



NEWS

Contacts: Chris Aguirre, Valley Vision
916-325-1630 office

Tracie Stafford, Exceptional Events, Inc.
916-995-4435 cell 916-525-2566 office

For Immediate Release

Ethnic Small Businesses Get a Seat at the Table at the 2006 Multi-Cultural Business Forum

Sacramento August 15, 2006 – The Alliance for Business and Community in collaboration with Valley Vision and the Sacramento Business Journal, announce the 3rd Annual Multi-Cultural Business Forum, Leveraging Our Diversity, taking place on October 5, 2006 at the Sheraton Hotel, from 12:00pm to 7:00pm for a cost of \$55 per person.

According to TIME Magazine's report, "America's Most Diverse City", in 2002 41% of Sacramento residents were Non-Hispanic White, 15.5% African American, 22% Hispanic and 17% Asian Pacific Islander. With numbers such as these:

- Why does it remain difficult for Ethnic Business Owners to get a seat at the proverbial table?
- Why is there still a need for Small Minority Business programs when the population is overflowing with Ethnic Businesses?
- Why don't these diverse statistics correlate with city procurement statistics?

These and many other topics will be addressed at this unique forum. Not only will participants engage in open and honest dialog regarding these issues, they will receive tried and true techniques from Corporate and Community Leaders as well as from Successful Ethnic Business Owners. In addition, a procurement fair has been added to further aide in connecting Ethnic Businesses with Corporate and Government contract opportunities.

According to Pat Fong-Kushida, President and CEO of the Sacramento Asian Pacific Chamber of Commerce, Velma Sykes of the Black Chamber of Commerce and Diana Borroel of the Hispanic Chamber of Commerce, The Alliance intends to play a leadership role in shaping an agenda for economic opportunity that serves everyone in the region.

The event begins with a luncheon at 12:00pm with Key Note address from John Quiñones, six time Emmy Award winner for his work on "PrimeTime Live". Participants will then enjoy a Legends Panel of Successful Ethnic Businesses Owners, followed by workshops, Procurement Fair and mixer ending at 7:00pm.

In addition, The Alliance will recognize two businesses in the Sacramento region. One will be awarded to a corporation, that has had significant impact in promoting appreciation for diversity and cultural understanding through best practices and innovative strategies and one

to a Minority Owned Business that has been successful in the region. **The 2006 Excellence in Diversity Award** nominations are being accepted online until September 13, 2006.

For more information or to register, please visit our website at www.multiculturalbusinessforum.com or Contact Exceptional Events at 916-525-2566.

The Alliance for Business and Community consists of the Asian Pacific, Black and Hispanic Chambers of Commerce and is committed to the economic well being of underserved communities. The Alliance also advocates to expand business relationships and increase the economic vitality of the Sacramento Region.

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