



## PRESS RELEASE

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## Texas Organization Launches to Equip Minority- and Women-Owned Suppliers and Youth Entrepreneurs to Spur Economic Development

HOUSTON (Jan. 6, 2009) – Texas Business Alliance (TBA), a 501(c)(6) nonprofit organization has been launched to equip minority- and women-owned suppliers for increased procurement opportunities and sustained success. TBA also will connect suppliers to a multicultural membership base, and private and public sector contracting opportunities. The organization is founded and led by its President and CEO Jeffrey L. Boney, former Houston Citizens Chamber of Commerce (HCCC) president and CEO.

TBA seeks to strengthen the Texas economy and spur job creation by expanding minority- and women-owned businesses, and encouraging youth entrepreneurship. The mission of TBA is 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.

"It is with great humility and a sense of responsibility that I take on this new endeavor and continue my life's work and passion to help minority small businesses prosper," said Jeffrey L. Boney, TBA president and CEO. "While Hispanic, African-American and Asian small business growth is consistent in Texas, minorities are receiving disproportionately fewer business loans and contracts than non-minority business owners. Our economy is dependent upon the success of small businesses as they employ just over half of the private sector work force and generate more than half of the private gross domestic product. TBA seeks to close the readiness gap and facilitate creative joint venture partnerships."

"For the past 12 years as a business banking vice president, chamber executive, business owner, and community volunteer, I have been involved in working closely with minority suppliers to bridge the cross-cultural gaps that exist, which limit economic advancement for all," said Boney. "The programs we have developed and the people connected to this vision are the cornerstone by which this organization will accomplish its mission."

At the heart of TBA is its flagship program, the Business Enterprise Academy™, a small business incubator program. The Business Enterprise Academy™ is a six-month business development program that will qualify minority suppliers for industry specific private and public sector opportunities in the U.S. and abroad. Curriculum topics include: infrastructure management, effective marketing/advertising, financial management, information technology, legal solutions, insurance,

(more)

investments/retirement, human resources/personnel management, accessing capital, joint venture partnerships, project management, real estate leasing/ownership, networking, certification, mentoring by industry professionals, RFP/RFQ training and presentation.

Other TBA programs and areas of focus include:

- “The ‘Prime’ Objective™” – a joint venture partnership program. Encourages and prepares minority suppliers to partner together and bid on projects, which independently each may not qualify for.
- Women in Business Development. Programs and events which empower, educate and inspire continued growth among the fastest growing segment of small business.
- Youth Entrepreneurship Program. Equips high school and college students with the tools and resources to pursue an entrepreneurial career.
- Capital Access. Prepares minority suppliers to be better positioned to access credit to grow their businesses.
- Community Roundtables. Periodic forums and workshops geared to educate the community and small businesses on matters that affect their daily lives.

A sister organization, Texas Business Alliance Foundation, a 501(c) (3) nonprofit organization, also has been established to support the efforts of the TBA. The Texas Business Alliance Foundation will fund business scholarships, the youth entrepreneurship initiative, research and development activities and community financial literacy and credit training programs.

“We are working diligently to make 2009 a year to significantly advance minority- and women-owned businesses and ensure youth have the skills and resources necessary to pursue an entrepreneurial alternative,” said Boney. “A launch event will be held at the start of this year and our Web site, membership drive and other marketing collateral will be completed by February 2009. We look forward to involving individuals, businesses, youth, corporate and governmental entities, chambers of commerce and our new chapter organizations to enhance supplier diversity and economic development in the state of Texas.”

TBA will be funded via memberships of individuals, businesses, organizations and chapters, as well as foundation grants, corporate sponsorships and event proceeds.

For membership or sponsorship information, please contact MWH Public Relations, 281.213.9554 or [info@mwhpublicrelations.com](mailto:info@mwhpublicrelations.com) or Jeffrey L. Boney, 832.868.5663 or [jboney1@texasbusinessalliance.org](mailto:jboney1@texasbusinessalliance.org).

***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. Beginning Jan. 16, 2009, access [www.texasbusinessalliance.org](http://www.texasbusinessalliance.org) for more details.*