

VMSDC Success: All About Referrals

When Andrea Lyons, president of All About Presentation, began VMSDC's minority executive leadership program in June, she didn't know her business would be gaining an immediate champion. One of Lyons' classmates was Dana Ailsworth of AQUENT, the global marketing and creative staffing services company.



Andrea Lyons

"A client of mine for several years wanted to know if we provided event planners." "We'd just come out of a leadership session at the University of Richmond through VMSDC," said Ailsworth, whose participation in the program was sponsored by MWV. "I met someone and was so impressed with Andrea's enthusiasm, so I agreed to make an introduction."

"When I met Andrea, she had the hunger, desire and background," Ailsworth said. "She's an amazing human being and I want to see her business be successful as part of the growing camaraderie with VMSDC."

Lyons landed the gig and is now excited about planning a national sales meeting and awards recognition event for 100 people in Orlando.

"Dana referred me to a really good company," Lyons said. "I'm eternally grateful. It recharged my batteries that someone thought enough of me to refer one of their clients to me. I didn't go to the leadership program to get business out of it. This developed organically."

For this project, Lyons will arrange everything including travel, audio-visual presentations, team-building activities and trophies for the awards ceremony. "I feel like I'm operating in my passion," Lyons said. "I wouldn't have met Dana if it wasn't for VMSDC and

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Register for the NMSDC National Conference

Top executives from leading corporations, along with successful entrepreneurs will gather at the National Minority Supplier Development Council Conference and Business Opportunity Fair. Join us Oct. 24-27 at the Miami Beach Convention Center in Miami Beach, Fla. for the premiere national forum, as we focus on "Partnership: The Engine for a Global Economy."

[Click here for NMSDC Conference Registration](#)

participation in the MBE executive education program."

Tracey Jeter, president and chief executive officer of VMSSDC, said this type of collaboration is key to the continued success of the Council's network. "We provide numerous opportunities for the business community to interact and learn," Jeter said. "We're thrilled when we hear it's paying off."

Success Spotlight: Thompson Hospitality expands services

Thompson Hospitality Corp., a VMSSDC minority-certified firm, the eight largest food service company in the U.S. and the largest minority-owned food service company, long known for providing cafeteria services for corporations is expanding its offerings.

Meg Simone, Thompson's director of development, said the company has introduced its newest option: Austin Grill Express. "We took our existing restaurant brand and created a smaller version," Simone said. "We're offering that concept to some of our corporate clientele and it's been very successful. So far we have more than a dozen in place with an additional 20 planned in the upcoming year." Austin Grill, which provides fresh, healthy Tex-Mex fare, has been well-received by Thompson's clients.

Save the date

Don't miss the VMSSDC Annual Meeting and MIC Awards Luncheon Dec. 9 at The Jefferson Hotel

Calling all MBEs!

Nominate Corporations for Corporation of the Year. We also need to hear your pick for Advocate of the Year.

All Corporations

We need your nominations for Entrepreneur of the Year!

For questions contact:

kwatson@mei180.com

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Mark Your Calendar TODAY!

After the success of this year's VBOF, make sure you don't miss the networking, workshops and excitement next year!

*May 2 & 3, 2011
Richmond Hilton Spa in*



Austin Grill Express

Also, by working with its client, the Compass Group, Thompson has begun growing its health care business. "We're now providing retail food service operations for cafeterias and coffee shops in hospitals as well as patient feeding services in coordination with Morrison Management, a Compass Group company. We're offering a supplier diversity solution that expands beyond corporate offerings."

Going beyond food, Thompson-which was named Black Enterprise's Company of the Year in 2010-is also expanding its facilities management services. "We've further expanded services to include janitorial and facilities management," Simone said. "We're proud to be providing these services in several locations across the nation."

"VMSDC has been a great supporter of Thompson Hospitality. The Council has really helped us on the networking side and on the business opportunity side with great introductions and great programs which Thompson has participated in and sponsored."

Richmond, VA

Check the VMSDC newsletter and follow us on twitter for more details in October.

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SWaMFest VI-Celebrating the Success!

The sixth SWaMFest kicks off Tuesday night Oct. 12 with a full day of sessions Wednesday Oct. 13 at the Hilton Hotel & Spa in Short Pump. The night session, dubbed, "The Vendor affAir," offers a chance to meet the event's sponsors and officials from nine Virginia Association of State College & University Purchasing Professionals (VASCUPP) member schools.

Wednesday is filled with sessions such as:

- Give Your Business a Tune-Up!
- Customers-Where are They & How Do I find & Keep the Right Ones?
- Supplier Diversity 2010 & Beyond

REGISTRATION FOR THIS EVENT IS CLOSED. Only sponsors may register. Follow details for 2011 at the SWaMFest Homepage- Crowdvine! Join their community to learn more and to network. VMSDC will be tweeting from the conference. Are you on Twitter?

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