

“The Vital Role and Importance of Minorities in the Continued Growth of the U.S.”

**National Society of Black Engineers
Atlanta Alumni Extension
January General Body Meeting**

MARC Auditorium – Georgia Tech Campus
Atlanta, GA

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presented by

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

www.MinorityProfessionalNetwork.com

Who Are Minorities (Universally)?

- There is no universally accepted definition of 'minorities', and the word is interpreted differently in different societies. The United Nations (UN) has failed to agree on a definition of what constitutes a minority, beyond that implied in the title of the UN Declaration on the Rights of Persons belonging to National or Ethnic, Religious and Linguistic Minorities. Attempting a more precise statement has been fraught with difficulties: in some cases the motivation for a tighter definition has been to deny certain rights to certain peoples.

Source: www.MinorityRights.org

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

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)

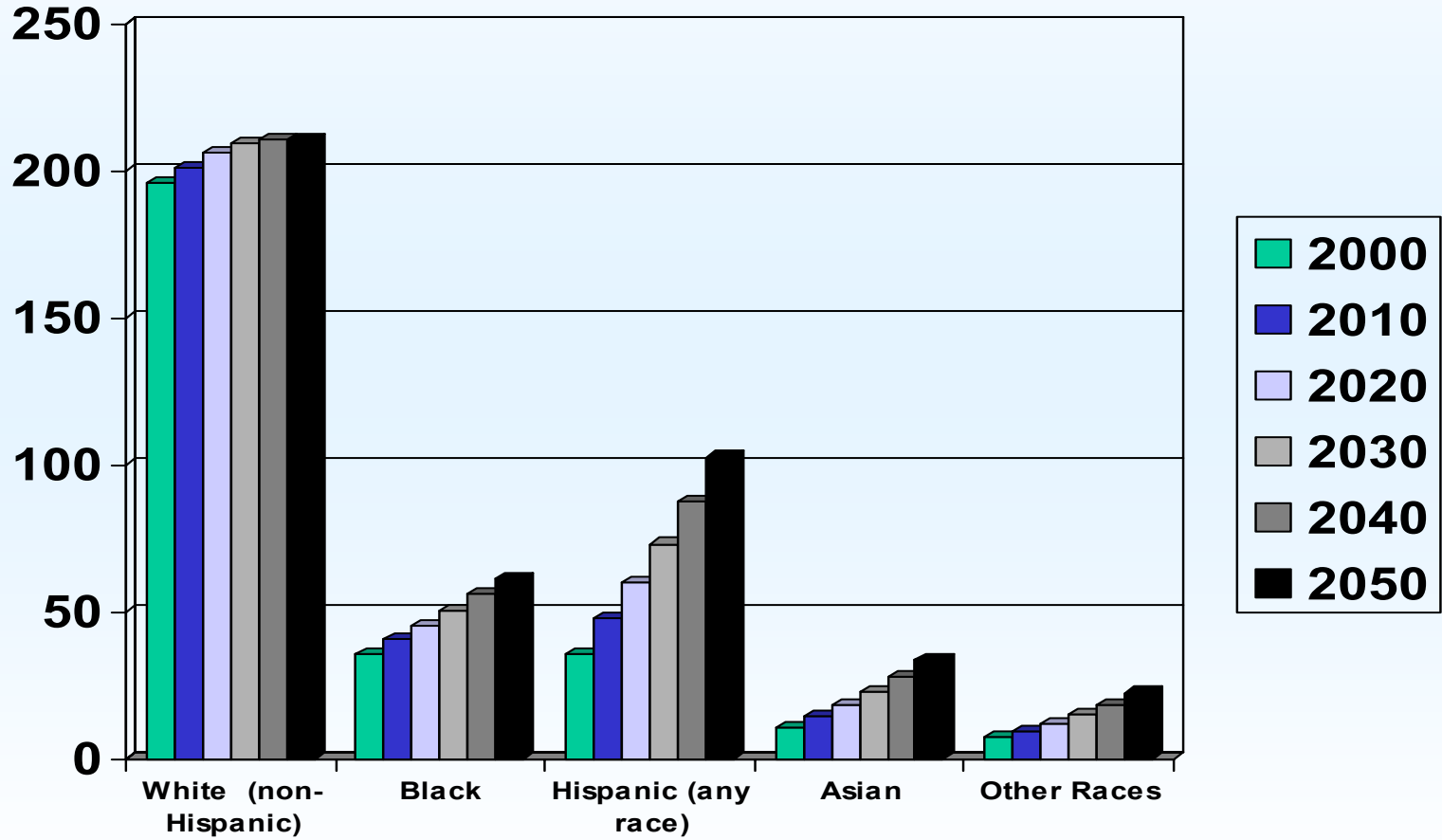
Population by Race and Hispanic Origin	2000	2010	2020	2030	2040	2050
POPULATION TOTAL	282,125	308,936	335,805	363,584	391,946	419,854
White Alone	228,548	244,995	260,629	275,731	289,690	302,626
Black Alone	35,818	40,454	45,365	50,442	55,876	61,361
Asian Alone	10,684	14,241	17,988	22,580	27,992	33,430
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

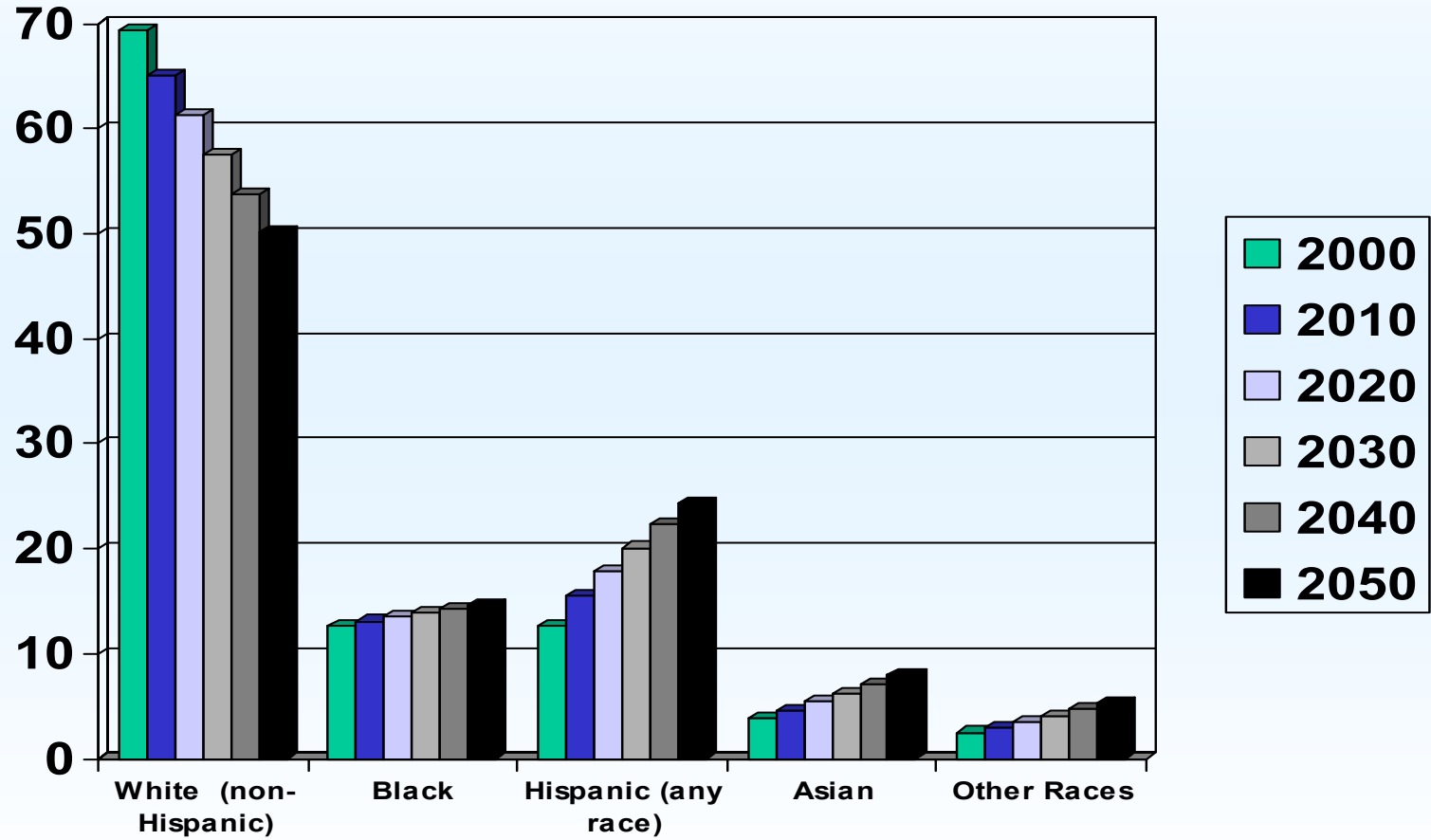
Projected Population of the United States, by Race and Hispanic Origin:
2000 to 2050
(In thousands except as indicated)

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

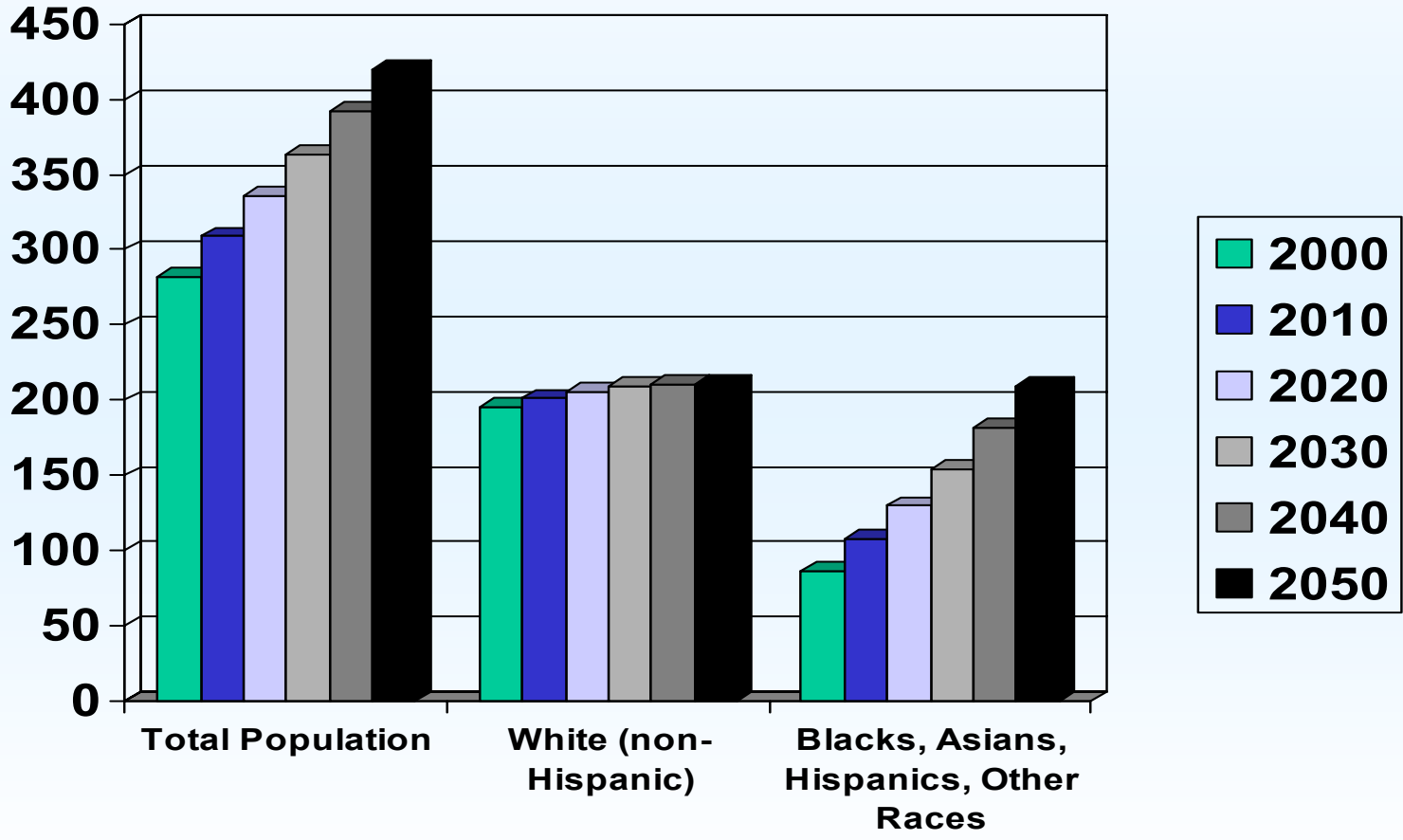


Data Source: www.Census.gov

U.S. POPULATION COMPARISON

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

(in millions)

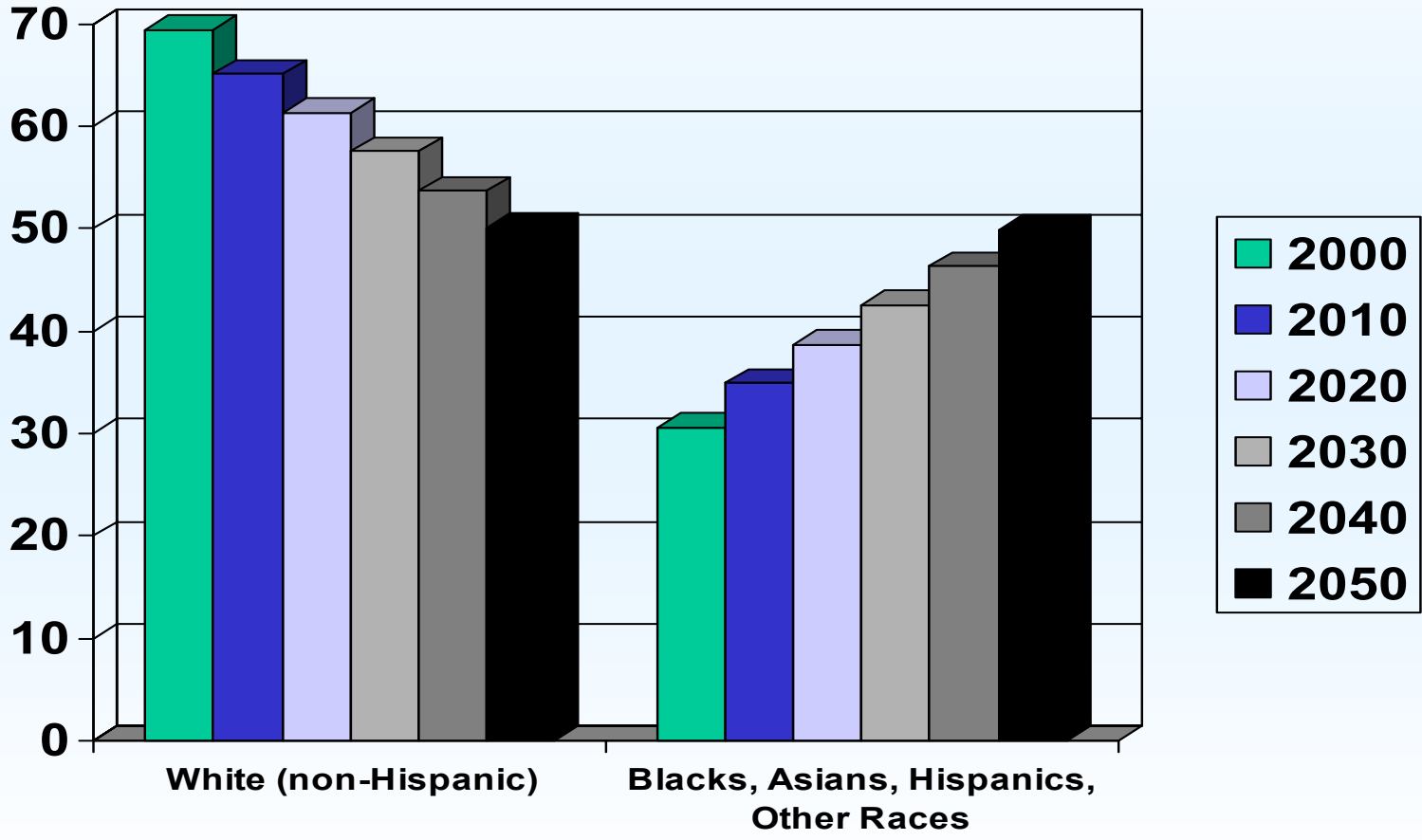


Data Source: www.Census.gov

U.S. POPULATION COMPARISON

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

(by %)



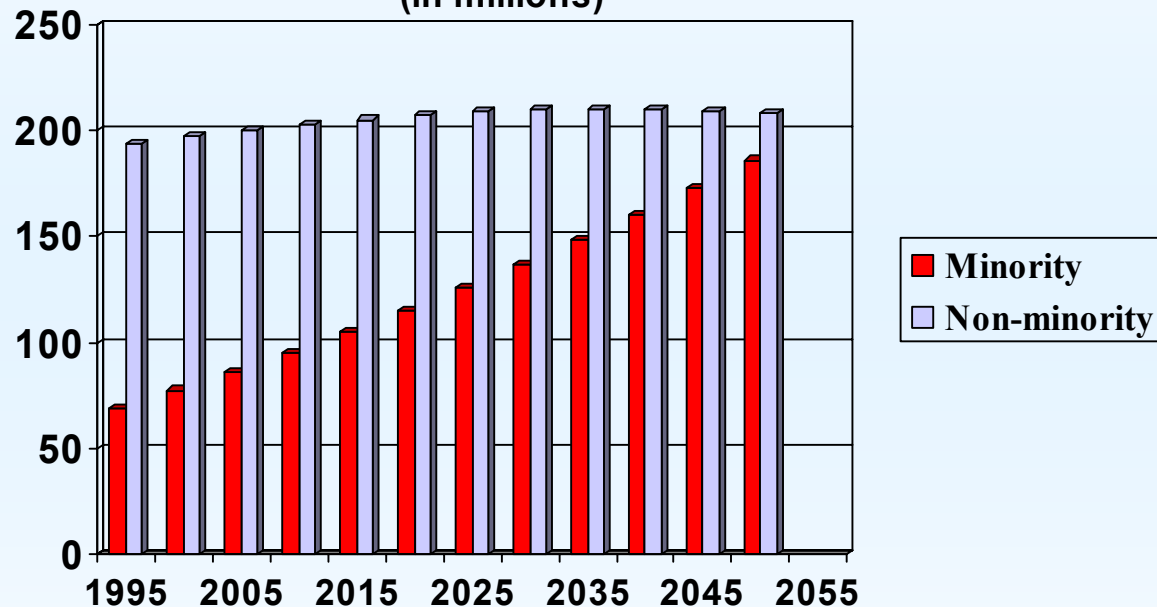
Data Source: www.Census.gov

U.S. Changing Demographics

Many businesses are pursuing minority markets because:

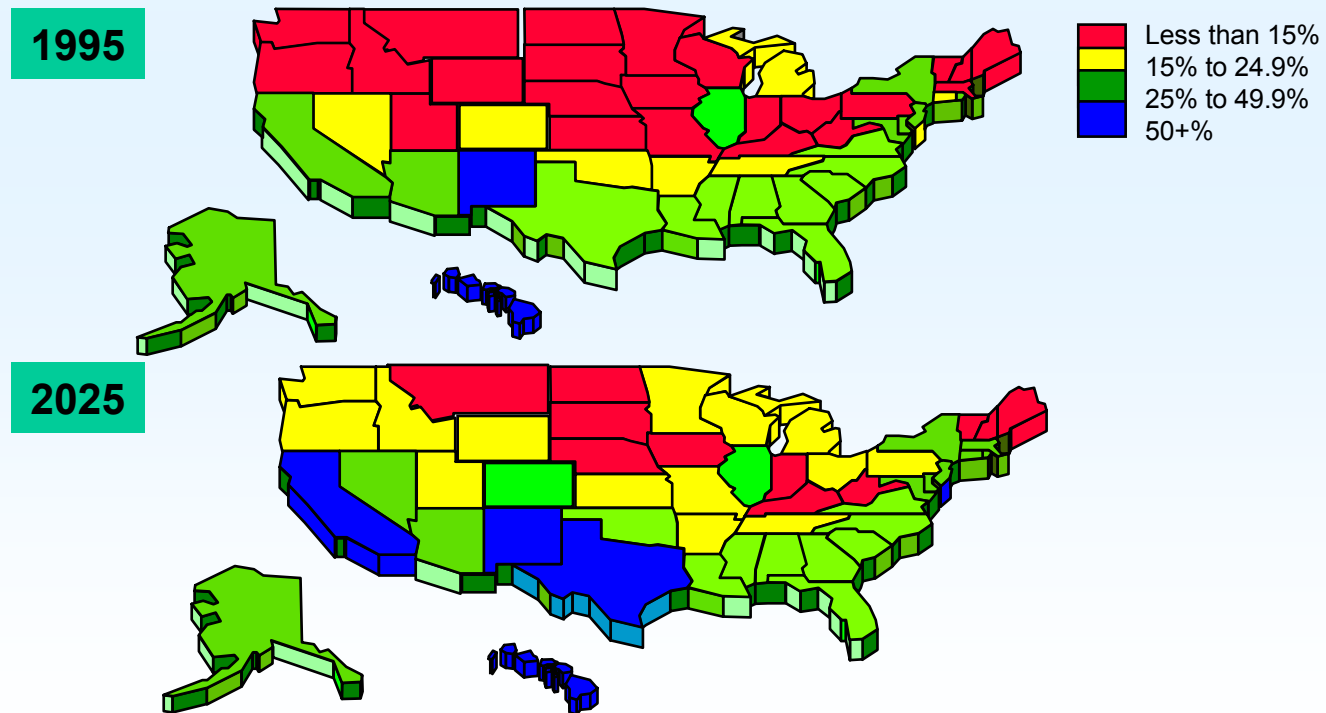
- ❑ In many parts of the U.S., minority markets drive total business expansion
- ❑ Black Americans, Asian Americans and Hispanic Americans collectively control 18 percent of the U.S. disposable personal income
- ❑ The combined buying power of these three groups has expanded from \$629 billion in 1990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

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

- **LABOR & EDUCATION**

- The Labor Pool is Becoming Increasingly More Diverse
- Today's students (from grade school to college and professional schools) represent the U.S. pool of future workers, leaders, executives, entrepreneurs, etc.)

- **CONSUMER BASE & CONSUMPTION**

- U.S. Minority Population Groups Disposable Income is Steadily Increasing
- Minority Groups (especially Blacks) Have Historically Been Consumers versus Savers

- **POLITICAL POWER & ECONOMIC CLOUT**

- U.S. Minorities are Increasingly Representing Larger Percentages of:
 - Voters
 - Shareholders
 - Suppliers
 - Customers
 - Employees
- As Collective Numbers Rise, U.S. Minorities will Increasingly Demand:
 - Equal Access to Capital and Economic Equality
 - Access and Representation at All Levels

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

“The Power of the Buck, the Ballot and the Book”**

- **THE BUCK**

- The Collective Annual Spending Power of Major U.S. Minority Groups is Approaching \$1 Trillion Dollars (larger than several nations)
- Spend Your Dollars Wisely by Directly Supporting “Quality- and Value-Focused” MBEs and other Firms Which Show Support, Appreciation and Respect for Minority Purchasing Power
- Increase Focus on Savings / Investments, Wealth Accumulation, Economic Development, Entrepreneurship, Asset Accumulation, Debt Reduction

- **THE BALLOT**

- Exercising One’s Right to Vote and Thus Demonstrating the Power of the Ballot is Vital!
- Representing Roughly 30% of the Current U.S. Population, Virtually No Competitive Election Can Be Won or Issue Approved Without Support from “Minorities”
- Your Vote Does Count, and Directly Makes a Difference
- Building and Mobilizing Multi-Racial Coalitions

- **THE BOOK**

- Knowledge, Education and Understanding of key issues and trends that directly impact individuals’ and their family’s lives, beliefs and perspectives (and a political candidate’s stance, and an elected official’s voting record) are imperative to effect change

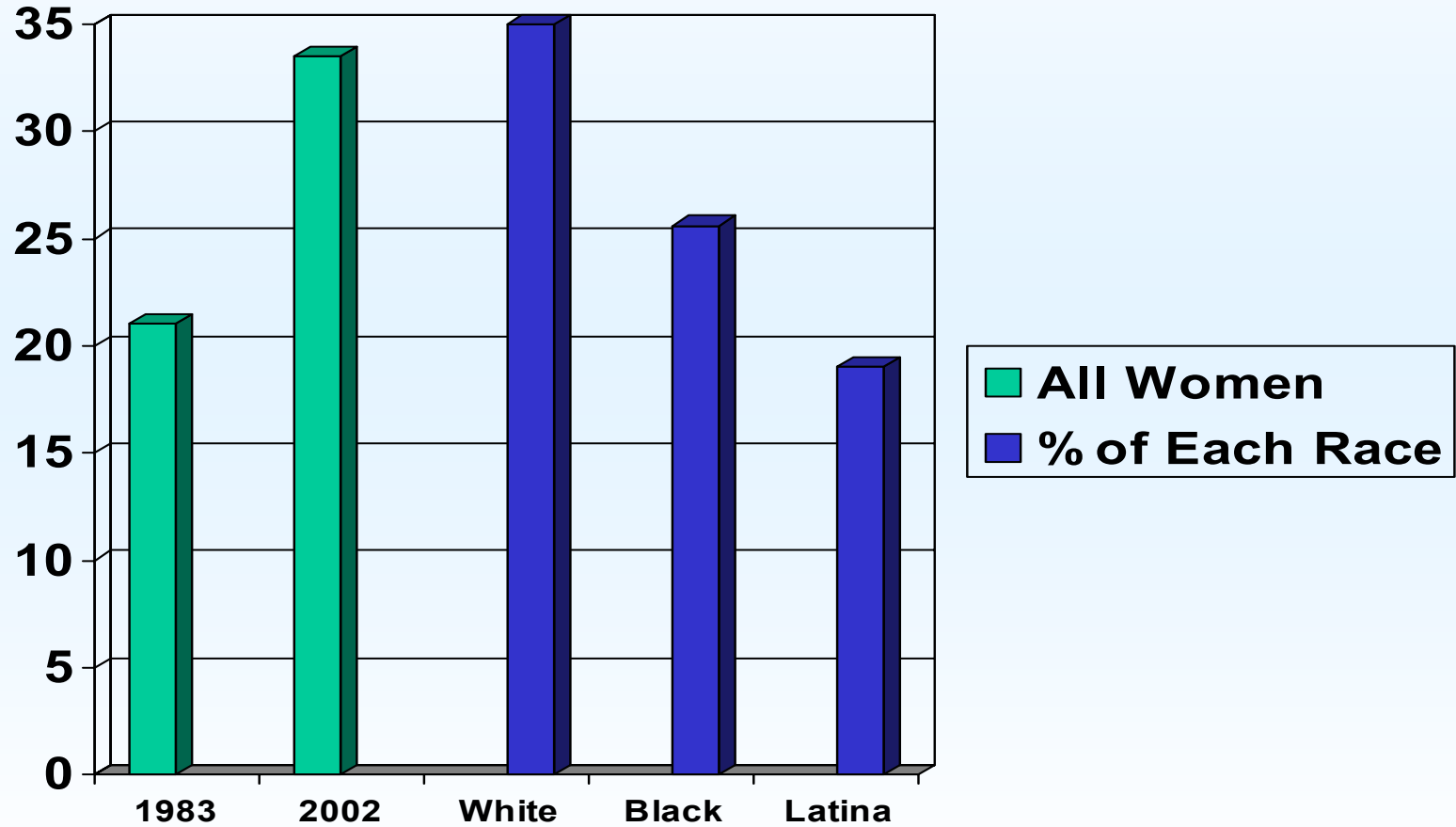
** Information reflected on this slide was Inspired By, Paraphrased, or Directly Extracted as a result of participating in a meeting in early 2003 with the late **Maynard H. Jackson**, Former Mayor of Atlanta, GA

Top 10 Companies for African Americans

1. PepsiCo
2. Altria Group
3. Colgate-Palmolive
4. Xerox
5. Citigroup
6. Allstate Insurance
7. Health Care Service Corp.
8. Ford Motor Co.
9. Kaiser Permanente
10. Turner Broadcasting System

Source: Diversity Inc Magazine – October 2005

WOMEN MANAGERS & PROFESSIONALS



Data Source: Diversity Inc. Magazine – March 2005

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

Key Issues Facing the U.S.

- Healthcare
- The Economy
- Social Security / Aging Services
- Public Safety
- Homeland Security
- Social Issues
- Education
- Taxes
- The Environment
- Foreign Policy
- Stem-Cell Research

Avoiding Stereotypes and Labels

- Allowing Majority Controlled Media to Create Antagonism, Disconnect and Strife Among Minorities via Direct or Implicit Labeling or Stereotyping. Examples could include -
 - ALL “Asians” Are Bright, Educated, Entrepreneurial, and Self-Sufficient (while implying that Africans and Hispanics are not) ...
 - ALL “Africans/Blacks” are Only Good at Sports and Entertainment, and Are Lazy and Seeking Handouts, Are “Pimp Daddy’s” ...
 - ALL “Hispanics/Latinos” Are Illegal Aliens, Represent Cheap Labor, and are Baby Factories ...
 - ALL “Arab Americans” Are Terrorist Threats ...
 - Such labeling, of course, is a totally inaccurate and inappropriate to place on entire groups representing 90 Million+ people
- The Aforementioned (and Other) Tactics are Designed to –
 - Divide and Conquer
 - Promote Some Groups at the Expense of Others
 - Create a “crabs in the barrel” Mentality
 - Cause Distrust, Discontent, and Disrespect Among Minority Groups

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

Why MPN Exists / MPN Demographics

- 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

MPN's Primary Focus Areas & Value-Add in Enhancing Minority Relations

- **Career**
 - The Viable Source of Top Talent™ for Diversity Focused Employers
 - Candidate Placement (Contingency Fee) & Candidate Referral (Fixed Fee) Services
 - 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 Directory Listings
 - Entrepreneurship
 - Wealth Accumulation
- **Lifestyle / Other Content**
 - Local Event Calendars (Currently 55 in the USA and 16 Abroad)
 - Minority Organization Directory Listings
 - Student Resource Channel
 - Book Channel

MPN Demographic Summary

- Since its launch in November 2001, the MPN Web Portal (MinorityProfessionalNetwork.com) has attracted 3 Million+ Visitors
- Currently Averaging More Than 93,000 Unique Visitors per Month
- Currently Averaging More Than 1.5 Million Server Hits per Month
- Currently Averaging More Than 273,000 Page Views per Month
- More than 200,000 Subscribers to MPN's Various Free e-Newsletters
 - 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 25 – 55
 - Subscribers Are from All over the Globe (All U.S. States and Over 50 Different Countries)

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 Wireless
- 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™

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