



MEDIA ADVISORY

For Immediate Release

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Texas Business Alliance Launch Program to Highlight Solutions to Bolster Minority- and Women-Owned Businesses

Themed, "State of the Houston Small Business Economy: The Small Business Stimulus Package," attendees will learn methods to stimulate entrepreneurial growth through challenging economic times.

HOUSTON (Jan. 26, 2009) – Texas Business Alliance (TBA), a membership-based, solutions oriented, small business development, 501(c)(6) nonprofit organization, launches on Friday, Jan. 30, 2009, from 11:30 a.m. to 1:30 p.m. (registration begins at 11 a.m.), at the Hotel Derek, 2525 West Loop South at Westheimer Rd., Houston, TX 77027. The program is sponsored by Platinum Sponsor DiverseStaff a Lane Staffing Company, Gold Sponsor 3131 Properties, Ltd., and Silver Sponsors Sharon Phillips, President, Multicultural Connections and Pretty Quick Delivery Services.

TBA will host an interactive luncheon program geared at sharing practical and novel solutions for stimulating economic development by increasing the capacity of minority- and women-owned businesses. Complimentary shoe shines by one of Houston's remaining premier footwear polishers, Mister Shines, will begin at 10 a.m.

More details follow:

What: Texas Business Alliance launch program featuring:

- Alfred Edmond, SVP and Editor-in-Chief, Black Enterprise.com (panel moderator/keynote address)
- Honorable Annise Parker, City Controller, City of Houston
- Irvin Ashford Jr., VP Corporate Public Affairs, Community Development and External Affairs Director, Comerica Bank
- Pedro Garcia, Sr. Outreach Program Coordinator, Small Business Development Division, Port of Houston Authority
- Elsie Huang, President, Asian Chamber of Commerce
- Winston Labbe, VP Community Development Lending, Amegy Bank of Texas
- Carla Lane, President and CEO, Lane Staffing, Inc.
- Jason Medlock, President and Managing Partner, 3131 Properties, Ltd.
- Freddie Raines, SW District Manager, Senior Vice President, Capital One Bank
- Brian Tippens, Manager, Global Supplier Diversity, Hewlett-Packard Company
- Carmen Watkins, President and CEO, African American Chamber of Commerce of Greater Houston

Who: 200 minority- and women-owned small business owners, corporate, community and political leaders, interested citizens, and members of the press

When: Friday, Jan. 30, 2009, 11:30 a.m. to 1:30 p.m., 11 a.m. registration, 10 a.m. complimentary shoe shines by Mister Shines

(more)

Where: Hotel Derek, 2525 West Loop South at Westheimer Rd., Houston, TX 77027

Cost: \$35.00/person (includes lunch plus \$35 off of TBA membership); table sponsorships available

Why: Defined as privately owned companies employing one to 1,500 employees with annual revenues up to \$33.5 million, small businesses are the lifeblood of our economy employing two-thirds of the private sector work force and generating more than half of the private gross domestic product. The current economic downturn has adversely impacted all small businesses. In addition, minority- and women-owned enterprises historically have experienced disproportionately fewer contract opportunities due to a lack of practical and technical knowledge and access to capital.

The TBA launch program will highlight practical and novel solutions to improve opportunity creation and increase business sustainability. As well, TBA development programs will be introduced:

- Business Enterprise Academy™ - a six-month, small business incubator program
- One Woman™ – a national, two-day women’s business conference
- The ‘Prime’ Objective™ Joint Venture Partnership Program
- Youth Entrepreneurship Academy™

How: Topics addressed during the launch program will include: state of the Houston economy, infrastructure management, effective marketing/advertising, financial management, accessing capital, joint venture partnerships, information technology, insurance, networking, certification, mentoring by industry professionals, accessing decision makers, proposals/bid packaging, and presentation skills

Photo/Interview Opportunities:

- Jeffrey L. Boney, Founder and CEO, Texas Business Alliance
- Alfred Edmond, SVP and Editor-in-Chief, Black Enterprise.com
- Presentation of the Texas Business Alliance “Vanguard Award” to 3131 Properties, Ltd.
- Esteemed panel members
- Earl Nash, Mister Shines, providing complimentary premier footwear polishing
- New and well-established minority and women entrepreneurs
- First applicants completing Texas Business Alliance membership forms

Information and press passes: Margo Williams Handy, MWH Public Relations, 281.213.9554 or margo@mwhpublicrelations.com

About Texas Business Alliance

A member-driven, 501(c)(6) nonprofit organization, with a mission to equip minority- and women-owned businesses to be qualified suppliers, ready to compete for public, private and international opportunities through progressive development, and specialized training. Its vision is to strengthen the Texas economy and spur job creation by expanding minority- and women-owned businesses, and encouraging youth entrepreneurship. Chapter organizations are being pursued in Dallas/Ft. Worth, San Antonio, Austin and El Paso. Visit www.texasbusinessalliance.org for more details.