

Local Diversity Business Named to Top 100 Diversity Owned Businesses

Troy, Michigan, November 10, 2004

In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nation's leading multicultural B2B online portal, recently named ICONMA as one of the top 100 diversity-owned businesses.

The Div100 is the 5th annual listing of the state's top 100 diversity-owned businesses. Ranging in revenue size from \$4 million to over \$400 million, the companies listed on the Div100 represent the state's top multicultural earners and challenge the long-held notion that a diversity-owned business is small or insignificant.

The Power of Diversity Business

It is no longer just "the right thing" to do business with diversity suppliers. Affected by recent economic and demographic trends and changes, corporations throughout the country are realizing that diversity in suppliers positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

"Diversity businesses are a growing force in the U.S. economy, and a force to be reckoned with," said Kenton Clarke, CEO of Computer Consulting Associates International, the company that built DiversityBusiness.com. "It's no longer only about the Fortune 100, or the Fortune 1000. This is a whole business segment that can carry its own, that provides jobs and valuable products and services, and generates wealth for their communities. These are the new leaders of American business."

"Opportunities are abundant for businesses offering diversity, and we are in the market to capitalize on those opportunities to push our business to the next level," said Claudine George, Managing Member of ICONMA. "Companies are approaching us to help them put diversity into their business model."

The Div100

The Div100 is a classification that represents the top 100 diversity-owned (women, Blacks, Hispanics, Asians, Native Indian and other minority groups) businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services. Large organizational buyers throughout the country that do business with multicultural and women-owned businesses use the list. The Div100 is produced annually by DiversityBusiness.com (formerly Div2000.com), the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

The winning companies will be honored at a special awards ceremony at DiversityBusiness.com's 4th Annual Multicultural Business Conference, taking place March 17 – 19, 2004 at the Foxwoods Resort Casino in Mashantucket, Connecticut.

“The Div100 companies are the heroes of diversity-owned business in America,” said Kenton Clarke. “While Fortune magazine lists the best companies for minorities to work for, we list the top businesses owned by minorities. These are the people that have conquered the hurdles and made the sacrifices, building and strengthening their communities, providing jobs and helping to keep the fabric of the U.S. economy together.”

About DiversityBusiness.com

Launched in 1999, with over 25,000 members DiversityBusiness.com is the largest organization of diversity-owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies, and colleges and universities. The site has gained national recognition and has won numerous awards for its content and design. DiversityBusiness.com is produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT. CCA was founded in 1980 by CEO Kenton Clarke

About ICONMA

ICONMA is a woman-owned consulting firm providing professional services and solutions to a broad range of Fortune 1000 organizations nationwide. Managing Member, Claudine George, founded ICONMA in 2000 on the principle that success is derived from delivering high quality service while being responsible, flexible, and innovative. Commitment to this principle has led ICONMA to become a certified and multiple award-winning organization that guides our clients to operate more productively and to improve profitability, top-line growth, customer service, and cost management.

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