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ADRIAN WOOLCOCK, MANAGING PRINCIPAL OF PROSIDIAN CONSULTING VOTED THE METROLINA (CHARLOTTE, NC) REGIONAL ADVISORY COMMITTEE (RAC) MINORITY BUSINESS ENTERPRISE INPUT COMMITTEE (MBEIC) CHAIR ON THE BOARD OF THE CAROLINAS MINORITY SUPPLIER DEVELOPMENT COUNCIL (CMSDC)

For more information and media contacts visit:

www.ProSidianConsulting.com | www.carolinasmcdc.org | <http://www.nmsdc.org> | www.marketingresourcesolutions.com

Charlotte, NC (January 18, 2011) - Adrian Woolcock, Managing Principal of ProSidian Consulting (<http://www.ProSidianConsulting.com>) has been voted the Metrolina (Charlotte, NC) Regional Advisory Committee (RAC) Minority Business Enterprise Input Committee (MBEIC) Chair on the board of the Carolinas Minority Supplier Development Council (CMSDC). The MBEIC is a standing committee of the Carolinas Minority Supplier Development Council (<http://www.carolinasmcdc.org>), whose mission is to provide advice and guidance to the Council in its efforts to enhance minority economic development. The MBEIC works with minority businesses and corporate leaders across the Carolinas to foster partnerships that lead to increased business opportunities for both parties.

The Regional Advisory Committees (RAC's) are divided into five (5) RAC's which represent the regions/territories that are covered by the CMSDC council. The Metrolina RAC covers the Charlotte, NC RAC for the largest city in the state. Other RAC's are as follows: Foothills – Greenville/Spartanburg, SC | Metrolina – Charlotte, NC | Midlands – Columbia, Charleston, SC | Piedmont – Raleigh, Durham, Chapel Hill, NC | Triad – Greensboro, High Point, Winston-Salem, NC. Each RAC has an MBEIC Chair that represents the MBEs in that region on the CMSDC board of directors.

The MBEIC Chairs serve a two (2) year term and can serve a maximum of three (3) terms. As chair of the CMSDC's Minority Business Enterprise Input Committee (MBEIC), Mr. Woolcock's primary job is to listen to the MBEs in the region providing them with a voice into the CMSDC board of directors. The MBEIC Chairs also help guide and direct the council on how best to deliver value to the MBEs that they serve.

The announcement was made by Larry D. Fairley, President/CEO of Marketing Resource Solutions, LLC (<http://www.marketingresourcesolutions.com>) and an active board member for Carolina's Minority Supplier Development Council (CMSDC). ***"Adrian has a very impressive background and is a committed and energetic leader who brings tremendous credentials to this key role for the MBEIC,"*** said Fairley. ***"His business experience, abilities and insights will go a long ways towards advancing the cause of minority businesses across the Carolinas."***

Mr. Woolcock founded ProSidian Consulting in 2004 with a firm focus on client results first and foremost through a culture where team dynamics, entrepreneurial spirit, and respect for the individual form the cornerstone of advisory services. ProSidian Consulting provides strategically diversified business and technical services focused on Risk Management, Energy & Sustainability, Compliance, Business Process, Program/Project Management, HR Talent Management and IT Effectiveness (Information Technology/Staff Augmentation). Adrian Woolcock has a long track record of engaging clients to develop and execute strategies focused on driving business performance. Mr. Woolcock previously held leadership positions in industry and with Big 4 Accounting and consulting firms.

- **What is the Carolinas Minority Supplier Development Council?** Carolinas MSDC (<http://www.carolinasmcdc.org>) is a membership organization of major corporations, financial institutions, government agencies, universities that operate within North or South Carolina.

It promotes and facilitates the development of business relationships between its members and certified minority-owned business enterprises. The Council works to expand business opportunities for minority-owned companies in an effort to build a stronger, more equitable society by supporting and promoting minority business development.

Carolinas MSDC has over 175 corporate members and approximately 425 certified minority businesses. Click (<http://carolinasmcdc.org/resources/national/>) for a current list of corporate members. The Council organizes networking events, educational sessions and unique opportunities that serve as venues for MBEs and corporate members to come together and identify mutually beneficial opportunities to work with one another.

The Carolinas MSDC is a private, non-profit organization categorized by the IRS as 501(c)(3). It is funded by membership dues, certification fees, and proceeds from program activities. In addition, funds are also received from the National Minority Supplier Development Council based on allocations by national members with operations in Carolinas.

Carolinas Minority Supplier Development Council serves all of North and South Carolina. Divided into five regions,

the Council is headquartered in Charlotte, NC and relies on local advisory committee volunteers in the five regions to assist with programs in each region. This approach helps develop closer relationships with members, and better defines programs and services. The Councils' coverage encompasses the following cities and their surrounding areas:

The the CMSDC noted that minority suppliers are the country's fastest growing business sector. According to the Bureau of the Census, by the year 2020, the minority population will represent 34.4% of the total U.S. population. As the minority population continues to grow, those corporations that are comfortable with cultural diversity and change, and are responsive to their customers will be the ones that thrive. Supplier diversity brings knowledge and experience that aids in understanding the world and competing effectively. As the chief executives of many of the country's biggest companies see it, a diverse supplier base is no longer an option - it's a business necessity.

- **What is the National Minority Supplier Development Council (NMSDC)?** The National Minority Supplier Development Council (NMSDC) (<http://www.nmsdc.org/nmsdc/>) is a business membership organization that lists regional councils that certify and match more than 15,000 minority-owned businesses with member corporations.

The National Minority Supplier Development Council ® (NMSDC®) provides a direct link between corporate America and minority-owned businesses. NMSDC is one of the country's leading business membership organizations. It was chartered in 1972 to provide increased procurement and business opportunities for minority businesses of all sizes.

The NMSDC Network includes a National Office in New York and 37 regional councils across the country (including the Carolinas MSDC). There are 3,500 corporate members throughout the network, including most of America's largest publicly-owned, privately-owned and foreign-owned companies, as well as universities, hospitals and other buying institutions. The regional councils certify and match more than 16,000 minority owned businesses (Asian, Black, Hispanic and Native American) with member corporations which want to purchase goods and services.



ABOUT PROSIDIAN CONSULTING

Risk Management | Energy & Sustainability | Compliance | Business Process | Project Management | IT Effectiveness | HR Talent Management

ProSidian Consulting, LLC is an integrated consulting services firm focusing on providing value to clients through tailored solutions based on industry leading practices. ProSidian provides strategically diversified business and technical services focused Risk Management, Energy & Sustainability, Compliance, Business Process, Program/Project Management, HR Talent Management and IT Effectiveness (Information Technology/Staff Augmentation). Linking strategy to execution, ProSidian assists client leaders in maximizing company return on investment capital through design and execution of operations core to delivering value to customers. Our Services are deployed across the enterprise, target drivers of economic profit (growth, margin and efficiency), and are aligned at the intersections of assets, processes, policies and people delivering value.

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