

# Black Business News

YOUR LINK TO BLACK BUSINESS ENTERPRISE IN SOUTHERN CALIFORNIA

The Official Business Journal of the Black Business Association

U.S. Small Business Administration 2007 Award Winner "Journalist of the Year"

## President's Message

### The Majestic Business Warrior

November 2007

The Black Business Association (BBA) through its forty years of advocacy has been able to deliver economic opportunities and financial resources for many outstanding business warriors who have their eyes on the prize of full inclusion in the business arena. I am thankful for the contributions of business warriors dedicated to sharing their talents to open opportunities for blacks in gaining meaningful employment and supplier inclusion in the public and private sectors.

Whenever I notice significant milestones accomplished by individuals taking care of business, I encourage them to enjoy life's offerings today, as tomorrow is not promised. These are essentially people that are making the economy better for others as customers and employees. These are the people I have fondly labeled "business warriors".

With pure deliberation, Muhammad Ali Nassardeen, founder of Recycling Black Dollars, contributed at the highest level to get people to better appreciate the value of Black businesses and Black people supporting Black businesses by patronizing them financially. Mr. Nassardeen made his transition from this earthly plane on October 11, 2007. However, his presence left an immense legacy of building a more open and culturally enriched society that makes us more mindful of using black-owned business enterprises. Through strategically-placed remind-

ers and political advocacy, his organization will always symbolize the hope that economic parity is possible.

Muhammad created a strong market brand with Recycling Black Dollars, speaking volumes to anyone within earshot of hearing it. I am sure his deepest wish is that everyone would carry

### Muhammed Ali Nassardeen

November 16, 1952-October 11, 2007



(l-r) Muhammad Nassardeen, President, Recycling Black Dollars (RBD), Earl "Skip" Cooper, II, President/CEO, Black Business Association (BBA), Harold Hambrick, President, Los Angeles Black Business Expo & Trade Show (BBX)

his well-branded moniker in his or her formal and informal business transactions. It takes an exceptionally skillful person to raise a village to increase its use of black enterprises. In view of that, I will always remember Muhammad Nassardeen as the majestic business warrior for recycling black dollars.

Similarly, the BBA has met corporate executives head-on to champion economic parity since 1970, and in

the process pushed elected officials to oversee these critical societal responsibilities. Economic parity is obtainable, providing we each take the time to share information in the fair exchange of commercial activity.

Appropriately, on Wednesday, November 14, 2007, the BBA in conjunction with the National Black Business Council, California Black Chamber of Commerce, and Greenlining Institute will host a statewide **Utilities Procurement Exchange and Summit** at the Radisson Hotel in Culver City. These host organizations have committed resources and assets toward opening contract opportunities for all emerging enterprises.

In return, we expect a full response from business owners to attend and participate in the one-on-one business exchange between buyers and sellers. Attendance is not an option for those who believe in small business advocacy and the privilege of supplier engagement opportunities. Attendance becomes paramount for entrepreneurs paving the way for future business leaders to become fully engaged in the procurement processes, both locally and nationally.

I invite everyone to this statewide Utilities Procurement Exchange and Summit to witness and enjoy the **Black Business Day Awards Luncheon** at which we pay tribute to business warriors working to make a difference on behalf of many.

While few of us will ever reach the heights of helping others like Mr. Nassardeen, it is very important that you join and support the BBA and other business support organizations as we continue to serve as your advocates for economic parity and participation. ♡

*Earl "Skip" Cooper, II*

President/Chief Executive Officer