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date information

12TH ANNUAL BUSINESS-TO-BUSINESS EXCHANGE & WOMEN LEADERS LUNCHEON

The **Business-to-Business Exchange (Exchange)**, scheduled to be held March 21-22, 2012, at a hotel in White Plains, New York, is designed to deliver up-to-date information on minority business and direct links between corporate America and businesses from this sector. The Exchange brings these businesses and the corporate community together, creating the perfect environment to foster MBE-to-corporate or MBE-to-MBE relationships.

The 2012 Exchange will be coupled with the **12th Annual Women Leaders Luncheon** and our third **Town Hall Meeting**. The two-day Exchange will begin with the opening reception and Town Hall Meeting, where significant leaders in the world of minority business will discuss next steps for minorities and women. Day two of the Exchange will feature a continental breakfast and informative speaker followed by a morning of seminars, a business-to-business boutique reception and luncheon, and an afternoon at the Interactive Information Center (in the Expo Hall), concluding with a networking reception.

During the luncheon, community leaders are saluted for their tireless efforts in Westchester and Rockland Counties. Keynote speakers have included notables such as the President of the U.S. Black Chamber, Inc. Mr. Ron Busby in 2011, TV host and journalist Ed Gordon in 2007, TV talk show host Star Jones Reynolds in 2006, editorial director of *Essence* Magazine Susan L. Taylor in 2005, U. S. Senator Hillary Rodham Clinton in 2004, economist and journalist Dr. Julianne Malveaux the year before, the Hon. Mary O. Donohue, N.Y.S. Lieutenant Governor in 2002, Gayle King, editor-at-large of *O Magazine* in 2001, and Ester Silver-Parker, president of AT&T Foundation in 2000.

Invitations for the Exchange are mailed to more than 7,000 African American business and social leaders in New York State.

Individuals who have asked one the following questions are encouraged to attend:

Where are the minority contracts?

What are the procedures for contracting with various municipalities or the county?

What are the procedures for contracting with corporation?

What are the monitoring process for minority business in local municipalities and the county?

What is the process for getting paid upon completion of a contract and who's monitoring the process?

Early Bird discounts for the 2012 B2B will be available online January 20, 2012.

The AACCCWR, Inc. was established June 28, 1996 as an independent not-for-profit agency, to aid, counsel and protect the interests of African American businesses. The mission is to preserve competitive enterprise and to maintain and strengthen the overall economy of Westchester and Rockland Counties.

For more information about the '12 Business-to-Business Exchange or to join the Chamber, please call 914-699-4749, log on to www.AACCNYS.org or scan.

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A Dozen Ways Attendees Benefit from the Business-to-Business Exchange

1. **BREAKTHROUGH IDEAS!** Experience the best ideas in minority business development and selling to the corporate market.
2. **ACCESS TO SUCCESS!** Meeting well-connected people is the most valuable aspect of the conference. Meet hundreds of industry executives and minority business owners... professionals like yourself.
3. **INFORMATION-PACKED SESSIONS!** Choose from an array of powerful workshops, plenary sessions and seminars on the most current issues addressing pivotal industry topics and trends.
4. **NETWORK FOR BIGGER OPPORTUNITIES!** Build your business or improve your corporate purchasing activity by meeting with the people you need to know to move your business forward.
5. **GET INFORMED!** Learn from experts offering creative solutions to everyday situations. This cost-effective training keeps your organization competitive.
6. **PARTICIPATE IN THE TRADE SHOW: CONDUCT BIG BUSINESS!** The alternative—spend the entire year trying to catch up. As an exhibitor or walk-through participant, the trade show is designed just for you. Make contact with companies displaying the most innovative products, technologies and services. There is no substitute for face-to-face contact.
7. **NETWORK FROM DAWN TO DUSK: ATTEND SPECIAL EVENTS!** The B2B Awards Luncheon and receptions are highlights of the conference. B2B Conference events are networking forums as well as opportunities to conduct business.
8. **GET THE BEST BUSINESS VALUE FOR YOUR \$\$\$!** The full conference registration fee includes B2B Conference materials, all program sessions, meal functions, Business Exchange Expo and special events. No additional charge for any official B2B Conference function!
9. **EARN PREP. AND A.P.P. CREDIT!** Attend the B2B Conference and earn continuing education hours that may be applied toward RPEP program requirements.
10. **CUTTING-EDGE MBE SEMINARS AND DISCUSSIONS!** Here's the opportunity to gain new information and talk with peers about solutions to the challenges minority business owners face
11. **MAKE CONTACTS!** Extend your networking capabilities by scheduling appointments with purchasing representatives or MBEs during free time. Come prepared to do business.

12. **RECHARGE!** Attend the counties' benchmark forum on minority business development and return to your workplace bursting with new ideas and enthusiasm.

