteen slots (six slots will be filled by August 31, 2012)

Table 9 below provides demographic information for the 2012 Public Ally participants.

Table 9: 2012 Public Ally Demographics

Gender		Race/Ethnicity		Education	
Male	03	Black	09	Undergraduate	12
Female	10	White	04	Graduate School	01
				<b>Total</b>	<b>13</b>

## A Public Allies Success Story

### “EduPLAYtional” OPPORTUNITIES FOR DIVERSE YOUTH



As a part of the Public Allies Teams Service Project for 2012, the Allies overwhelmingly selected to work with Habitat for Humanity. The Service Learning Project is a group project designed to look at various community issues in underserved communities, all Public Allies are required to participate in the project.

The Allies designed and implemented a program called Habicamp and a curriculum that focused on housing issues, designed in such a way that children can easily understand. Habitat for Humanity International was so impressed with their work and the development of the model curriculum that they have now adopted it for all of their affiliates.

The goal of Habicamp is to enhance the Youth United Program of Act, Speak, Build week and to provide assistance on the importance and effects of homeownership for youth. The strategy and action steps helped to develop a curriculum for HabiCamp, and eduPLAYtional as a way to engage youth on issues surrounding housing in a fun and interactive environment. The children range in ages from 5 to 13 years of age. Students from local high school were camp counselors/volunteers for the week.

Youth United is a Habitat for Humanity program run by youth and for ages 5 to 25. The program teaches students leadership and teamwork skills.



## The Institute: Impacting North Carolina's economy by improving the health of the workforce.

*Uninsured patients and those from ethnic minorities are substantially more likely to be diagnosed with cancer at a later stage, when treatment can be more extensive and more costly. This leads not only to higher medical costs, but also poorer outcomes and higher cancer death rates.*

American Cancer Society, 2012

## Healthy Workplace Initiative

Celebrating five years of activities associated with the “On the Ground Prostate Health project” as a part of the Healthy Workplace Initiative, the Institute continued to address the impact of prostate cancer across North Carolina. The American Cancer Society continues to rank 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, and 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. New community interventions through the On the Ground Prostate Cancer Program are focused on “increasing awareness, providing education and promoting informed decisions.” Enhanced focus on the education of men regarding screenings for prostate cancer is 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.

As a first step in reaching the public with information on prostate cancer the staff continued to highlight the incidence and prevalence of prostate cancer in North Carolina. Awareness activities are critical to initiate a discussion on prostate cancer. Activities also highlighted the overwhelming financial burden of prostate cancer to minority families.

### On The Ground Prostate Health Project

All activities for the On the Ground Prostate Health Project came in the form of community Events, workshops, educational classes, trainings, and other events. Community based programs were facilitated in partnership with lay health leaders (PC Ambassadors) trained through the On the Ground Prostate Health Project. Such partnerships support the sustainability of prostate health activities in communities with high incidence rates of prostate cancer and those with limited health education resources. PC Ambassadors are located in 7 counties: Bertie, Buncombe,

Cabarrus, Caswell, Forsyth, Hertford and Mecklenburg. OTG conducted fourteen (14) awareness and three (3) educational events reaching 4,191 people across the state.

## INCREASING AWARENESS

Table 10 lists the awareness events conducted during this period.

**Table 10: Healthy Workplace Initiative Awareness Events (July 1, 2011 - June 30, 2012)**

Event	County	Attendees
Prostate Health Exhibit at Winston Salem State University Night at the Park	Forsyth	146
Prostate Health Exhibit at the 18 <sup>th</sup> Annual Boston Round Up in Winston Salem	Forsyth	2,800
Prostate cancer exhibits at University Park Baptist Church in Charlotte, NC	Mecklenburg	500
Prostate health exhibits at six (6) churches in Caswell County	Caswell	335

## PROVIDING EDUCATION

The 8<sup>th</sup> Annual Prostate Cancer Awareness and Education Conference, “Prostate Cancer Treatment: Approaches to Care” was held at Winston Salem State University (WSSU) in partnership with the Center of Excellence for the Elimination of Health Disparities. The conference format included expert panels that highlighted the myriad of issues associated with the treatment of prostate cancer.

The selection of Winston Salem as the site for the Awareness Conference was designed as part of a strategic partnership with Cancer Services Inc., a regional non-profit based in Forsyth County. This partnership provided the necessary infrastructure needed to support the men and families in the Triad region impacted by prostate cancer.

Table 10 lists the awareness events conducted during this period.

**Table 11: Healthy Workplace Initiative Education Events (July 1, 2011 - June 30, 2012)**

Event	County	Attendees
8 <sup>th</sup> Annual Prostate Cancer Awareness and Education Conference at WSSU	Forsyth	75
Faith Summit on Prostate Cancer sponsored by Nia’s Ark and the UNC Prostate Cancer Cluster	Guilford	59
Prostate Cancer presentation at Solid Rock Baptist Church	Forsyth	276

## Community Health Leadership Roundtable

The Institute launched the Community Health Leadership Roundtable to provide a forum to support a statewide dialogue with community and academic partners committed to addressing health disparities. The Roundtable hosts monthly webinar sessions featuring updates on training and funding opportunities.



## Walk-A-Mile-With-A-Child

The Institute, in partnership with the Durham Academy of Medicine, Dentistry, and Pharmacy sponsored the 2<sup>nd</sup> Annual Walk-a-Mile-With-a-Child community celebration in Durham. The event was created to highlight the obesity epidemic among children and the important role of families and schools in combating this health crisis. Highlights of the event included a one-mile walk, physical activity demonstrations, and healthy food cooking demonstrations.





### **The Institute: Impacting North Carolina's economy by developing the workforce.**

*While the recovery in GSP is underway, job growth is likely to lag. North Carolina lost over 320,000 jobs during 2008 and 2009, and it is likely to take at least four to five years to regain the lost jobs. Job growth will be the biggest problem for both the U.S. and North Carolina economies over the next several years.*

Babson Capital/UNC Charlotte Economic Forecast, September 2011

## **Jobs and Leadership Development**

In the spring of 2012, the Institute launched a pilot jobs program designed to generate short-term employment opportunities to unemployed persons. The program would focus solely on young adults, senior citizens and the chronically unemployed. The Program goals include:

- The Introduction or reintroduction of unemployed adults to the workplace in public, private and non-profit settings, with an emphasis on the skills needed for employment opportunities;
- Exposing unemployed persons to labor force opportunities through workshops, trainings, and or information and resource materials;
- Assist the public, private and non-profit entities in assisting the unemployed; and
- Monitor and host at least one (1) focus group to better assess the elements and or tools needed for positive job placement.

The twelve (12) participating businesses and organizations selected to participate in the Pilot Program welcomed the opportunity to work with the Institute in developing a model program that could be replicated throughout North Carolina. Program wrap-up will include an extensive overview of the project including outcomes and impact.

### **PARTICIPATING BUSINESSES/ORGANIZATIONS**

- A10 Clinical Solutions
- American Safety Products
- Bull City Forward
- Global Scholars Academy
- Innovative Systems Group
- Large Small Graphics, LLC
- National Youth Chamber of Commerce
- North Carolina Hispanic Chamber of Commerce
- North Carolina Indian Economic Development Initiative
- Progressive Business Solutions
- University North Carolina - Chapel Hill/ Historically Underutilize Business Division
- Winston Salem Urban League

# HISTORICAL IMPACT AND GOALS

## Historical Service Impact Summary

Table 12 below provides an overview of the Institute's impact by key indicator from 2004 through 2012.

Table 12: NCIMED Impact Summary (Fiscal Years 2004 - 2012)

Historical Impact	2004 - 2009	2010	2011	2012	Totals
Contracts Awarded	\$96,790,320	\$60,154,996	\$23,160,686	\$54,929,741	\$235,035,743
Financial Transactions	\$121,092,004	\$34,618,231	\$35,375,455	\$33,308,140	\$224,393,830
Jobs Created	1,287	378	104	290	2,059
Businesses Served	2,029	1,605	1,351	3,249	8,234
Training Participants	11,919	2,869	4,747	5,997	25,532

## Projected Impact and Goals (July 1, 2012 – June 30, 2013)

### MBC Projected Impact Goals

Table 13 lists MBC impact projections for the period July 1, 2012 through June 30, 2013.

Table 13: Projected MBC Training and Counseling Impact (July 1, 2012 - June 30, 2013)

Key Indicator	Number
Number of Jobs Created	87
Number of Jobs Retained	60
Dollar Value of Awarded Contracts & Procurements	\$ 51,870,000
Number of Awarded Contracts & Procurements	29
Dollar Value of Awarded Financial Transactions	\$ 34,580,000
Number of Awarded Financial Transactions	21
Number of Export Transactions Facilitated	4
Number of Strategic Transactions Facilitated	4
Number of Clients Served	72

Key Indicator	Number
Number of Minority Business Enterprise Referrals	<b>72</b>
Number of Jobs Created	<b>87</b>
Number of Jobs Retained	<b>60</b>

## WBC Projected Impact Goals

Table 14 lists WBC impact projections for the period July 1, 2012 through June 30, 2013. The projections represent SBA's determinations for training, counseling, and capacity development.

**Table 14: Projected WBC Training and Counseling Impact (July 1, 2012 - June 30, 2013)**

Key Indicator	Amount
Number trained	3,087
Number counseled	330
New Business Starts	30
Jobs Created	50
Access to Capital	\$700,000

## Executive Education Institute Planned Events

Table 15 lists the Executive Education Institute events planned the period July 1, 2012 through June 30, 2013.

**Table 15: Executive Education Institute Planned Events (July 1, 2012 - June 30, 2013)**

Date	Event Title	Partner(s)	Place
<b>September 10, 2012</b>	Financial Education	Livingstone College	Livingstone College, Salisbury, NC
<b>September 15, 2012</b>	Student Financial Workshop	Genesis Baptist Church	Genesis Baptist Church, Greensboro, NC
<b>September 17, 2012</b>	Small Business Insurance Lunch-N-Learn	First Citizens Bank The Women's Business Center of NC	Wake Tech.-Western Campus, Cary, NC
<b>September 18, 2012</b>	Small Business Identity Theft Lunch-N-Learn	First Citizens Bank The Women's Center of NC	NCIMED, Durham, NC
<b>September 27, 2012</b>	Financial Management Seminar	NCCU-Honors Program	NCCU, Durham, NC
<b>October 4, 2012</b>	Financial & Homebuyer Fair	DHIC Fifth Third Bank	Raleigh, NC
<b>October 12-13, 2012</b>	Women's Executive Education Leadership	The Women's Business Center of	UNC- Chapel Hill

Date	Event Title	Partner(s)	Place
	Series (WEELS)	NC	
<b>September-November 2012</b>	Financial Management Sessions (Continuously)	Johnson C. Smith University (Sherrill Hampton)	Johnson C. Smith University, Charlotte, NC
<b>October-November 2012</b>	Financial Management Sessions	Elizabeth City State University	ECSU, Elizabeth City, NC
<b>February 18, 2013</b>	Financial Education	Livingstone College, Salisbury, NC	Livingstone College, Salisbury, NC
<b>February 24-March 1, 2013</b>	DOT Executive Management Program	DOT	UNC- Chapel Hill, NC
<b>Fall/Winter 2012/2013</b>	Workers Comp/Tax Sessions	Industrial Commission NC Department of Revenue NC Department of Commerce	Statewide

# ATTACHMENT A: NCIMED ITEMIZED EXPENSES BY FUND

(See Attached)



## NC Institute of Minority Economic Development, Inc.

## Itemized Expenses By Fund

Fiscal Year Ended June 30, 2012

	General	State	Bldg	Other Grants	First Citizen	ZSR	BOA	Public Allies	MBDA	OMH	MEEI	WBC	TOTAL
Expenses													
Salaries	\$89,707.78	\$704,424.45	\$0.00	\$5,283.92	\$30,000.00	\$60,000.00	\$0.00	\$90,647.34	\$245,136.68	\$22,535.46	\$0.00	\$121,577.69	\$1,369,313.32
Payroll Taxes	(\$47.60)	\$95,147.75	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,208.31	\$0.00	\$1,769.02	\$0.00	\$0.00	\$104,077.48
Health Insurance	\$72.59	\$141,191.11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,277.80	\$0.00	\$2,639.58	\$0.00	\$0.00	\$159,181.08
Pension Expense	\$249.12	\$42,826.98	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,846.91	\$0.00	\$942.72	\$0.00	\$0.00	\$48,865.73
Temporary Employees	\$0.00	\$7,324.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,324.80
Specialized Technical Assistance	\$63,272.00	\$255,266.63	\$0.00	\$0.00	\$2,932.00	\$30,000.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$351,970.63
Contract Services	(\$95.36)	\$110,263.55	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$477.87	\$0.00	\$1,700.00	\$0.00	\$0.00	\$112,346.06
Office Expense	\$2,288.70	\$23,802.86	\$0.00	\$3,713.13	\$0.00	\$3,089.37	\$0.00	\$2,611.18	\$0.00	\$289.86	\$0.00	\$0.00	\$32,081.97
Program Expense	\$291,319.25	\$216,600.74	\$0.00	\$3,713.13	\$0.00	\$0.00	\$0.00	\$38,984.54	\$0.00	\$5,304.82	\$43,703.51	\$0.00	\$599,625.99
Sponsorships	\$8,500.00	\$18,807.77	\$0.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$1,525.34	\$0.00	\$0.00	\$0.00	\$0.00	\$31,333.11
Client assistance	\$800.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,800.00
Non Contract TA	\$44,180.83	\$61,636.85	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$850.00	\$0.00	\$0.00	\$21,159.09	\$0.00	\$127,826.77
Postage	\$169.65	\$2,990.42	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$262.00	\$0.00	\$0.00	\$3,422.07
Communications	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$421.38	\$0.00	\$0.00	\$45,073.16
Travel/Meals&Lodge	\$8,406.61	\$44,379.57	\$0.00	\$284.00	\$518.20	\$7,000.00	\$0.00	\$680.75	\$0.00	\$2,205.39	\$0.00	\$0.00	\$137,728.99
Program Supplies	\$0.00	\$2,816.43	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,816.43
Memberships	\$0.00	\$12,370.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,370.00
Printing Duplication	\$9,870.43	\$10,693.93	\$0.00	\$1,798.95	\$0.00	\$0.00	\$0.00	\$429.45	\$0.00	\$5,356.60	\$297.50	\$0.00	\$28,446.86
Subscriptions/Reference Materials	\$0.00	\$9,827.90	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9,827.90
Special Projects	\$25,776.73	\$300.34	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,299.91	\$0.00	\$0.00	\$27,376.98
Staff/Professional Development	\$966.96	\$20,299.28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$21,266.24
Insurance & Bonding	\$0.00	\$19,431.46	\$3,831.15	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$23,262.61
Regional Business Development Initiatives	\$60.70	\$21,010.03	\$0.00	\$0.00	\$0.00	\$0.00	\$10,460.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$31,531.53
Professional Consultants	\$0.00	\$110,207.15	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$110,207.15
Board Expense	\$1,414.76	\$2,612.67	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,027.43
Rent	\$0.00	\$9,802.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9,802.00
In-Kind Rent	\$20,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,000.00
Occupancy Costs	\$2,645.00	\$20,133.09	\$20,051.34	\$0.00	\$0.00	\$0.00	(\$0.01)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$42,829.42
Repairs & Maintenance	\$3,850.00	\$51,786.79	\$781.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$56,417.79
Equipment Lease/Maintenance	\$0.00	\$23,501.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$23,501.00
Interest & Finance Charges	\$0.00	\$7,596.66	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,596.66
Depreciation & Amortization	\$0.00	\$73,576.36	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,643.12	\$0.00	\$0.00	\$0.00	\$0.00	\$76,219.48
Other Expenses	\$5,564.58	\$3,678.89	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,781.81	\$0.00	\$0.00	\$0.00	\$0.00	\$17,825.28
Equipment Purchases	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Expenses	\$578,772.73	\$2,245,941.50	\$24,663.49	\$13,580.00	\$33,450.20	\$100,089.37	\$10,460.79	\$175,736.63	\$245,136.68	\$44,726.74	\$65,160.10	\$121,577.69	\$3,659,295.92



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