### September 2025

"Advancing Excellence, Building Diverse Legacies Together"



### Your monthly news & updates

Four Pillars of the MPMSDC Certify~Connect~Develop~Advocate

Visit our Website

### What does the Mountain Plains MSDC do?

The Mountain Plains Minority Supplier Development Council (MPMSDC) provides solutions for corporations that want to partner with the Council to leverage talent, capabilities, and markets that minority suppliers represent. The MPMSDC certifies minority suppliers.

We certify minority suppliers so that Corporate America can maximize and measure the impact of minority suppliers have on communities of color and ethnicity.

Mountain Plains MSDC

☐ Honoring Belinda Hooks:Community Service Award Recipient ☐

The Colorado Black Roundtable (CBRT) has announced that

Belinda Hooks, Executive Vice President of the Mountain Plains Minority Supplier Development Council, will be honored with the CBRT Community Service Award.

This prestigious award recognizes Belinda's outstanding contributions and many years of dedicated service to the business community. The award will be presented on Friday, October 17, 2025, at 8:00 PM at the Doubletree Hotel, 3203 Quebec Street, Denver, CO.

The celebration is part of the CBRT Annual Gaining Ground in the Black Community Summit, taking place October 15–19, 2025. This summit is a cornerstone event, bringing together leaders, businesses, and community advocates to foster collaboration and empowerment.

Please join us in congratulating Belinda on this well-deserved recognition!



Belinda Hooks
Mountain Plains MSDC
Executive Vice President

### Executive Vice President's Corner

Get Connected. Stay Connected. Be Connected!



### **Greetings and Welcome to September**

Hello MBEs, Corporate Members, and Strategic Partners!

As we step into September, I am reminded of how truly grateful I am for the strength of our community and the power of connection. This month is filled with opportunities to come together, learn, and grow as we continue to build meaningful partnerships across our region.

We look forward to seeing many of you on **October 2nd at our Nebraska Business Enterprise Summit,** where local leaders and MBEs will gather for insightful discussions and networking. Later this month, we will come together **virtually for our September 23rd** 

**Corporate Roundtable**, a chance to share perspectives and deepen engagement across industries.

October will bring even more exciting opportunities, beginning with our annual **Golf Tournament on October 7th**—a day of fellowship, fun, and fundraising in support of our mission. We'll also round out the month with the **Colorado Business Enterprise Summit on Friday**, **October 24th**, another milestone event that highlights the importance of supplier diversity and collaboration.

I encourage you to take part in these events, bring your ideas to the table, and continue to be champions of inclusion. Together, we are making a difference.

Thank you for being part of our community. Your commitment to advancing inclusive procurement and supplier development continues to inspire us.

Belinda Hooks
Executive Vice President
Mountain Plains MSDC

## WELCOME MPMSDC NEWLY CERTIFIED MBES Welcome our Newest MBEs

Click on each company name for website information!



- McKenney Masonry, LLC (KS)
- Perfect Clean Property Services, LLC (CO)
- Resource Smart, LLC (CO)

- The Heated Dog House Inc. (CO)
- Whiteboard Project Management Consult, LLC (CO)

### 2025 Programming & Events from the **Mountain Plains Council**



Highlights of the 2025 Nebraska Business Enterprise Summit & Luncheon include:

Staying the Course.

We are excited to have you with us today as part of this important conversation and celebration of

- ·A powerful keynote address from Dr. Shana Redd, Assistant Professor of Marketing & Entrepreneurship at the University of Nebraska at Omaha designed to inspire, energize, and challenge attendees to Stay the Course in business and leadership.
- A Corporate Member Panel delivering procurement insights, best practices, and strategies for supplier engagement that foster stronger partnerships.

- An MBE Panel showcasing innovation, resilience, and success stories from entrepreneurs who have built sustainable businesses and navigated challenges with determination.
- Networking opportunities over a catered lunch, creating the perfect setting to exchange ideas, forge connections, and spark new collaborations.



5 New Tools & Data to Demonstrate Value to Stay Relevant

6 Outlook on Supplier Inclusion Programs: What Are Supplier PRODUCTIONS **Engagement Leaders Doing with Programs?** 

Why You Should Attend:

Gain real-world perspectives from corporate thought leaders as they share how they are addressing challenges and opportunities in Leaders today's business climate. Expect diverse viewpoints, a dynamic moderated discussion, and actionable takeaways.

Ideal for:

Supplier Diversity Professionals

Procurement & Supply Chain

Corporate Members & Strategic **Partners** 

CERTIFY | DEVELOP | CONNECT | ADVOCATE

VIRTUAL

REGISTER HERE September Corporate Roundtable

### WWW.MPMSDC.ORG



### **REGISTER TODAY!**



Tuesday, October 7th



9 AM -2 PM

- CHECK IN 7:30 AM
- · SHOTGUN START 9AM



Arrowhead Golf Course

10850 Sundown Trail Littleton, CO 80125



WELCOME

"Innovating Together, Embracing Diversity in Business"



ARROWHEAD GOLF CLUB

### Tuesday, October 7th Swing into Fall Golf

MPMSDC Golf Tournament

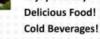
Welcome to the 2025 Mountain Plains MSDC
Annual Mountain Golf Tournament
Includes Breakfast Burritos & Luncheon Buffet

It's that time of year again, and we're excited to welcome you to the 2025 Mountain Plains MSDC Annual Golf Tournament! Whether you're a pro on the course or swinging a club for the first time, this event is built for everyone. Designed for all skill levels, today is about connection, fun, and friendly competition. Should you need anything throughout the day, our Marketing Events Manager, Cindy, is happy to assist—reach her at cindy@mpmsdc.org

Let's make this tournament one to remember. See you on the green!



Swing into Summer Enjoy the day!





Networking Network with colleagues and friends



Friendly
Competition
Enjoy a day filled with
friendly competition

CERTIFY | DEVELOP | CONNECT | ADVOCATE





### **Event Purpose:**

- •"An intimate evening of networking, discussion, and feedback designed to strengthen connections between MBEs, the Council, and corporate members."
- "Your voice matters: help shape how the Council engages with MBEs and creates meaningful corporate partnerships."

### Why Attend - for MBEs:

- · Share your experiences and feedback directly with the Council.
- Network with peers and corporate representatives in an intimate setting.
- Help shape future programming and engagement opportunities.

### Why Attend – for Corporates:

- Gain direct insight into the needs and readiness of local MBEs.
- Strengthen your visibility and connections with diverse suppliers.
- Support the Council's mission of advancing minority business success.

CERTIFY | DEVELOP | CONNECT | ADVOCATE



REGISTER HERE FOR LIVE PATHWAYS TO PARTNERSHIP FVFNT

Stay informed about the latest events and engagements organized by the National Minority Supplier Development Council (NMSDC). If you're eager to expand your network, gain valuable insights, and connect with industry leaders, look no further!

To discover a diverse range of upcoming events and to secure your spot, we invite you to click on the NMSDC Events Calendar. This invaluable resource is your gateway to a world of professional growth, innovation, and collaboration within the NMSDC community.



## **Stay Connected with** the National Council!

There are many events to attend each month:

**Events Calendar** 

## Strengthening Our Network: All 23 Affiliate Agreements Executed

Dear NMSDC Stakeholders.

I am thrilled to share with you a significant milestone in our journey to unifying our valued network --- we now have 23 fully executed Affiliate Agreements --- representing all Affiliates across our network.

This milestone represents more than completed agreements—it reflects our unity of purpose and the deep commitment of our Affiliates and the national office to advance economic opportunity for minority business enterprises. Unified with the Affiliates, we are better positioned to deliver consistent value, strengthen thoughtful collaboration, and chart a bold path together that is future focused.

On behalf of the entire NMSDC team, thank you to the Affiliate leadership for your continued partnership and support. Together, we are building a stronger and more cohesive network to meet the challenges and opportunities of our new economy while creating value for our certified suppliers and corporate members.

We can't wait to welcome you to Miami, November 2–5, for our Annual Conference as we navigate our new economy together. If you have not registered, please click here to complete your registration today.

With gratitude,

Don Cravins, Jr.
Interim President & CEO

Stay informed on what our strategic partners and friends of the MPMSDC are doing!

# COMMUNITY NEWS & EVENTS from our STRATEGIC PARTNERS & CORPORATE MEMBERS

(Click on the logo/flyer below for more information)



Small Business, Big Ideas: Strategies for Growth A Colorado Startup Week Community Event Tuesday, September 16, 2025 9 am to 10:30 am

A panel of small business founders discuss their start up, growth, success, challenges, and lessons learned.

- Moderator: Patty Brewer, SBA's Office of Manufacturing & Trade
- Ajith Dharma, The Fire Within
- Chantel Columna, Novel Strand Brewing Co.
- Laura Rubio, Renata Rubio

Colorado Startup Week- Registration Link

Location: Mi Casa Resource Center, Room 108

345 S. Grove Street Denver, CO 80219

The SBA has opened nominations for various categories of small businesses. The nomination deadline is December 8, 2025. There are several categories where a company might be able to submit themselves for consideration.

- 1. <u>Small Business Exporter of the Year | U.S. Small Business Administration</u>
- 2. Small Business Manufacturer of the Year A small business in the manufacturing sector that has demonstrated exceptional performance, innovation and growth. This award celebrates the vital role small manufacturers play in restoring American economic dominance, technological advancements, national security and more.
- 3. Rural Small Business of the Year A small business that has demonstrated exceptional performance and growth in a rural community. This award celebrates the vital role small businesses play in our rural communities. To be eligible for this award, the business must be located at an address designated as rural by the <u>U.S. Department of Agriculture's Rural Development Property Eligibility search tool</u>.
- 4. Blue Collar Small Business of the Year A small business in a blue-collar industry that has demonstrated exceptional performance and growth. This award celebrates the vital role blue-collar small businesses play in our economy, communities, and day-to-day lives. To be eligible for this award, the small business must operate in an industry characterized by workers using physical skill and energy involving manual labor, a trade, or a vocational skill such as, but not limited to, construction, roofing, welding, painting, heating and air conditioning, carpentry, plumbing, auto repair, and/or electrical work.

For items 2, 3 and 4, nominations can be submitted here –2026 Colorado District Office NSBW Nominations. Additional information on all awards can be found

- 1. Colorado District Office Awards | U.S. Small Business Administration
- 2. National Small Business Week Awards | U.S. Small Business Administration

Please feel free to share with companies or partners. Happy to answer any questions.

**Patty Brewer** 

Export Finance Manager for Colorado, Montana, Nebraska, Utah, and Wyoming

Office of Manufacturing & Trade

**U.S. Small Business Administration** 

721 19<sup>th</sup> Street Denver, CO 80202

Phone: 720-556-4664

Email: <a href="mailto:patricia.brewer@sba.gov">patricia.brewer@sba.gov</a>



Join us for an in-person Local and Small Business Subcontractor/Supplier Outreach and Networking Event to learn about the project, upcoming contractor opportunities and meet the project leadership team.

### THURSDAY, SEPT 18, 2025 | 4:30 - 6:30PM CT

8900 Renner Blvd | K2 Auditorium | Lenexa, KS 66219

### PROCUREMENT OPPORTUNITIES

### Q3 2025

### Permanent Equipment / Material

· Concrete Ready Mix

### Subcontract

- · Civil Site Development
- · Erosion Control

### Q4 2025

### Permanent Equipment/Material

- Aggregates
- Anchor Bolts & Embeds
- Bulk Pipe
- · Concrete Accessories
- · Geotextile Fabric & Geogrid
- · Storm Drainage Structures

### Subcontract

- Buildings MBS / GC
- Catering
- · Civil Concrete & Soil Third Party Testing

- · Clearing & Grubbing
- · Construction Trailers
- · Construction Warehouse Structure
- · Coffee / Ice / Water
- Fuel
- · Hydrovac / Potholing
- · Insulation & Lagging
- · Janitorial Services
- · Portable Toilets
- · Rebar Supply & Install
- · Safety Supplies
- · Site Construction Survey
- · Site Security
- · Temp Electric
- · Temp Staffing
- Trucking
- · Vending Services
- · Waste / Trash

## CONNECT WITH US FOR OPPORTUNITIES

Kiewit is seeking to engage small firms in Kansas and Missouri interested in professional services, construction and supplier opportunities. To help us understand your capabilities and bidding interest and ensure that you are notified about upcoming project opportunities, complete our Subcontractor Questionnaire.

### SUBCONTRACTOR QUESTIONNAIRE



CLICK HERE TO RSVP

Contact the project team for more information Evergy.Engagement@kiewit.com



### Host Committee:

Richard Lewis | Hon. Elbra Wedgeworth Denise Burgess | Hon. James Coleman

Invite you to a reception with

### **SENATOR MICHAEL BENNET**

in support of his 2026 campaign for Governor of Colorado

Saturday, September 20, 2025 | 11:00am Aurora, CO

(Address will be provided upon RSVP)

Suggested Contribution Levels Host \$1,450 | Co-Host \$725 Friend \$500 | Supporter \$250

### **RSVP HERE**

For more information or to RSVP please contact Sydney Gart at sgart@michaelbennet.com or (303) 506-1345

Contributions by check or credit card are limited to \$1,450 total for the election. Cash contributions are limited to \$100. Colorado law requires the campaign to disclose the name and address of each person who has contributed \$20 or more and the occupation and employer of each person who has contributed \$100 or more. If you do not provide your employer and occupation, we are required by law to return the donation.

provide your employer and occupation, we are required by law to return the donation.

When making a contribution to this committee, you are certifying that you are a U.S. Citizen and eligible to make a political contribution under Colorado law.

Contributions from corporations and labor unions are prohibited. Contributions from lobbyists are prohibited during the regular session of the Colorado General

Assembly and for 30 days after the end of session, Contributions to this committee are not tax deductible.

Paid for by Bennet for Governor. Registered Agent: Tracie Moore.



## COLORADO

## Office of Economic Development & International Trade

### **New Construction Bond Assistance Training**

The State of Colorado launched a new construction bond training program (in English and Spanish) that equips contractors with the knowledge and skills necessary to understand, obtain, and manage bonds for State construction projects. The training is available on-demand on both partner websites. Get started on the training and create a free account here:

- Construction Bond Assistance Online Course (English)
- Curso en línea de asistencia para fianzas de construcción (español)

This training was produced by the Statewide Equity Office's Bond Assistance Program at the Colorado Department of Personnel & Administration in collaboration with the Colorado Minority Business Office at the Office of Economic Development & International Trade in response to a 2020 Disparity Study, which identified the need to support contractors with construction bond assistance and because construction bonds are required for performance on State contracts.

The Statewide Equity Office's <u>Bond Assistance Program</u> offers collateral for new contractors working with the State on general construction and bridge and highway construction projects. The program is also working on a guide for contractors to understand entry points and opportunities for working on State construction projects.

This announcement comes shortly after the successful launch of the <u>Colorado Supplier Diversity Directory</u>, where businesses can apply to be listed for FREE and have their business designations verified as a HUBZone, small, diverse-owned, and/or veteran-owned business. This helps buyers in the State connect with Colorado businesses, resulting in the best value to the State and ensuring that tax dollars spent by the State government are supporting local businesses. Partners at the Minority Business Office will work with businesses seeking certifications.

Those interested in learning more about this training, the Statewide Bond Assistance program, or applying for a FREE listing on the business directory are encouraged to contact the Colorado Supplier Diversity Navigator by calling 303-866-5765, emailing DPA\_SupplierDiversityHelp@state.co.us, or by visiting <a href="mailto:dhr.colorado.gov/sd">dhr.colorado.gov/sd</a>.

In today's unpredictable business climate, most great business owners have succeeded because of a mentor; someone who believed in their potential and helped them navigate the complex world of entrepreneurship. This rings especially true for the owners of small, diverse businesses, who often face many barriers to success.

Our latest edition of **Together By Design** highlights two companies that have benefited from our <u>Accelerate mentorship program</u>, a joint venture with Evergy and Ralph G. Moore & Associates. Read about our Accelerate graduates and see how mentorship is making an impact.



CLICK HERE TO READ FULL BURNS & McDONNELL NEWSLETTER



## \*\*BID OPPORTUNITY\*\* BID OPPORTUNITY\*\* BID OPPORTUNITY\*\*

Exciting News from Hickman Mills C-1 School District!

We are thrilled to announce that Hickman Mills C-1 School District is seeking proposals for a variety of exciting projects and initiatives. This is your chance to collaborate with us and make a meaningful impact on our school community.

Stay tuned and keep checking back regularly to discover the latest opportunities. Don't miss out on the chance to be part of something amazing!



REQUEST FOR PROPOSAL:

ISSUED:

BID CLOSING:

2-2025-2026 (Forensic Audit)

08-21-25

09-17-25 (2:00 PM CT)

Hickman Mills C-1 School District is seeking proposals for a Forensic Audit per the attached Request for Qualifications/scope of work. Enclose your proposal in a sealed opaque envelope with the above proposal number written on the face of the envelope, including your company's name and deliver it to the Hickman Mills Administration Center, 5401 E. 103<sup>rd</sup> St., Kansas City, MO. 64137 (Or submit electronically on the Planet Bids website) no later than 2:00 PM CST 09-17-2025.Otherwise your bid will be REJECTED. There will be a public opening of bids at 2:05 PM CST on 09-17-2025 in the Board Room of the Hickman Mills Administration Center at the Hickman Mills Administration Center at the above listed address.

Point of Contact for this proposal is Barbara Smelter. All questions must be e-mailed to Barbara Smelter at: <a href="mailto:barbara.smelter@hickmanmills.org">barbara.smelter@hickmanmills.org</a> as detailed under general conditions detailed under General Conditions. Item #6 on page 2 of this request for proposal.

By submitting a bid you offer to enter into a Contract with the School District and your offer is non-revocable for Ninety (90) Days following the response deadline indicated above.

Hickman Mills School District reserves the right to (1) waive any defect in the offer of any bidder and (2) to reject any or all offers.

Your returned bid MUST include: (1) All pages of this Invitation for Proposal, initialed at the bottom; (2) Affidavit on page 11, fully executed and notarized; (3) Exhibit B, Page 8 Completed and signed; (4) All addendums that were issued and signed; (5) Submit your pricing on the forms provided herein. Do not include taxes as the District is tax exempt; (6) The Contractor/Vendor's signature of the Proposed Contract, Page 6 hereof; (7) The required submittals.

Hickman Mills School District reserves the right to request corrections, clarifications and or additional information pertaining to the bidder's response.

Barbara Smelter CPPB, CPPO

Purchasing Analyst

816-316-7049

**Bid Webpage** 





Cost \$30

## Infrastructure Innovators Matchmaking Event October 9, 2025 | Pueblo Community College

900 W. Orman Ave., Pueblo, CO

Look Who's Coming!

CDOT
Kraemer
Kiewit
Flatiron
Myers & Sons
Native Sun
Siete
Ulteig
FHU
DEA
Stantec
WSB
HDR
Benesch
CONSOR

**AND Support Resources** 

### **Agenda**

9:00 AM: Check-in & Welcome (Light Refreshments)

9:15 AM: Panel:

**Successful Subcontracting** 

10:00 AM: One-on-One Meetings

12:00 PM: Box Lunch and Networking

Registered attendees will have the opportunity to schedule up to four one-on-one meetings with Primes of their choice, available on a first-come, first-served basis.

**Register Here:** 

bit.ly/4micJLW

(719) 549-3245 southernco@coloradosbdc.org www.southerncoloradosbdc.org





The American Indian Business Enterprise (AIBE) Center Team in Partnership with Data Management of New Mexico (DMNM) are excited to present our Thursday, September 25, 2025 - Webinar titled: 'The Power of Video Marketing', from 6pm - 7:15pm (MST) via Zoom.

With video now comprising over 70% of all Internet traffic, many business owners and marketing professionals realize that they need to use video as part of their Marketing and Human Resources plan. Unfortunately, most business owners and leaders do not know where to begin when it comes to using video as a Powerful Business Tool.

The AIBE Center and DMNM Team are excited and honored to invite Mr. Paul Jew, Owner of MojiCinema to present why and how you need to utilize video in your business and how to make sure that your videos will deliver a High Return on Investment!



## THE **POWER** OF VIDEO **MARKETING**

### THURSDAY, SEPTEMBER 25TH

6PM - 7:15PM (MST)

**Click Here - To Register Free** 



### ONLINE AD CAMPAIGN

Learn how to put together a successful online ad campaign and how to measure results and calculate your Return on Investment (ROI).



### **BUYERS JOURNEY**

Learn about the Buyer's Journey and why this is so important in creating the right video content to your ideal prospects.



### **IDEAL CLIENTS**

Learn how to Identify and profile your ideal client and how to attract more of them.





Innovate With NREL

We serve our private and public funding partners by leveraging the capabilities at NREL and activating our network of startups, investors, incubators, foundations, and industry partners.

Innovation and Entrepreneurship Center | NREL

Events | Innovation and Entrepreneurship Center | NREL



- □ Partner with Denver Public Schools (DPS)! □ Learn How to Do Business with DPS
- DPS offers monthly workshops to help potential contractors and vendors navigate the bidding process and discover opportunities
- ☐ Workshop Details:

within the district.

- When: Every second Thursday of the month, from 1:00 PM 2:30 PM
- Where: Acoma Campus, 1617 S. Acoma Street, Denver, CO 80223
- Virtual Option: Available upon request. Contact Jennifer Malpiede at <u>jennifer\_malpiede@dpsk12.org</u> for virtual attendance.
- ☐ Why Attend?
  - Gain a comprehensive overview of the DPS bidding process.
  - Learn what's needed to become a business partner.
  - Stay informed on your application status and upcoming bid opportunities through the Office of Business Diversity (OBD).
- ☐ Contact Us:

Phone: 720-423-1920
Email: Business Diversity
Take the first step toward partnering with DPS and unlocking exciting opportunities!
2025 Workshop Series
September 17th
October 9th
November 13th
December 11th

### **DPS Calendar of Events**

☐ Attention MBEs: Explore Procurement Opportunities with
Denver Public Schools!
<ul> <li>□ Discover New Projects: Access the Denver Public Schools (DPS) bid page to explore a wide range of projects tailored for diverse businesses.</li> <li>□ Expand Your Business: DPS offers incredible procurement opportunities—don't miss out on these chances to grow and collaborate!</li> <li>□ Get Started: Visit the DPS bid page today and position your business for</li> </ul>
success.  □ Act Now: These opportunities won't last long. Be sure to check the bid page regularly for updates!  □ Your next big project could be just a click away!

**DPS BID PAGE** 



## Making Learning Real Through K-12 Education & Industry Partnerships

Denver Public Schools is looking to engage with new companies in Metro Denver through its Career Development Programs!

The district's K-12 work-based learning initiatives offers students the chance to explore their career identity, visualize what's possible, and gain hands-on experience within their pathway of interest.

By collaborating with local businesses, DPS is committed to broadening opportunities for youth while strengthening a local homegrown talent pipeline in the community. Programs include industry exploration events, career mentorships, high school internships, and more.

Promote your company and industry to the next generation of our workforce in 2025 by submitting a **Partner Interest Form.** 

Please reach out to me if you have any questions or need additional info.

And thank you so much for giving my team a platform to help promote these impactful initiatives in support of DPS students!  $\hfill\Box$ 



### MISSION

The Business Consortium Fund, Inc. (BCF) exists to empower entrepreneurs by advancing equitable capital access for business owners of color. We provide funding and advice to certified minority businesses operating in the supply chains of the nation's largest corporations, as well as the supply chains of government organizations.

#### VISION

We envision a thriving economy with equitable capital access for business owners of color, including eliminating the racial wealth gap.



### **OFFERINGS**

### **LOAN TYPES**

- Short term working capital (1 to 5 years)
- Long term debt (5 to 10 years)
- Receivables financing
- Purchase order financing
- Equipment financing
- Micro loans from \$10K to \$100K

### **GENERAL REQUIREMENTS**

- Past 3 years financial statements
- Past 3 years filed business and personal tax returns
- Personal financial statement for the owner
- Accounts receivable and payable aging reports
- 6 months of business bank statements
- Bios for company owners and key employees
- Personal guarantee from owners 10% or greater

### APPLY AT: bcfcapital.com

Access to supplier contracts is a proven path for growth to small business owners.

### **CONTACT US**



Camellia Loojune | Director of Small Business Lending cloojune@bcfcapital.com 212.243.7360 x 206



Ruben Rodriguez | Chief Lending Officer rrodriguez@bcfcapital.com 212.243.7360 x 203

### **2025 MBEIC UPDATES**

### What is the MBEIC?

Each affiliate regional council has a Minority Business Enterprise Input Committee (MBEIC) that consists of owners/executives of minority businesses elected by local NMSDC- certified MBEs. As a standing committee of the affiliate regional council's Board of Directors, the MBEIC provides constructive input, promotes council events and activities, develops programs and serves as the liaison between corporate members, staff and MBEs.

### **MEET our MBEIC Members**

## NEWS from the MBEIC September 2025

### The Power of Inclusivity

Have you seen Gap's latest campaign, "Better in Denim," starring the globally diverse girl group *Katseye*? The American apparel retailer's denim fall collection campaign has been gaining attention not just for its music and choreography, but for the way it highlights diversity in such a visible, authentic way.

On the flip side, consider the recent campaign by their competitor - American Eagle. Known for its youthful denim styles, their ad features young actress Sydney Sweeney. Branded with the pun "Sydney Sweeney Has Great Jeans," the ad played on the homophones jeans and genes. While intended to highlight flattering cuts, it sparked criticism online for insensitivity, with critics reading unintended connotations about beauty ideals and inclusivity.

What matters most in both examples is how the messaging lands and what it conveys about who gets to be seen. Katseye's campaign is being celebrated as inclusive, resonating deeply with audiences that see themselves in its diverse cast and authentic expression. Meanwhile, the American Eagle campaign became a teaching moment on the importance of thoughtful representation and the weight of visual storytelling.

This matters for the MBE community because:

- Visibility drives connection. Seeing people of varied backgrounds like - Katseye's multicultural members reflected in media fosters a sense of belonging and relatability.
- Perception matters. Even seemingly harmless creative choices can carry unintended messages if cultural context isn't considered.
- As stewards of inclusive excellence, we must champion

narratives that are expansive, authentic, and thoughtful - especially in brand communications.

At its core, it's very simple: when people see themselves - not as exceptions, but as central- the impact is stronger, trust is deeper, and engagement is real. This is more than marketing; it's a lesson for all of us in business. Representation builds trust, it inspires, and it creates belonging.

The 2025 NMSDC Annual Conference & Exchange is coming up November 2–5 in Miami, and it's one you won't want to miss. This national event is your opportunity to connect with hundreds of corporate partners, engage in targeted matchmaking, and gain insights that can truly shift the trajectory of your business. Learn more and stay updated at <a href="mailto:nmsdcconference.org/2025">nmsdcconference.org/2025</a>.

Mark your calendar for this year's Opportunity Accelerator (OA) in Miami!

Join us on Sunday, November 2, 2025, from 12:00 – 3:00 p.m., for an energizing afternoon designed to ignite ideas, forge meaningful connections, and position your business for success throughout the NMSDC Annual Conference & Exchange. Hosted annually by the National MBE Input Committee (NMBEIC), the Opportunity Accelerator is a dynamic pre-conference experience created by MBEs, for MBEs. This FREE event brings together minority business enterprises, NMSDC corporate members, and regional affiliate staff in a space built for connection, insight, and momentum.

The MBEIC is here to support you every step of the way. Whether you need guidance navigating a certification, making strategic connections, or simply staying informed about contract trends - we're committed to helping our MBE community thrive. Let this summer be a season of momentum!

Stay tuned for more ways the MBEIC is working to advocate for and support our certified businesses throughout the region.

Stay engaged, stay empowered, and let's rise to the challenge—together.

# September "MBE Spotlight"



Name of Company: Wicked Ambitionz Catering

Owner Name: Nicie Smullen

About the Company: Get ready to elevate your events with Wicked Ambitionz Catering, where culinary artistry meets unmatched service. From indulgent desserts to full-service catering and exclusive wine tastings, we bring your vision to life with passion and precision.

With our promise, "Whatever your party desire, Wicked Ambitionz is your supplier," we specialize in creating unforgettable experiences for events of all sizes. From intimate gatherings to grand celebrations, we tailor every detail to your unique needs, including wine education and tastings to enhance your event's ambiance.

Why settle for ordinary when you can have extraordinary?

Let Wicked Ambitionz Catering take your event to the next level. Experience the difference in every bite, every sip, and every moment.

Contact: 720-318-9208

Website: Wicked Ambitionz - Custom Cakes, Bakery,

Custom Cakes, Pastry Shop

### Mountain Plains MSDC Board of Directors

To meet our entire Board of Directors please check our website:

We're grateful to our Officers, Executive Committee and Board of Directors for their thought leadership, service and support in making a difference towards minority business enterprises economic inclusion and parity.



\*\*\*Mountain Plains MSDC new hires and promotions\*\*\*

To meet our entire staff please check our website:

The Council is uniquely positioned to offer management and technical services relevant for a dynamic marketplace including: business consulting, matchmaking, contract opportunity sourcing, finance sourcing and access to international markets.

### Reminders to Check the following:



Our bid opportunity page updates daily! This is password protected and ONLY for certified MBEs. If you need the updated password, please contact us at 303-623-3037 or communications@mpmsdc.org



Keep checking our calendar of events page to register for upcoming events!

Mountain Plains Minority Supplier Development Council | 6025 S. Quebec St. Suite 135 | Centennial, CO 80111 US

<u>Unsubscribe</u> | <u>Update Profile</u> | <u>Constant Contact Data Notice</u>