

Calvert County Minority Business Alliance Growing During a World Wide Pandemic! 2020-2021

www.ccmba.org || info@ccmba.org

Together Everyone Achieves More!



CALVERT COUNTY MINORITY BUSINESS ALLIANCE

SMALL BUSINESS IN A BIG WAY

CCMBA: Mission

- Educate, assist, and develop its members;
- Provide training and education opportunities;
- Act as a liaison to local, state & federal policymakers;
- Recommend programs and services that increase the County's business tax base;
- Provide opportunities to market and expand one's business

CCMBA: Goals

- To promote a better understanding of our private enterprise system.
- To create minority business opportunities in the residential consumer market, private sector, and with local, state and federal government agencies.
- To act as an advocate for minority business and coordinate the efforts of commerce and industry to maintain and strengthen a sound healthy climate in Calvert County and Southern Maryland.
- To act as liaison to local, state and federal policy makers and provide the Calvert County minority business owner's business perspective in the legislative decision-making process.
- To conduct regular educational seminars and workshops for members. Topics range from financial planning, marketing and business management.
- To provide the means for effective networking sessions as well as member presentations that promote and highlight their business.

CCMBA: Services & Programs

- Workshops, Forums and Seminars – Community Training Program and Executive Entrepreneurship Speakers Series
- Comprehensive Website – www.ccmba.org
- Membership Listing and Directory
- Membership Marketing thru Social Media and Website
- Social Media Tracking – Twitter, Facebook and Linked In
- Shop CCMBA! Promoting and Marketing CCMBA Member Businesses
- Membership Business Emails Alerts
- Business Policy and Legislative Updates
- Teaming Partners Strategies and Referrals
- Technical Assistance Referrals
- Businesses Assisting Youth to Achieve (BAYTA)

CCMBA: Officers and Board

Officers

- President – Bryant Parker, Elite Martial Arts Academy
- Vice President – Roseanna Vogt, Circle of Angels Initiative
- Secretary – OPEN
- Treasurer – Christine Coates– CC Professional Tax Services

CCMBA: Officers and Board

Board of Directors

- Gayle Reid – Reid and Reid Bus Service, Inc.
- Chris Banks – Exit 1 Stop Realty
- Joel Hill – Berean Investigations
- Dawn L. Tucker – Lord and Tucker Management Consultants, LLC
- Cynthia Thorne-Carter– Smart Ride, Inc.
(Immediate Past President)

CCMBA: Board and Officers



CCMBA: Committees

- Communications Chair
 - James Gray – Social Media Coordinator
- Membership Chair
 - Dawn L. Tucker
- Grants Committee Chair
 - Roseanna Vogt
- Policy Committee
 - So MD Minority Chamber of Commerce

CCMBA: 2020-2021 Accomplishments

Free Business Advertising; Member Highlights

Podcast Series and Marketing for members

CCPS HHS FBLA Business Survey

***Partnership with the Calvert County Chamber of
Commerce***

Beach Elementary School Replacement MBE

***Support - Identify Subcontractors and Qualified
Minority Business Firms***

Local Procurement Advocates

Harriet Elizabeth Brown Supporters and Speakers

2020 Calvert County Complete Count Committee

CCMBA: Advocacy & Partnerships

- **Calvert County Closing the Gap Coalition**
- **Southern MD Minority Chamber of Commerce**
- **Calvert County Annual Business Appreciation Week**
- **Southern MD Small Business Development Center**
- **Tri County Youth Services Bureau**
- **Calvert Mentorship Partnership**
- **African American Fun Day NAACP of Calvert County**
- **Huntingtown High School**
- **Calvert County Public Schools Construction and Purchasing Program**
- **Federal, State and Local Elected Officials**
- **Calvert County Commission for Women**
- **Calvert County League of Women Voters**
- **Minority Business Opportunities Task Force (MBOT) and Tri County Council For Southern MD**

CCMBA: Advocacy & Partnerships

Community Involvement and Contributions

Calvert County Business Appreciation Week Event Sponsor

Concerned Black Women of Calvert Annual Gala

Boys and Girls Clubs of Southern Maryland

Ruth Miracle Group Home

College of Southern MD Leading Edge Awards

College of Southern MD Black History Program

Closing the Gap Coalition Technology Program

Barstow Acres Children's Center

Calvert County Mentorship Partnership

Tri County MD Alumnae Chapter Delta Sigma Theta

AKA Pearls Interest Chapter

Leap Forward, Inc.

Tri County Youth Services Bureau

CCMBA : BAYTA – Businesses Assisting Youth to Achieve

HHS FBLA & CCMBA Partnership with Business Survey 2021

How can organizations like the CCMBA best assist you during this time?”

Continue providing information

Many businesses indicated that they would benefit greatly from information regarding funding resources, training in areas for marketing, and grant opportunities. Additionally, businesses would benefit from advice about marketing and business operation in this new environment.

Project Coordinators

- Jayden McDonald, Chapter President
- Christian Arias, Chapter Co-Secretary
- Lorenzo Guttadauro, Chapter Co-Treasurer

Advocacy

Though no specific laws or regulations were mentioned, many businesses said they would benefit if there was more advocacy on behalf of small businesses to promote laws that would be friendly to their firms.

Other business specific needs

- “For my particular business we need clients/customers/opportunities”
- “...help with contracting work”
- “networking, information (state/local), online events”
- “referrals and resources”
- “ensure sole proprietors are assisted more.”

CCMBA : BAYTA – Businesses Assisting Youth to Achieve

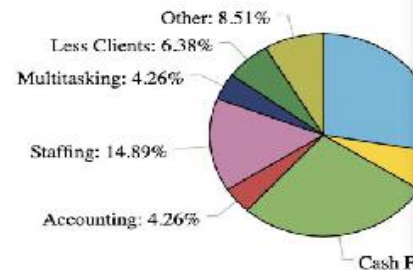
HHS FBLA & CCMBA Partnership with Business Survey 2021



Business Challenges

- Many businesses indicated problems such as marketing, cash flow, and staffing were impacting them the most
- In addition to these business challenges, firms were given the opportunity to indicate some specific problems they've faced due to COVID

"What is your single business challenge?"



"In what ways has COVID-19 affected your business the most?"

- | | | | |
|--|--|--|----------------------------|
| "Reduced sale" | "Fear of catching the virus; unpaid leave to quarantine" | "...eliminated primary business source..." | "Limited for..." |
| "Unable to offer in-person workshops..." | "Closed due to the governor mandate..." | "Unable to network as before" | "...reimagining structure" |



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Meeting with CCMBA Board of Directors and Officers

CCMBA: Marketing Highlights

- FEATURE MY BUSINESS VIDEOS AND MORE ON CCMBA WEBSITE AND SOCIAL MEDIA PLATFORMS
- PODCAST SERIES KICK OFF
- Shop CCMBA
- Buy Local
- Local Procurement Advocacy
- Membership Highlights
- Calvert County Businesses and Services Directory



CCMBA: Marketing Highlights

Women of the World Honorees



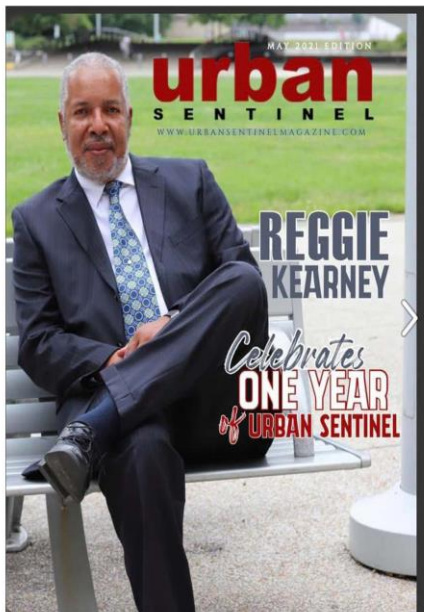
CCMBA: Marketing Highlights

Small Business in a BIG Way Social Distancing During the Pandemic



Congratulations – Members Milestone Anniversaries

Congratulations!!



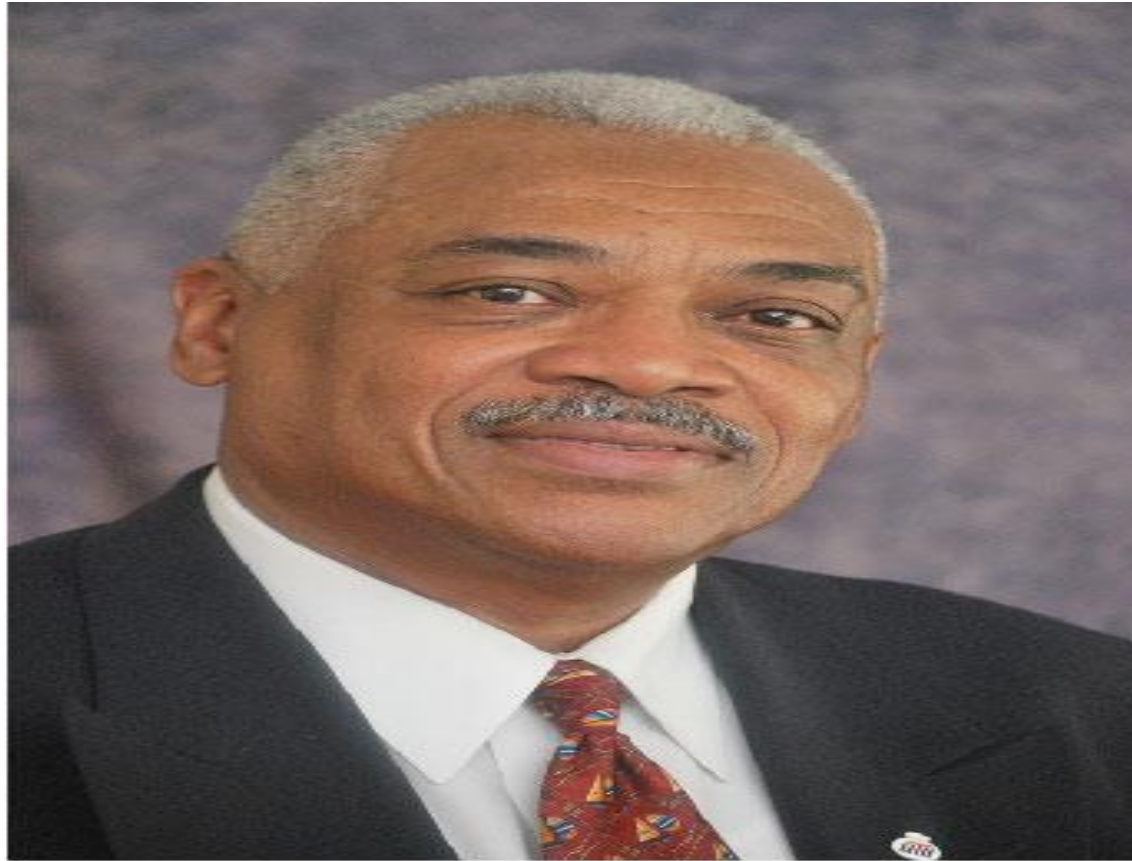
**Celebrating 25 years
of Business Service**



CCMBA: Remembering Bernard Young



CCMBA: Remembering Michael J. Moore



CCMBA: Thank You to Our Members



CCMBA: Thank You to Our Members and Partners



CCMBA: Thank You to Our Members and Partners

We look forward to seeing you in the fall!

