

## Who is Texas Business Alliance...What's in it For You?

Written by Jeffrey L. boney

Wednesday, 30 November 2011 00:00

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Jeffrey L. Boney  
*Columnist*

A week doesn't go by when I find myself getting asked, "So, what do you do?"

I routinely share information about my various business interests, but I always find myself sharing information on the thing that drives me the most, the non-profit that I started called the Texas Business Alliance.

I left my corporate career as a bank Vice President after 11 years to start my work in the nonprofit sector, helping minority and women business enterprises (MWBs) better understand the importance of being a part of a statewide network that focuses on the promotion, advocacy and development of its' members.

When it comes to promotion, most businesses find that they either don't have the resources to spend on marketing and advertising to gain exposure and connect to potential clients, so being a part of an active network is critical. TBA provides various avenues to connect with other small businesses and potential clients.

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All businesses, regardless of size and scale, need advocacy. Advocacy, by definition, is the act of pleading or arguing in favor of something, such as a cause, idea, or policy. Small businesses should not have to fight their battles alone and should not be treated like the little guy. Texas Business Alliance members are provided with access to key decision makers, updates on select contract opportunities and ensure they are treated fairly and equitable in the marketplace.

What business doesn't need to enhance their skills and ensure they have the technical capabilities and knowledge to not just sustain their business, but grow it? No business can grow without development. TBA has several key development programs that equip minority and women business enterprises to be qualified suppliers, ready to compete for public, private and international opportunities through progressive development and specialized training.

Texas Business Alliance bases its decisions and actions on the following seven core values:

### **Community and Collaboration:**

TBA cannot create any significant impact on its own. The success of MWBEs is greatest when we work together. We realize that TBA is not about us, but rather the community as a whole. TBA encourages collaboration and cooperation among everyone who has a stake in the prosperity of MWBEs and our youth to ensure that everyone shares ownership of and responsibility for the future we are all creating. We pledge to create and maintain effective channels of communication and engage in numerous partnerships that will help to support our members and partners.

### **Diversity:**

TBA is committed to attracting and supporting a diverse group of MWBEs. TBA promotes good citizenship, a sense of civic responsibility, global awareness and an appreciation for human diversity at all levels. We strive to be responsive to the specific needs of MWBEs and encourage growth and development by offering development programs and specialized training that will allow them to reach their full potential.

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### **Integrity:**

TBA places a high value on being ethical in all practices. In everything we do and say, we will operate with consistent integrity, realizing that the quality of our integrity is directly related to the depth of our success.

### **Responsibility:**

TBA strives to employ the most efficient and appropriate use of fiscal and human resources in order to provide MWBEs with a quality, results-centered development experience. We will consistently see the challenges of MWBEs and our youth with eyes wide open. We will own the challenges and develop solutions for them.

### **Success:**

TBA believes strongly in the importance of developing MWBEs and preparing them for continuous success. TBA provides MWBEs with a solid network and development foundation and strives to instill in each MWBE the importance of knowing that success is something they can attain. TBA is committed to strengthening and improving the position of MWBEs in Texas and beyond.

### **Excellence:**

TBA sets high expectations and demands excellence in organization infrastructure and delivery of programs. TBA promotes quality and excellence in staff and board members through its many professional development activities. TBA promotes the development and well-being of each MWBE which, in turn, fosters a strong commitment to the organization.

You know, a wise man once told me, "If you are the one that sees the problem, you are probably the one that holds the solution."

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TBA is a solution to build stronger MWBEs, which in turn will make our Texas communities better and create an environment for generational wealth and fulfilled dreams.

That is the primary reason that I was led to start this nonprofit to help educate, equip and empower the minority- and women owned small business community. My passion is to help MWBEs prosper. MWBEs disproportionately have fewer contract opportunities due to a lack of practical and technical knowledge and access to capital. We must identify the opportunities and jobs of the 21st century and then elevate and prepare MWBEs to seize the opportunities and fill the jobs.

Membership in any organization should be looked at as an investment and not as a bill or expense. Once you join any organization, you must get engaged, so as to make the membership work for you. Volunteer, come to events and member meetings, participate in programs, attend workshops and most of all NETWORK with other members. Make the most out of your membership!

To become a member and find out more about the Texas Business Alliance, I would like you to visit the website at [www.texasbusinessalliance.org](http://www.texasbusinessalliance.org) or call me directly at 832.868.5663. I would love to hear from you.

We look forward to welcoming members and partners from across the state of Texas.

Jeffrey L. Boney is a dynamic, international speaker and a Next Generation Project Fellow. Jeffrey is the Founder and CEO of the Texas Business Alliance and is an experienced entrepreneur and adjunct professor in Houston, Texas. If you would like to request Jeffrey as a speaker,

you can reach him at [jboney1@texasbusinessalliance.org](mailto:jboney1@texasbusinessalliance.org).

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