

Black Business News

YOUR LINK TO BLACK BUSINESS ENTERPRISE IN SOUTHERN CALIFORNIA

The Official Business Journal of the Black Business Association

President's Message

Break The Cycle July 2006

The Black Business Association (BBA) is an advocate for future generations of black-owned and operated enterprises. The BBA knows that buyers in majority business organizations need to break the cycle of inconsistent use of these firms. Procurement management personnel are encouraged to break the cycle of omitting black business from its solicitation of quotes by making a concerted effort to recruit competitive black businesses to submit bids will begin to break the cycle of inconsistent sourcing. Buyers have to engage their work efforts to break the cycle of reporting that there are no black companies to include for high technology contracts.

Our affiliate, the National Black Business Council (NBBC), recently conducted an awe-inspiring program called "Break the Cycle". This is a national program assisting youth with addressing academic and personal needs. The Break the Cycle management team members work together with youth by developing effective and relevant strategies, and providing alternative counseling within a community-based support group.

I commend the NBBC for having the vision to serve as the community-based support group helping to deliver to the Crenshaw High School students and surrounding youth real methods and motivation on how to break the cycle of dropout, drug use, crime, and similar social negatives that eliminate productive citizenry.

Break the Cycle began in Huntsville Alabama, and has traveled to many cities throughout the U.S. and Barbados. The NBBC attracted a wide range of corporate partners to defray the costs associated with promoting and coordinating such a program here in the Los Angeles market. The NBBC knows that as business contracting opportunities expand, so does the need for quality labor. The youth represent our future entrepreneurs and labor force, whereas making it is everyone's responsibility to ensure the youth are not lost with how to better themselves in preparation for

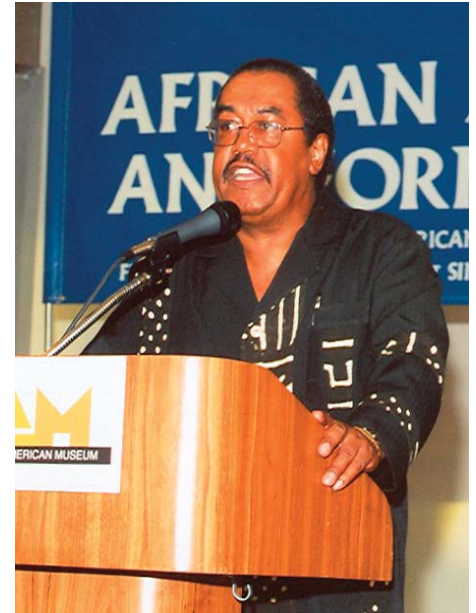
tomorrow.

Large corporations understand and operate on the principle of long-term advertising campaigns aimed at tomorrow's consumer. For example, companies in the fast food, soft drinks, sports apparel, and breakfast cereals all make concerted efforts to ensure that future generations know about the benefits with using their respective products. However, these and other corporations have to ensure that they share this principle of future consumer engagement with assuring that black enterprise is afforded future access and opportunities to large contracts.

This comparison on how to break the cycle is not limited to at-risk youth; there are at-risk corporate managers that are not practicing level playing field management with engaging black suppliers. Major corporations should focus on removing black-owned suppliers annual spending results from the bottom. This qualifies as a break the cycle statistic.

The BBA advocates for the increased use of black business enterprise and many entities prosper from our work. I mention this because some are unaware of the importance of trade associations and the impact for creating the open access that we enjoy today. The past collective strength and advocacy work conducted by the BBA has helped to propel the interest of a far greater many today.

The BBA has helped pave the way for black firms to engage in business discussions with major corporations even if they never joined as financial members. The BBA advanced the management philosophies of major corporations to engage black-owned businesses as suppliers, which entitled privileges to a greater number of black



enterprises.

For thirty-six years, the BBA has operated as a change agent for economic development and broken the cycle of poor buying practices to the benefit of small business everywhere. The BBA continues to help activate change and break the cycle of non-black prime contactors, break the cycle of unnecessary ownership certifications, break the cycle of short to long-term contracting with black suppliers, and to break the cycle of stereotyping the performance of black enterprises (no two are alike).

I invite you to become a BBA member or to become more involved if you already are a member. We are proud of the work we do and proud to represent your business interests with major corporations. The BBA is unparalleled when it comes to creating greater access to contracting opportunities with the public and private sector. 🤝

Earl "Skip" Cooper, II

President/Chief Executive Officer