

”E-commerce: Creating a Global Presence”

The Atlanta Business League (ABL)
22nd Annual Super Tuesday Conference

“Creating a Legacy of Wealth & Success: Your Blueprint”

Hyatt Regency Atlanta
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prepared by

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Chief Executive Officer
Co-Founder

Minority Professional Network (MPN)

The Global Career, Economic and Lifestyle Connection™ for Progressive Professionals

www.MinorityProfessionalNetwork.com

www.mpnNetwork.com

BASIC INGREDIENTS

FROM CONCEPTUALIZATION TO IMPLEMENTATION

- **Planning & Starting Your E-Commerce Business Enterprise**
 - Ideology to Implementation (products, services)
 - Market Research and Comparative Analysis
 - Working Business Plan and Executive Summary
 - Strategic and Tactical Plan
 - Capital, Funding, Financial Plan
 - Technology and Infrastructure Plan
 - Marketing Plan
 - Operational Plan
 - Sales Plan

The Global E-Commerce Marketplace

- **Given that the Internet** reaches most countries and cities around the world, you'd think that e-commerce would have been global from the beginning. Not so, at least generally.
- If you're an American and think all the action is here, you should know that a U.S.-oriented website will reach only 5 percent of the world's population and only 25 percent of global purchasing power.
 - Are you interested in the other 95 percent and 75 percent?
 - Until recently, the combination of language issues, currency conversions, shipping hassles and general unfamiliarity with foreign websites has made business on the Internet largely a domestic phenomenon.
- The Internet is still relatively new (when compared to most industries) and there is little global e-commerce today, and hence, what a great opportunity for growth it presents.

BUSINESS GROWTH & SUSTAINABILITY

- **Growing & Sustaining Your E-Commerce Business Enterprise**
 - Building a Solid and Respected “Brand”
 - Operational Business Model
 - Viable Sources of Revenue Generation
 - Realistic, Measurable and Attainable Goals
 - Cost and Expense Management
 - Risks versus Rewards
 - Strategic Focus, Visionary, Bigger Picture and Longer Term Approach
 - Relationship Management
 - Ongoing Planning, Marketing, Customer Attraction & Retention
 - Patience, Measurable Progress, Results
 - Value Proposition, Product Quality, Customer Service, Execution

BUSINESS GROWTH & SUSTAINABILITY

MARKETING PLAN

- Distribution
- Pricing
- Promotion
- Competition

SALES PLAN

- Salespersons role
- Size of sales force
- Organizational structure
- Allocation of selling time
- Account management
- **Recruiting/Training/Compensation/Evaluation/Motivation/Coaching**

Source: Be Your Own Sales Manager - Alessandra, Cathcart, and Monoky

BUSINESS GROWTH & SUSTAINABILITY

E-COMMERCE SALES SUCCESS

- **Understanding and Mastering the Four P's of Marketing**
 - Price
 - Product
 - Place
 - Promotion
- **Developing and Maintaining a Respected Brand associated with**
 - Quality
 - Reliability
 - Integrity
 - Results
- **Developing, Sustaining and Continuously Enhancing Your E-Commerce Technology Platform**
 - Interaction
 - Automation
 - Features
 - Functionality
 - Reporting
 - Navigation
 - Ease of Use
 - “Work in Progress” Approach

E-COMMERCE TIPS & STRATEGIES

- Conducting Extensive Research for Growth Market Opportunities
 - East Asia
 - South Asia
 - South Africa
 - East Africa
 - West Africa
 - South America
 - Central America
 - Eastern Europe
 - etc.
- Establishing Target Goals and Objectives
- Developing a Flexible Short-Term, Intermediate and Longer-Term Strategy
- Continuously Implementing Leading-Edge Technology and Innovation
- Emphasizing Planning ⇒ Product Relevance ⇒ Competitive Pricing ⇒ Strategic Partnerships and Alliances
- Assessing Opportunities and Anticipating Potential Problems and Obstacles
- Developing Tactics
- Patience and Control versus Persistence and Perseverance
- Continuously Demonstrating Excellent Customer Service / Responsiveness / Follow-up

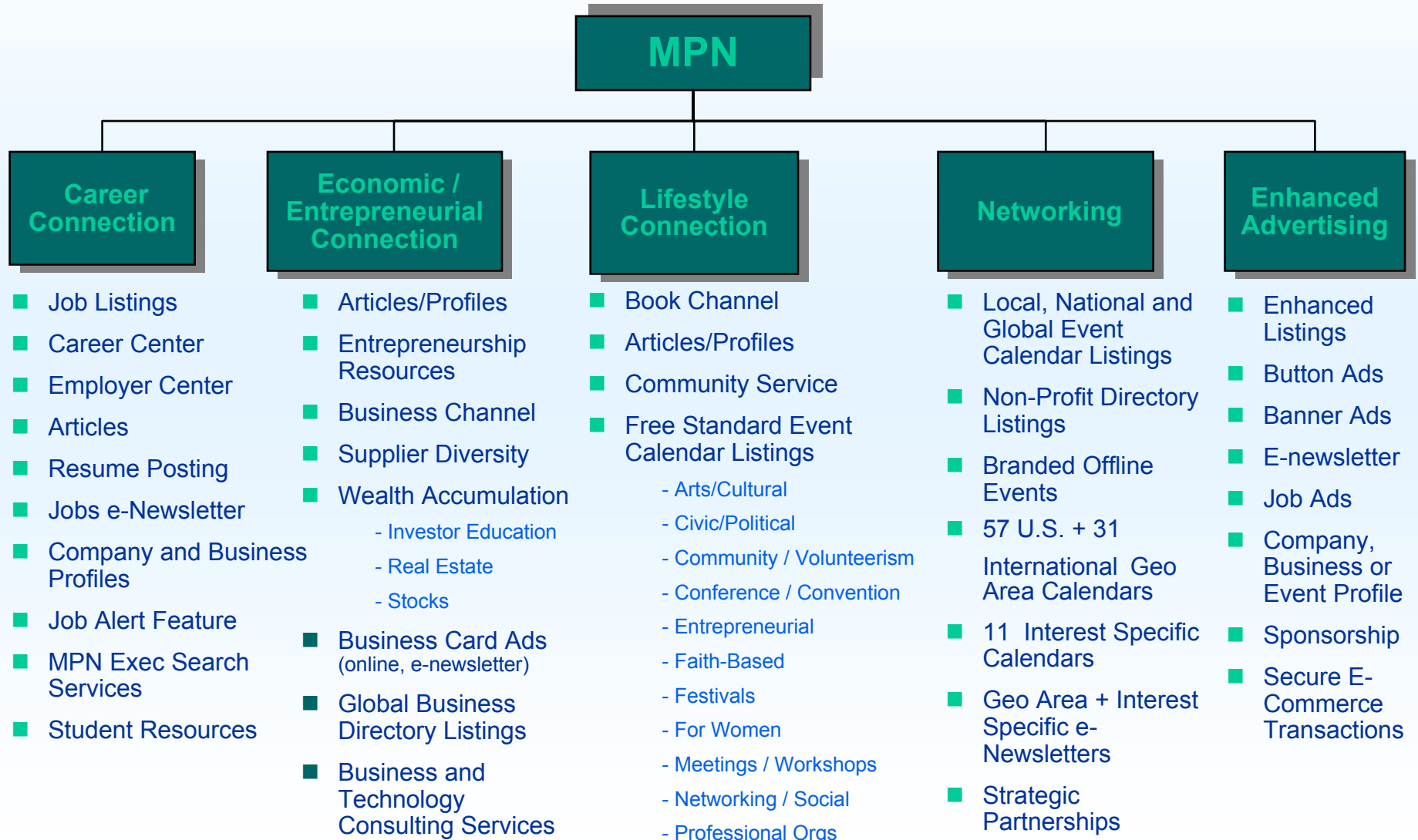
BUSINESS GROWTH & SUSTAINABILITY

E-COMMERCE TIPS & STRATEGIES

(cont.)

- Focus on Value + Branding + Bigger Picture vs. Short-Term Results
- Being Flexible and Innovative
- Developing Good Negotiating Skills
- Understanding that Revenue directly depends on results produced, pricing, and quality of goods and services
- Price and Product Differentiation
- Understanding Key Competition and the Landscape of the Marketplace
- Knowing and Effectively Marketing Your Competitive Advantage
- Recognizing and Proactively Planning for Cyclical and Economic Fluctuations
- Continuously Networking and Developing Partnerships and Alliances
- Developing Solid and Reliable Leads Sources
- Developing a Functional Referral Base
- Maintaining Customer Loyalty
- Producing and Delivering High Quality Goods, Products and Services

Minority Professional Network Global Resources



MPN U.S.

Global and Interest Calendars

GLOBAL CALENDARS

- MPN Home Page Calendar
- Global Calendar Channel

INTEREST SPECIFIC CALENDARS

- Career Fairs / Recruiting Events calendar
- Conferences & Conventions calendar
- Book Channel / Literary Events calendar
- Student Resources Network calendar
- Business Directory home page calendar
- Non-Profit Directory home page calendar
- Networking Events calendar
- Festivals calendar
- Concerts calendar
- Entrepreneurship Channel calendar
- Wealth Accumulation Channel calendar

MPN U.S.

Geographic Calendars

- Alabama Statewide Area
- Alaska Statewide Area
- Arkansas Statewide Area
- Austin (TX) Metro Area
- Atlanta (GA) Metro Area
- Baltimore (MD) Metro Area
- Boston (MA) Metro Area
- Buffalo / Upstate NY Area
- Charlotte (NC) Area
- Chicago (IL) Metro Area
- Cincinnati (OH) Metro Area
- Cleveland (OH) Metro Area
- Connecticut Statewide Area
- Dallas/Fort Worth (TX) Area
- Delaware Statewide Area
- Denver (CO) Metro Area
- Detroit-Ann Arbor (MI) Area
- Hawaii Statewide Area
- Houston (TX) Metro Area
- Indianapolis / Indiana Area
- Iowa Statewide Area
- Jacksonville (FL) Metro Area
- Kansas City (MO/KS) Area
- Kentucky Statewide Area
- Las Vegas (NV) Metro Area
- Los Angeles (CA) Metro Area
- Memphis (TN) Metro Area
- Miami/Ft. Lauderdale (FL) Area
- Milwaukee (WI) Metro Area

MPN U.S.

Geographic Calendars

- Minneapolis-St. Paul (MN) Area
- Mississippi Statewide Area
- Nashville (TN) Metro Area
- New England States Area
- New Jersey Statewide Area
- New Mexico Statewide Area
- New Orleans (LA) Metro Area
- New York City Metro Area
- Oklahoma Statewide Area
- Oakland/East Bay (CA) Area
- Orlando (CA) Metro Area
- Philadelphia (PA) Metro Area
- Phoenix (AZ) Metro Area
- Pittsburgh (PA) Metro Area
- Portland (OR) Metro Area
- Raleigh-Durham (NC) Area
- Sacramento (CA) Metro Area
- San Antonio (TX) Metro Area
- San Diego (CA) Metro Area
- San Fran./Silicon Valley Area
- Seattle (WA) Metro Area
- South Carolina Statewide Area
- St. Louis (MO) Metro Area
- Tampa (FL) Metro Area
- Utah Statewide Area
- Virginia Statewide Area
- Washington DC Metro Area
- OTHER U.S. Area

MPN International Geographic Calendars

- Australia
- Brazil
- Caribbean Islands
- Central America
- China
- Dominican Republic
- East Africa
- East Asia
- Eastern Europe
- Germany
- India
- Italy
- Japan
- London (United Kingdom)
- Mexico
- Middle East
- Montreal, Canada
- North Africa
- Paris (France)
- Puerto Rico
- Russia
- South Africa
- South America
- South Asia & Pacific
- Spain
- Toronto, Canada
- Vancouver, Canada
- Virgin Islands
- West Africa
- Western Europe
- OTHER International Area

History and Evolution of Minority Professional Network, Inc.

- **February 1996:** Bland Technical Consulting Services
- **October 1998:** C.J. Bland, Founder & Publisher, InfoConnection e-Communications Services
 - ATLInfoConnection e-Newsletter Publication (1998)
 - JOBInfoConnection e-Newsletter Publication (1999)
 - JOBInfoConnection Recruiting Services (1999)
- **April 2001:** C.J. Bland and Thomas Brooks, Co-Founders, Minority Professional Network, Inc.
 - Launched MinorityProfessionalNetwork.com web portal (Nov. 2001)

MinorityProfessionalNetwork.com

Overview

- “Value Network” in Place Since 1998, Initially Providing Info on Events and Jobs via e-Newsletters
- MinorityProfessionalNetwork.com - Web Site Debuted November 2001
- Very Diverse User Community
 - Targeting Those of Hispanic, East Asian, South Asian, African, and Native American Descent
 - Other Minorities Groups Including Those of Arab, Caribbean, Jewish and Pacific Island Descent
 - Large Focus on Minority Professional Women
 - The Site Provides Value for All Races, Ethnicities and Genders

PRIMARY AREAS OF FOCUS

- **Career**
 - The Viable Source of Top Talent™ for Diversity Focused Employers
 - MPN Executive Search
 - Partnership Packages Available
 - As Minorities Comprise an Increasing Share of the Labor Force, the Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Sustain Competitive Advantage
 - MPN Career Services Allow Hiring Companies and Job Seekers to Find Each Other Efficiently and Cost-Effectively
- **Economic**
 - Minority Business Listings
 - Entrepreneurship
 - Wealth Accumulation
- **Lifestyle / Other Content**
 - Local Event Calendars (Currently 55 in the USA and 16 Abroad)
 - Minority Professional Organization Listings
 - Student Resource Channel
 - Book Channel
- **Offline Services and Solutions**
 - Online / Offline Events, Marketing, Planning and Promotions
 - Business and Technology Consulting Services and Solutions
 - MPN Diversity Recruiters (Recruiting and Candidate Placement Assistance)

Why MPN Exists

- The U.S. Population is Increasingly Becoming More Diverse
- Today's U.S. Minority Population Groups Represent Tomorrow's "New Majority"
- Workplace Diversity, Supplier Diversity, and Inclusion at All Levels Are Increasingly Becoming "Key Business Drivers" as Opposed to simply "the Right Thing to Do"
- Diversity-Focused Marketing & Branding, Targeted Communications, Community Outreach & Awareness, Focused Initiatives, Strategic Planning and Consultation Become Increasingly More Important
- MinorityProfessionalNetwork.com - Web Portal Debuted in November 2001 as a "Marketing and Information Portal" and "Conduit" for Promoting Multicultural Content, Awareness, Cooperation, Support, Interaction, and Resource Sharing
- Very Diverse User Community
 - Targeting Those of African, East Asian, South Asian, Hispanic, and Native American Descent
 - Other Minorities Groups Including Those of Arab, Caribbean, Jewish and Pacific Island Descent
 - Large Focus on Minority Professional Women
 - The Site Provides Value for All Races, Ethnicities and Genders

MinorityProfessionalNetwork.com

Demographic Summary

- Averaging More Than 160,000 Unique Visitors per Month
- Averaging More Than 1.8 Million Server Hits per Month
- Averaging More Than 350,000 Page Views per Month
- Aggregate Total of 4 Million+ Users
- More than 300,000 e-Subscribers
 - 93% Have Earned Post-Secondary Degrees
 - 42% Have Earned Graduate Degrees
 - 34% Have Annual Household Incomes of at Least \$76,000
 - Over 54% of Subscribers are Female
 - More than 90% Are Between Ages of 24 – 54
 - Subscribers Are from All over the Globe (All U.S. States and Over 50 Different Countries)

Minority Professional Network

Key Clients and Services

- **MPN Web Portal (Launched in November 2001)**
 - Has attracted over 4 Million portal visitors from all U.S. states and 50+ international countries
 - Has served numerous advertising and diversity solutions **key clients**, including:
 - **GOVERNMENT:** U.S. Department of State, FBI, CIA, Clayton County (GA), City of Portland (OR), City of Tacoma (WA), Virginia Housing & Community Development Corp, Dekalb County (GA), Norfolk Community Services Board
 - **CORPORATE:** PricewaterhouseCoopers, Xerox, BellSouth, Prudential, Comcast, Mass Mutual, Avon, Starbucks, Tyson Foods, A.G. Edwards, BP, MetLife, Honda Manufacturing, Verizon, Wachovia, Interface Flooring, Miller, AutoTrader.com, Johnson & Johnson, AFLAC
 - **NON-PROFIT:** U.S. Olympic Committee, American Cancer Society, United Way, New York Blood Center, Hispanic Alliance for Career Enhancement (HACE), The Nature Conservancy
 - **ACADEMIA:** Miami University (OH), Ithaca College (NY), Rochester Institute of Technology, Broward Community College (FL), Texas A&M, The Colorado College, Columbia University, Metropolitan College of New York, Univ. of Connecticut, Univ. of Utah
 - **ADVERTISING/PR:** TMP, JWT, Bernard Hodes, Larche' Communications
 - **and many others**
- **MPN Consulting Services**
 - Key clients include: Johnson Controls (Feb. 2003 – present), Business Development / Client Relationships
- **MPN Event Planning & Marketing Services**
 - Key clients include: U. S. Department of State, FBI, PricewaterhouseCoopers, Minority Chamber of Commerce (FL), National Sales Network, Black Enterprise, Texas L.E..A.D.

Top Reasons MPN Attracts Major Corporate & Government Clients

(part 1 of 2)

- Highly Diverse, Highly Skilled MPN User Community
- Ability to Recruit Top Candidates from a Broad Variety of Disciplines
- Candidates Can be Reached Through Both the MPN Web Site and the Various Metro Area e-Newsletters
- Strong Lifestyle Content Attracts Passive Job Seekers to Your Job Posting
- Very Reasonable Rates, Plus Complimentary “Job Alert” Notification to Users

Top Reasons MPN Attracts Major Corporate & Government Clients

(part 2 of 2)

- Additional Exposure for Job Listings Through Complimentary Inclusion in Career Center e-Newsletter
- Ability to Augment Your Job Listings with Enhanced Advertising Including Company Profiles, Banner Ads, and Button Ads
- Employer Resume Search Capability
- Quick and Easy Job Posting Process
- Many Partnership Packages/Options, Including Offline Initiatives and a Full Spectrum of Career, Economic and Lifestyle™ Initiatives

MPN Partial List of Diversity-Focused Clients / Partners

(Companies, Agencies, Organizations, etc.)

- U.S. Department of State
- Internal Revenue Service (IRS)
- Department of Energy
- Federal Reserve Bank
- Central Intelligence Agency (CIA)
- Georgia-Pacific Company
- IBM
- NASA
- Domino's Pizza
- AT&T Wireless
- Universal Underwriters Group
- New York Life
- Siemens Business Services
- Verizon
- The Weather Channel
- KPMG
- Ernst & Young
- Johnson & Johnson
- FBI (Atlanta)
- Sears
- NASCO
- Broward Community College
- U.S. – China Education Services
- Honda Manufacturing of Alabama
- Wachovia Bank
- Federal Express
- Tyson Foods
- BellSouth
- Family Dollar Stores
- Merck
- Spherion
- BP
- Management Recruiters International
- Owens Corning
- Atlanta Hawks / Turner Broadcasting Co.
- Yale Law School
- Texas A&M University
- Minority Chamber of Commerce (FL)
- National Minority Supplier Dev. Conf.
- Congressional Black Caucus Foundation
- National Society of Hispanic MBAs
- U. S. Hispanic Marketing Conference
- National Black MBA Association
- South Asian Journalist Assoc.

MPN – Your Career, Economic and Lifestyle Connection™

- **Career – MPN Career Services Enable the Connection of Companies and Job Seekers**
 - The Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Gain and Sustain Competitive Advantage in the 21st Century Economy
- **Economic – Strong Content Related to Entrepreneurship and Wealth Accumulation**
- **Lifestyle – Advertise on Local and Global Event Calendars**
- **MPN Advertising & Partnership Options**
 - Phone: +1 (770) 322-9323, or Toll-Free (888) MPN-NETWORK
 - E-Mail: Advertise@MinorityProfessionalNetwork.com

MPN Entrepreneurial-Focused Resources, Advertising Options and Services

- Entrepreneurship & Business Resource Channels
- Global Business Directory Listings (100+ calendars)
- Complimentary and Featured Calendar Listings (*e.g., seminars, workshops, training, events, conferences*)
- Marketing Display Advertising (*products, services - online and offline*)
- Business Card and Business Profile Advertising (*products, services - online and offline*)
- Partnership Opportunities
- E-Newsletter Advertising
- Dedicated e-Broadcast Announcements
- Business and Technology Consulting Services

MPN Key Executive Contacts

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Email: Nikki@MinorityProfessionalNetwork.com

Web Portal URL: www.MinorityProfessionalNetwork.com

U.S. Population Classification

Population groups within the United States are clustered based on race, ethnicity and origin. U.S. minority population groups are classified relative to their percentage of total population. The following are common classifications of the population in the U.S. –

- White or European American
- Black or African American
- Asian or Asian American
- Native American
- American Indian
- Alaska Native
- Native Hawaiian
- Other Pacific Islander
- Hispanic or Latino Origin (of any race)

Source: www.Census.gov

ADDITIONAL SLIDES

“The U.S. Melting Pot: Global Representation within our Borders”

U.S. Minorities: Race / Ethnicity

- Population estimates by race and Hispanic origin published for the U.S. Race categories changed beginning with Census 2000; population estimates with the Census 2000 base will conform to those race categories. There are two Hispanic origin categories- Hispanic or Latino and Not Hispanic or Latino. Race and Hispanic origin are considered two separate concepts and therefore Hispanics may be of any race or races.
- When comparing population estimates of the Hispanic population with those of the race populations, it should be noted that there are different ways to calculate the numbers. See U.S. Census Bureau Guidance on the Presentation and Comparison of Race and Hispanic Origin Data.
- Characteristics of race and Hispanic origin by age and sex are published to the county level. The reference date for these estimates is July 1.

Source: www.Census.gov

Projected Population of the United States, by Race and Hispanic Origin:
2000 to 2050
(In thousands except as indicated)

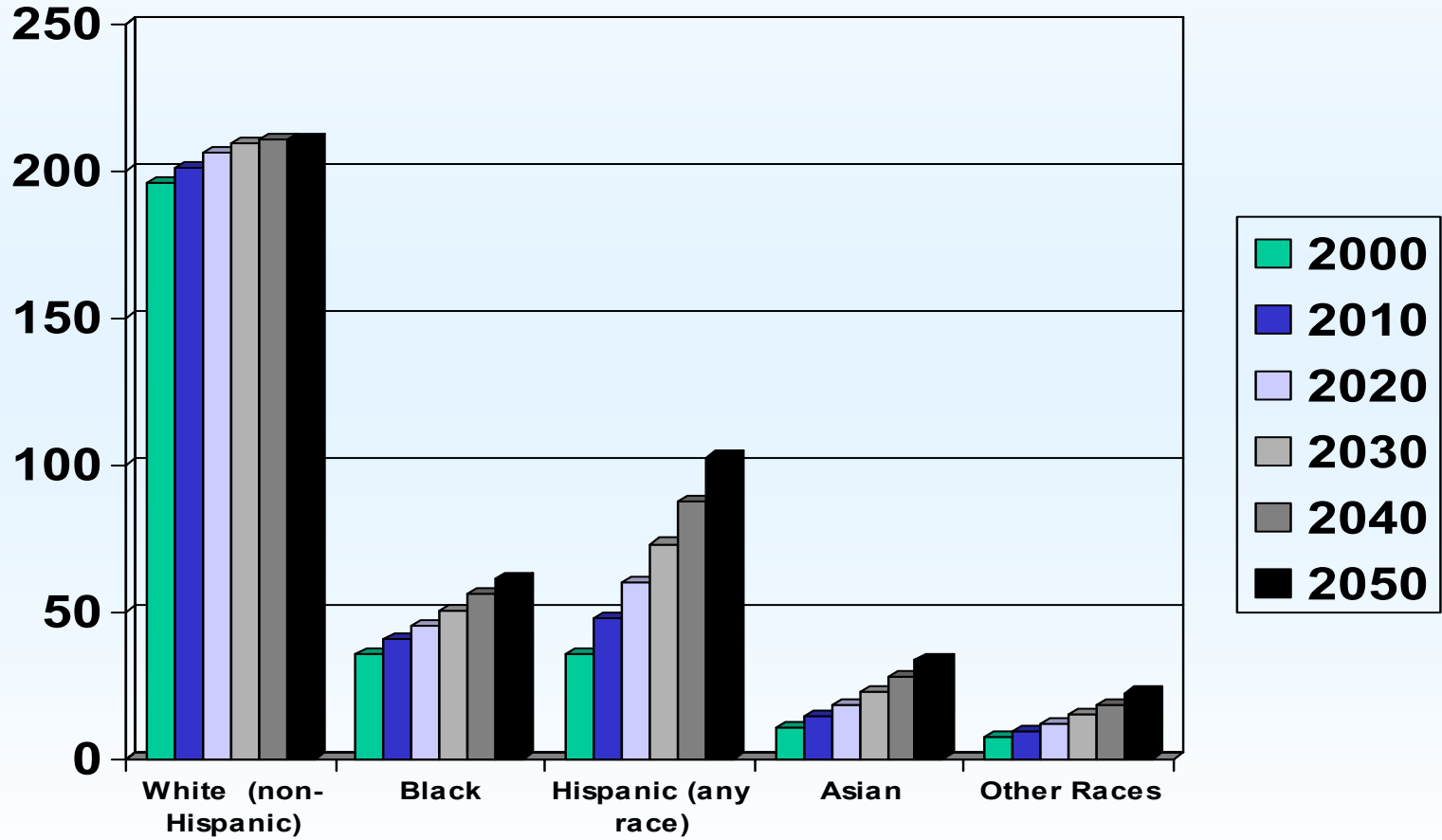
Population by Race and Hispanic Origin	2000	2010	2020	2030	2040	2050
POPULATION TOTAL	282,125	308,936	335,805	363,584	391,946	419,854
White Alone	228,548	244,995	260,629	275,731	289,690	302,626
Black Alone	35,818	40,454	45,365	50,442	55,876	61,361
Asian Alone	10,684	14,241	17,988	22,580	27,992	33,430
All Other Races *	7,075	9,246	11,822	14,831	18,388	22,437
Hispanic (any race)	35,622	47,756	59,756	73,055	87,585	102,560
White (non-Hispanic)	195,729	201,112	205,936	209,176	210,331	210,283

Footnotes: * Includes American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, and Two or More Races

Source: U.S. Census Bureau, 2004, "U.S. Interim Projections by Age, Sex, Race, and Hispanic Origin" <http://www.census.gov/ipc/www/usinterimproj/>

U.S. POPULATION BREAKDOWN PROJECTIONS

by Race and Hispanic Origin (in millions)



Data Source: www.Census.gov

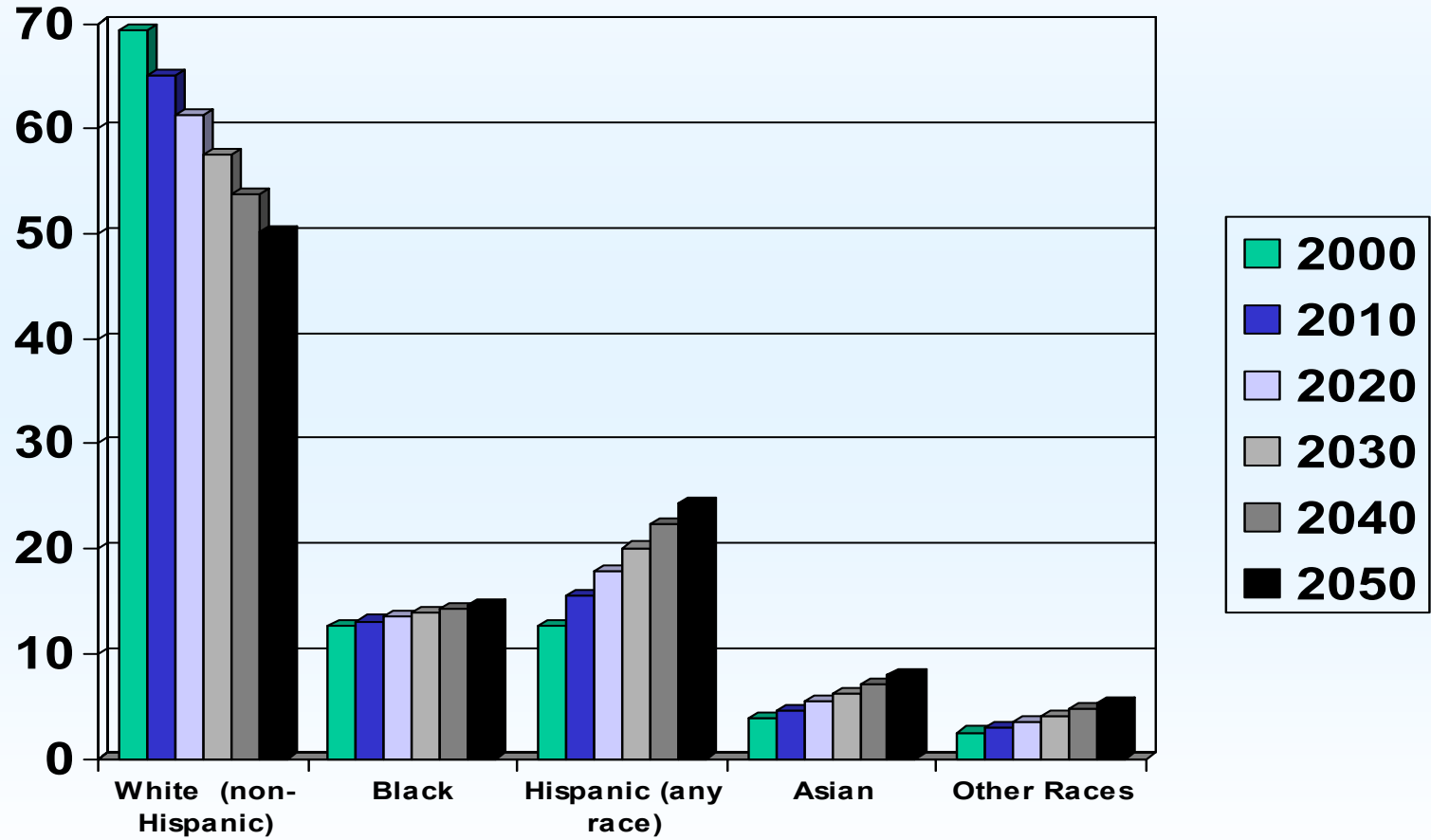
Projected Population of the United States, by Race and Hispanic Origin:
2000 to 2050
(In thousands except as indicated)

Percentage by Race and Hispanic Origin	2000	2010	2020	2030	2040	2050
POPULATION TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
White Alone	81.0	79.3	77.6	75.8	73.9	72.1
Black Alone	12.7	13.1	13.5	13.9	14.3	14.6
Asian Alone	3.8	4.6	5.4	6.2	7.1	8.0
All Other Races *	2.5	3.0	3.5	4.1	4.7	5.3
Hispanic (any race)	12.6	15.5	17.8	20.1	22.3	24.4
White (non-Hispanic)	69.4	65.1	61.3	57.5	53.7	50.1

Footnotes: * Includes American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, and Two or More Races

Source: U.S. Census Bureau, 2004, "U.S. Interim Projections by Age, Sex, Race, and Hispanic Origin" <http://www.census.gov/ipc/www/usinterimproj/>

% of TOTAL POPULATION FORECAST by Race and Hispanic Origin

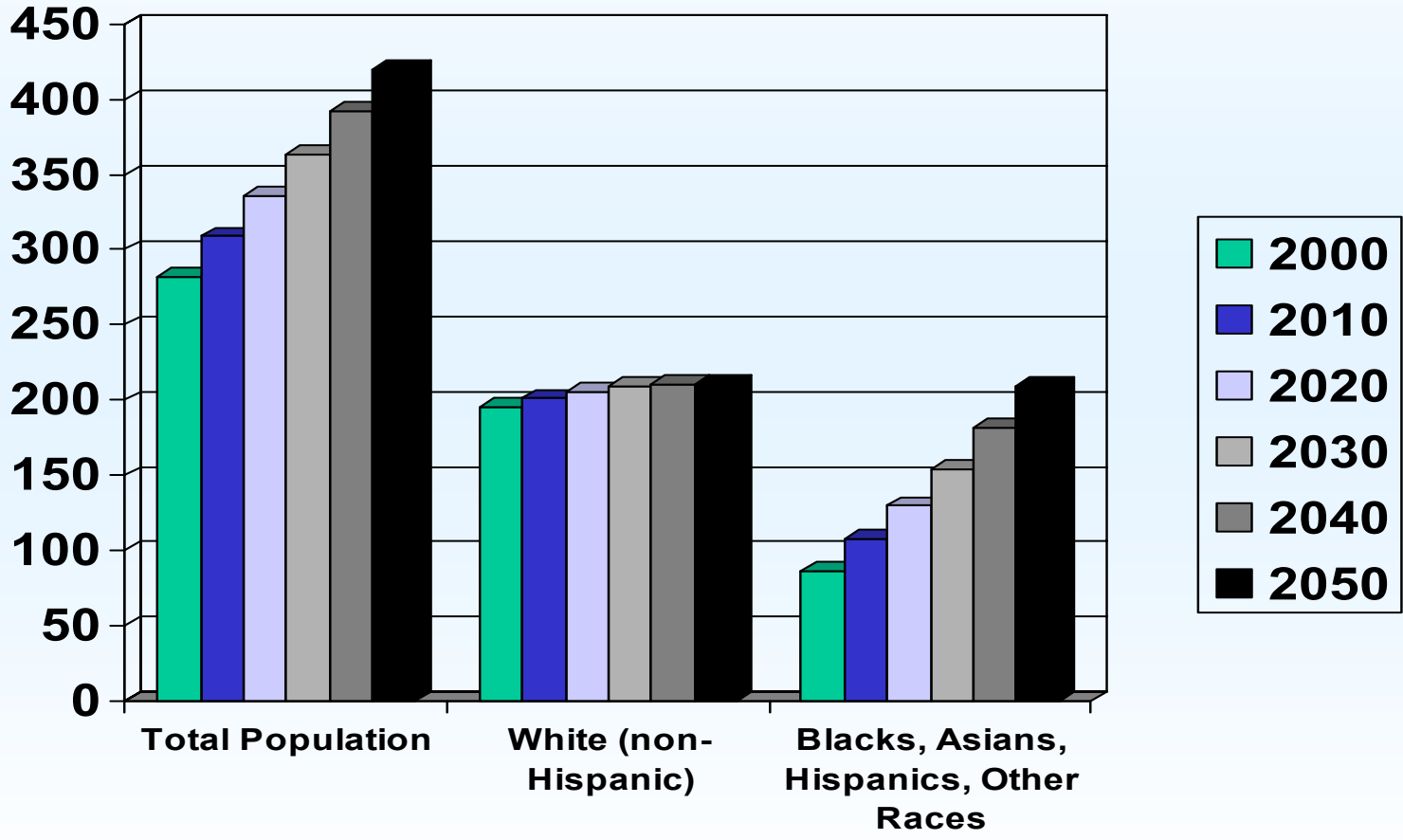


Data Source: www.Census.gov

U.S. POPULATION COMPARISON

Current Majority (White, Non-Hispanic) vs.
 Current Minority (Hispanic Origin and All Other Races)

(in millions)

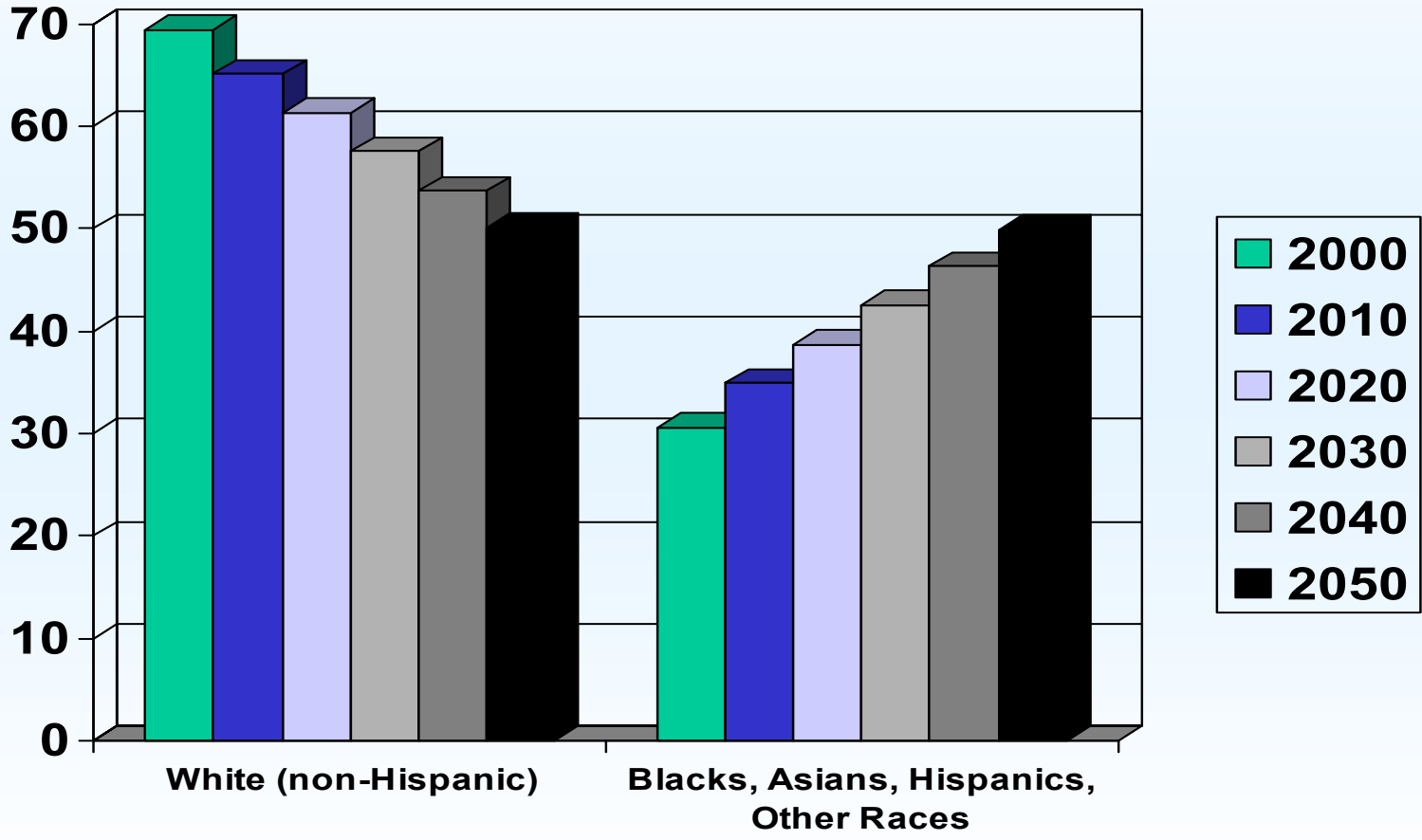


Data Source: www.Census.gov

U.S. POPULATION COMPARISON

Current Majority (White, Non-Hispanic) vs.
 Current Minority (Hispanic Origin and All Other Races)

(by %)



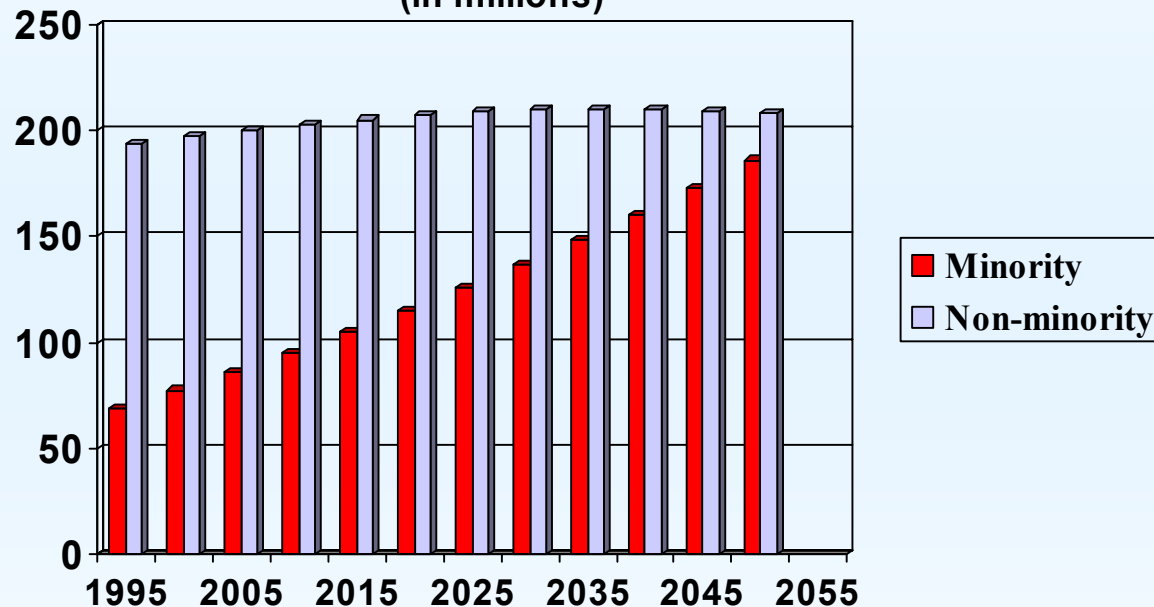
Data Source: www.Census.gov

U.S. Changing Demographics

Many businesses are pursuing minority markets because:

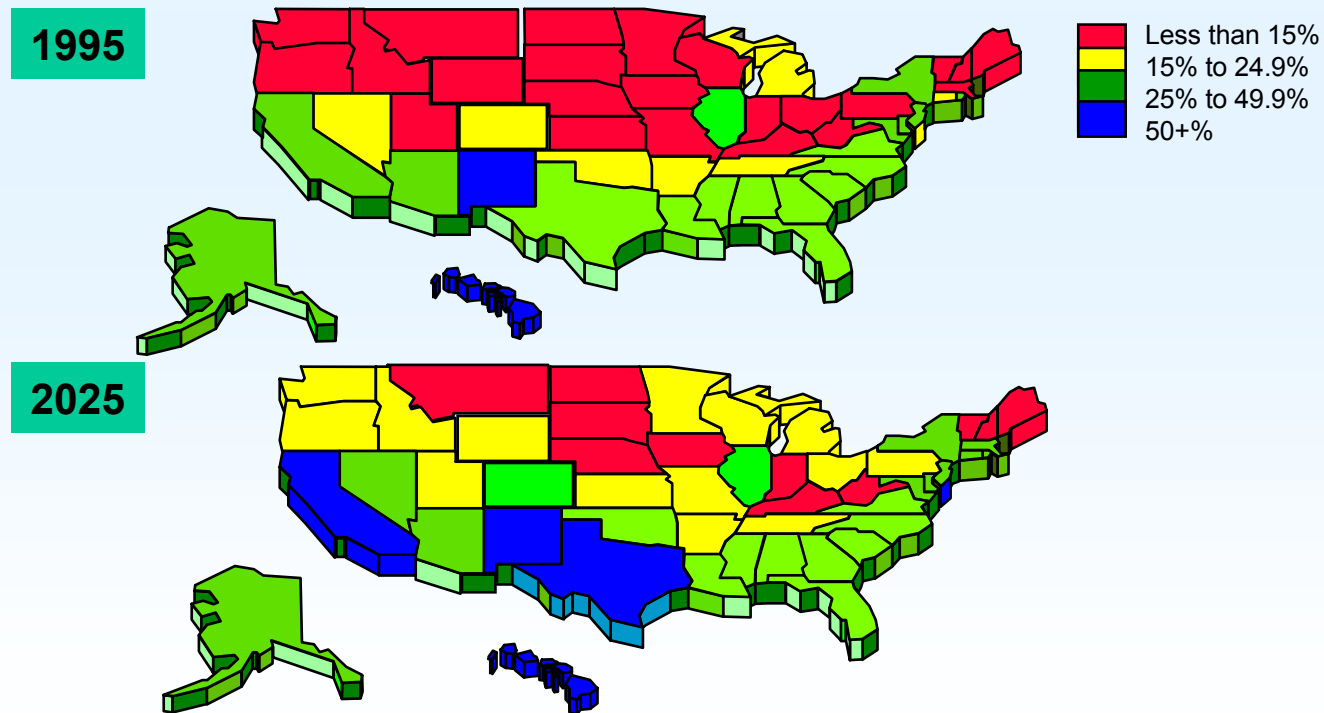
- ❑ In many parts of the U.S., minority markets drive total business expansion
- ❑ Black Americans, Asian Americans and Hispanic Americans collectively control 18 percent of the U.S. disposable personal income
- ❑ The combined buying power of these three groups has expanded from \$629 billion in 1990 to \$1.3 trillion in 2000

**U.S. Minority and Non-Minority Population:
 1995 to 2050
 (in millions)**



U.S. Changing Demographics

- ❑ In 48 of America's 100 largest cities, minorities are now the majority.
- ❑ This was true in 30 of America's largest cities in 1990.
- ❑ Latino populations in 32 cities doubled between 1990 and 2000.
- ❑ California is now 50.2% people of color.
- ❑ The largest consumer markets in the U.S. are located in regions with the highest representation of minorities.



RISING MAJORITY- MINORITY POPULATIONS

U.S. States with Majority-Minority Populations (Aug. 2005)

1. California
2. New Mexico
3. Hawaii
4. Texas

U.S. States with 40%+ Minority Populations (Aug. 2005)

1. Arizona
2. Georgia
3. Maryland
4. Mississippi
5. New York

Source: Article - www.msnbc.msn.com

Some Reasons Why the Role & Impact of Minorities are Vital to the Future Success of the U.S.

- Rapidly Growing U.S. Population Consists Primarily of Persons of Color (Hispanics/Latinos, Africans/Blacks, Asians, Indians / Native ...)
- Today's "Minorities" are Projected to Become Tomorrow's "New Majority" During the Next 40 to 50 Years
- Increasing Diversity of U.S. Labor Pool Will Better Enable the U.S. to Maintain a Significant Leadership Role in the Rapidly Expanding Global Market
- Many Corporations Understand the Rapidly Demographics, and thus are Implementing Measures to Reflect Such Changes in their Leadership and Employee Base, as Well as Marketing Strategies
- The Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Gain and Sustain Competitive Advantage in the 21st Century Economy

U.S. Minority Owned Federal Business Classifications

- What ethnicities are eligible for the Minority Owned Business federal government aid program?
 - There is a specific test for social and/or economic disadvantage. One is assumed to be disadvantaged by virtue of his/her cultural or racial make-up. Further, under 15 U.S.C. 1512, Section 1400 and our Executive Order 11625, to be eligible for MBDA assistance, a concern must be BOTH a minority business enterprise, which is a business enterprise that is owned or controlled by one or more socially or economically disadvantaged persons AND a member of one of the following eligibility groups: Blacks, Puerto-Ricans, Spanish-speaking Americans, American Indians, Eskimos and Aleuts, Hasidic Jews, Asian Pacific Americans, and Asian Indians. For purposes of receiving MBDA assistance, you must meet both of these requirements.

2002 SURVEY OF BUSINESS OWNERS PRELIMINARY ESTIMATES OF BUSINESS OWNERSHIP BY GENDER, HISPANIC OR LATINO ORIGIN, AND RACE: 2002

Kind of business	All firms		Firms with paid employees			
	Firms (number)	Sales and receipts (\$1,000)	Firms (number)	Sales and receipts (\$1,000)	Employees (number)	Annual payroll (\$1,000)
United States	22,977,164	22,634,870,406	5,526,111	21,867,386,411	110,832,682	3,815,069,400
Female	6,492,795	950,600,079	917,946	813,188,494	7,224,246	175,863,498
Male	13,185,703	7,096,465,049	3,525,524	6,598,978,228	42,677,931	1,327,515,579
Equally male-/female-owned	2,691,722	731,051,431	717,825	626,831,909	5,658,953	129,616,475
Hispanic	1,574,159	226,468,398	199,725	183,964,615	1,546,092	37,062,622
Non-Hispanic	20,796,061	8,551,648,161	4,961,570	7,855,034,016	54,015,038	1,595,932,929
White	19,894,823	8,303,716,399	4,712,168	7,629,211,216	52,209,027	1,548,757,745
Black	1,197,988	92,681,562	94,862	69,779,134	770,746	18,065,552
American Indian and Alaska Native	206,125	26,395,707	25,101	21,272,903	187,407	4,753,375
Asian	1,105,329	343,321,501	319,911	307,555,836	2,293,694	58,624,239
Native Hawaiian and Other Pacific Islander	32,299	5,220,795	4,333	4,326,420	36,710	1,011,933
Publicly-held, foreign-owned, and not-for-profit	491,715	13,790,327,139	351,819	13,768,142,473	55,075,231	2,176,134,767

Resources

- U.S. Census – www.census.gov
- Minority Business Development Agency (MBDA) – www.mbda.gov
- National Minority Supplier Development Council (NMSDC) – www.nmsdc.org
- Minority Professional Network (MPN) – www.MinorityProfessionalNetwork.com
- Diversity Inc – www.DiversityInc.com
- Minority Market Share – www.MinorityMarketShare.com
- Black Enterprise – www.BlackEnterprise.com

MPN – Your Career, Economic and Lifestyle Connection™

CONTACT DATA

CJ Bland

Chief Executive Officer

Minority Professional Network (MPN)

"The Global Career, Economic & Lifestyle Connection™ for Progressive Professionals

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USA Toll Free: (888) MPN.NETWORK (676.6389)

Email: CJBland@MinorityProfessionalNetwork.com

MPN Web portal: <http://www.MinorityProfessionalNetwork.com>

U.S. Mail:

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