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AGENCY FOR INTERNATIONAL
DEVELOPMENT

"Opportunities for International
Business Conferences"

San Francisco, California

March 11, 1987

150-0001-C-00 - 6174-00

INTRODUCTION

On March 11, 1987, the Agency for International Development (A.I.D.) Office of Small and Disadvantaged Business Utilization Minority Resource Center (OSDBU/MRC) held its "Opportunities for International Business" Conference in San Francisco, California, the first of four planned for Fiscal Year 1987. The purpose of the conference was to attract and identify small, minority, and women-owned businesses, Private Voluntary Organizations (PVOs), and Historically Black Colleges and Universities (HBCUs) interested in pursuing the international marketing opportunities offered by A.I.D.

The Westin-St. Francis Hotel in San Francisco was selected as the site for the conference. The St. Francis provided exemplary accommodations and facilities for the conference. Mr. Howard Muntz and the staff of the St. Francis were both courteous and very responsive during the planning and execution of the conference. The location and setting for the conference provided conducive surroundings for the professional exchange of information between the A.I.D. staff and conference participants.

CONFERENCE ATTENDANCE

The San Francisco Outreach conference attracted a representative and diversified group of participants from the San Francisco Bay area and the Western United States. A total of two hundred and five (205) participants attended the

conference, including A.I.D. staff and special guests. One hundred sixteen (116) participants pre-registered for the conference with an additional forty-six (46) persons registering the day of the conference.

Import/Export firms had the largest number of industry representatives in attendance, followed by Consulting firms, and Architectural/Engineering firms. The breakdown by industry is listed below.

INDUSTRY ATTENDANCE

Import/Export Firms	56
Consulting Firms	36
Architectural/Engineering Firms	17

The following is a breakdown of businesses by ownership ethnicity:

Black Owned:	41.4%
Asian Owned:	14.5%
Woman Owned:	16.6%
White Owned:	14.8%
Hispanic Owned:	6.6%
Other:	6.1%

SIGNIFICANT ACTIVITIES

The outcome of the San Francisco, California "Opportunities for International Business" conference was determined by three critical areas: (1) outreach, (2) selective mailing and (3) public relations. These activities provided the means to inform the Greater San Francisco Bay business community of the Agency for International Development and its interest in small, minority, and women-owned businesses.

The outreach efforts for the conference required the development of working relationships with many entities and organizations in the Greater San Francisco Bay area and the contiguous states.

The following organizations were either represented or served as communication networks to the business community:

1. California - Small Business Exchange
2. Oakland Black Chamber of Commerce
3. Northern California Chinese Chamber of Commerce
4. San Francisco Chinese Chamber of Commerce
5. San Francisco Black Chamber of Commerce
6. Japanese Chamber of Commerce
7. Golden Gate Business League
8. City of San Francisco Small Business Advisory Office
9. San Francisco Bay Area - NAACP
10. San Francisco Bay Area - Urban League
11. California Office of Small and Minority Business
12. Oakland World Trade Association

13. Santa Clara Valley World Trade Association
14. Asian American Manufacturing Association
15. Asian Business League of San Francisco
16. Oakland Business Development Center
17. Oakland Port Authority
18. National Association of Black Professionals and
Business Women, Inc.
19. National Association of Black Women Entrepreneurs
20. California State Conference on Small Business

Approximately 3,900 firms were mailed conference materials in California and the Western United States. An additional 500 firms were identified through specialized listings and trade associations.

The conference promotion and public relations activities were the final phase of the conference planning activities. The campaign focused on further publicizing the upcoming conference through the use of electronic and print media.

Press materials on the conference, including background information on Jay F. Morris, Deputy Administrator of the Agency for International Development, were mailed to over 150 radio and T.V. stations and print media outlets. Media coverage and interest in the greater San Francisco area was limited. No press interviews were conducted with Mr. John Wilkinson, Special Assistant to the Deputy Administrator; however, two television news representatives did attend the conference.

The following media representatives attended the conference:

1. Annie Pong - CBS News, San Francisco, California
2. Bill Billings - KICV-TV 36, San Francisco, California

Fifty (50) public service announcements , 40 English - 10 Spanish were sent to radio stations in the Greater San Francisco Bay area and surrounding regions. Information for the selection of appropriate radio stations for airing public service announcements were provided by the January 1987 Radio and Recordings Rating Report and the Arbitron Rating System. The airing of public service announcements were confirmed with programming and public service directors.

CONFERENCE PROCEEDINGS SYNOPSIS

At 8:00 a.m. registration for the conference began. One hundred sixty two (162) participants registered for the conference. Name tags and conference material packages were disseminated to all attendees after registering. Conferees reported to the California West Ballroom where pastries and coffee were available. The registration area remained open until 12:30 p.m. to accomodate late registration.

9:00 A.M.

The plenary session began with welcoming remarks from LaVerne Drummond, Minority Resource Center Representative. Participants then viewed a videotaped message from Vice-President George S. Bush concerning the importance of small business involvement in the overseas relief projects and activities of the Agency for International Development. Ms. Drummond served as the session moderator. Joe Bennett, the Director of the Office of Small and Disadvantaged Business Utilization provided remarks and words of encouragement to conference participants.

Ms. Risa Martyn of the San Francisco Chamber of Commerce gave opening remarks followed by Mr. James S. Kennedy, International Trade Administration, U.S. Department of Commerce. Mr. Henry Gardner, City Manager, for the City of Oakland, California was the final speaker. The conference participants then viewed a video taped presentation entitled "An Introduction to A.I.D. Development Activities".

The instruction period of the plenary session began with Ms. Renata Cameron providing an overview of the structure of the Agency for International Development. A morning break followed, allowing participants to converse among themselves and also to view material at the A.I.D. information booth.

10:15 A.M.

The conference was reconvened and the morning workshop "The Experience of Contracting with A.I.D. -- The Successes and Pitfalls" was held. The panel was moderated by Ms. Renata Cameron. Four experienced contractors were selected to provide first-hand accounts and insight into the intricacies of contracting with the Agency for International Development.

12:00 P.M.

Conferees assembled in the Colonial Ballroom for the conference luncheon. The keynote speaker for the luncheon was Mr. John Wilkinson, Special Assistant to the Deputy Administrator of the Agency for International Development. Mr. Wilkinson discussed the interest of the Agency in small and minority business, historically black colleges and universities and private and voluntary organizations by summarizing many of the Agency's activities throughout the world.

1:30 P.M.

The afternoon was comprised of two sessions of workshops on specific topics related to contracting opportunities with A.I.D. The conferees had the opportunity to select one workshop in each session. The workshops offered were:

1. Opportunities for Technical Service Firms
2. Contracting Procedures for Technical Services
3. Exporting Opportunities and Export-Related Services
4. Private Voluntary Organizations (PVOs)
5. Historically Black Colleges and Universities (HBCU's)
6. Marketing the Missions
7. Networking and Joint Venturing
8. Architectural/Engineering Opportunities

Participant interest varied with workshop selections. The workshops most attended were:

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| 1. Exporting Opportunities and Exporting-Related Services | 63 |
| 2. Networking and Joint Venturing | 40 |
| 3. Marketing the Missions | 34 |
| 4. Contracting Procedures for Technical Services | 24 |
| 5. Architecture and Engineering Firms | 17 |

The workshop evaluations reflected a positive opinion of the A.I.D. staff and workshops from the conference participation. Overall, the conference and workshops were rated very good by the attendees.

5:00 P.M. Closing

Following the workshop sessions, conferees returned to the California West Ballroom for the closing session. Mr. Paul Chan, U. S. Small Business Administration, provided an overview of S.B.A., its 8(a) program and other services.

Mr. Theron "Skip" Bell of the Minority Business Development Agency, U.S. Department of Commerce, provided additional remarks on the Commerce Department sponsored programs available to small and minority-owned and businesses.

A brief question and answer period followed the Department of Commerce, and Small Business Administration speakers.

LaVerne Drummond then introduced Joe Bennett, Director of the Office of Small and Disadvantaged Business Utilization, who then gave closing comments. After the closing session, a reception was held in the Colonial Ballroom to provide conferees the opportunity to network with other business persons and also A.I.D. staff.

GENERAL OBSERVATIONS AND RECOMMENDATIONS

The San Francisco, California A.I.D. Outreach Conference was a successful launching point for the 1987 Outreach Conferences. From the enthusiasm and response of the conference participants, it is apparent that the small and minority business community is very interested in the opportunities offered by A.I.D. The cadre of A.I.D. staff selected to participate provided the professionalism and enthusiasm needed to foster greater participation from the minority business community.

Consideration of the following recommendations could further enhance the effectiveness of the A.I.D. Outreach Conferences.

1. Send confirmation letters to pre-registered conference attendees.
2. Workshop panels should prepare a listing of related materials that participants may obtain to further support workshop discussions.