



NEVADA MEDIA CONTACT

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WRMSDC Welcomes Summer Providing Opportunities & Connections at Its Small & Minority Biz Mixer in Reno, NV

Reno, NV – On June 20, 2024, the Western Regional Minority Supplier Development Council (WRMSDC) hosted the Northern Nevada Small & Minority Biz Mixer in Reno, Nevada. The event aimed to connect corporations and government agencies together with small and inclusive-owned businesses for networking and potential supplier opportunities. The event received support from several corporations and organizations who are deeply committed to the growth and success of minority-owned and small businesses. Caesars Entertainment was the headline supporter for the event. NV Energy powered the registration, and Access CDFI was the Mix ‘n Mingle Networking Supporter. The lineup of supporters also included Reno-Tahoe Airport Authority, Southwest Gas, McCarthy Building Companies, Whiting-Turner Contracting, Martin-Harris Construction, Siemens Mobility, Jeff Veasley Management, The Paragon Group, Nevada Business Advisors, and POWHer of WE. The Mixer, held at the Eldorado Hotel Convention Center at THE ROW in Reno, facilitated networking, resource sharing, and relationship building. In attendance were inclusive suppliers, small businesses, corporate representatives, government agencies, and several resource and community partners.

Caesars Entertainment, Whiting-Turner Contracting, Southwest Gas Corp, and Martin-Harris Construction shared upcoming projects and procurement opportunities during the Rapid-Fire Opportunity Sharing segment of the event. Michelle Picard, WRMSDC Board Secretary and Director of Business Governance & Risk Management at Siemens Mobility, served as event host. “WRMSDC is extremely proud of the work we do and the tremendous support of the Reno community to present an event that enabled positive connections and sharing of resources to help small businesses grow and thrive,” expressed Michelle.

During the roundtable connections portion of the event, inclusive suppliers and small businesses had the opportunity to connect with corporations to introduce themselves and to learn about procurement opportunities and how to follow-up with them. Participating corporations included Apple, Caesars Entertainment, City of Reno, Martin-Harris Construction, McCarthy Building Companies, Nevada Department of Transportation, NV Energy, Reno-Tahoe Airport Authority, Siemens, Southwest Gas, and Whiting-Turner Contracting.

To promote networking and encourage friendly interaction, attendees were given the chance to choose amusing social ribbons to attach to their badges. A Mix ‘n Mingle Networking Card further provided connection opportunities. All those who turned in a completed card were into a drawing for dinners & shows compliments of Caesars Entertainment and THE ROW. We are happy to announce that the two winners are Andrew Hill of Tahoe Mini Crane Inc. and Malcom Hunt of Isagenix.

WRMSDC gratefully acknowledges the small business resource partners who supported the event with a resource table or who assisted in outreach: Access CDFI, Black Community Collective, Entrepreneurs’ Organization, Nevada Business Advisors, Nevada Minority Business Development Agency, Nevada SBA, Nevada Small Business Development Center, Nevada Women’s Business Center, POWHer of WE, Reno-Sparks Chamber of Commerce, Umpqua Bank, and the Veterans Business Outreach Centers.

Finally, the event was free to attend for all minority-owned businesses and other diverse suppliers, thanks to WRMSDC’s Make a Difference Supporters: AMN Healthcare, Apple, California Water Association, Caltrans, Gilead Sciences, Robert Half, SBM, and T-Mobile.

About WRMSDC

The Western Regional Minority Supplier Development Council (WRMSDC) supports the growth and business development of minority communities by championing the inclusion of minority-owned businesses in Northern California, Nevada, and Hawai’i. Please visit us online at www.wrmsdc.org.

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