



THE MID-SOUTH BUSINESS
CONTINUUM

FOR IMMEDIATE RELEASE

February 23, 2026

Media Contact:

Natalie Robinson

The Mid-South Business Continuum

(901) 525-6512

nrobinson@mmbc-memphis.org

**40-Year Business Development Leader Evolves to Continue Serving
Corporate Supply Chains & All Small Businesses
Mid-South Minority Business Council Continuum Repositioned as
The Mid-South Business Continuum**

*New Name Reflects Focus on all Small Businesses at Every Stage While Maintaining
Commitment to Corporate Members and Continued Economic Impact*

MEMPHIS, TN – February 23, 2026 – The Mid-South Minority Business Council Continuum or The MMBC Continuum, a 40+ year pillar of the region's economic development ecosystem, is announcing its evolution to The Mid-South Business Continuum, to be referred to as The Continuum. This repositioning reflects the organization's expanded mission to create jobs, supply chain pipelines, and support all small businesses, while maintaining its foundational commitment to strategic economic growth. The Continuum assists small businesses at every stage of the business lifecycle, while working directly with public and private corporations and partners to expand access to markets, capital, and opportunity.

The organization is expanding its reach while doubling down on its proven model: connecting corporate procurement opportunities with qualified, ready-to-perform small businesses and supporting the growth of firms working to scale.

“The Continuum reflects who we have always been—and where the market requires us to operate,” said Jozelle Booker, President and CEO of The Mid-South Business Continuum. “For decades, we have helped small businesses of all kinds navigate complex systems, prepare for opportunity, and connect to real demand. This repositioning allows us to clearly communicate our mission, and the tangible value we deliver to our corporate and small business members, and clients. This evolution isn't about changing who we are—it's about elevating the work we have done and continue to do.”

The organization, along with its 501(c)(3) sister organization, The TADP, will continue all of its programs and services, including core development training, certification assistance, capital readiness, corporate sourcing, and community convening during the annual Economic Development Forum—the region's premier business and procurement conference, scheduled for August 2026.

Small businesses, meanwhile, need more than traditional technical assistance—they require direct access to opportunity pipelines, readiness support aligned to real demand, and capital connected to growth.

The organization's track record speaks to its impact over the years, especially the past four years, The Continuum has facilitated tens of millions of dollars in contracts for small businesses, supported hundreds of certifications, and helped create and retain thousands of jobs across the locally, statewide, and the Mid-South region. An updated economic impact report is included as part of this announcement.

"Keith Norman, Board Chairman of The Continuum, emphasized the strategic importance of repositioning: "The Mid-South business community is stronger when every entrepreneur has access to opportunity. This name change reflects our evolution while honoring our legacy. We remain committed to economic growth, but now we can serve more businesses to create even greater impact. Our corporate partners will continue to find the qualified suppliers they need, and small businesses will continue to get the support that helps them compete and win contract awards."

The new name, The Mid-South Business Continuum, carries intentional meaning. "Continuum" represents the organization's commitment to supporting businesses at every point along their growth journey. The tagline, "Expanding Access, Powering Progress," reinforces the dual focus: opening doors to opportunity while driving measurable economic advancement. The Continuum's new brand is anchored by its guiding promise: Expanding Access. Powering Progress, with the mission to build strategic partnerships that expand economic opportunity and strengthen community prosperity.

What's Next?

The organization will roll out its new positioning across digital platforms, member communications, and corporate engagement efforts in the coming months, alongside expanded reporting on economic impact and procurement outcomes. The repositioning launches publicly this week with updated branding across all digital platforms, a refreshed website, and a comprehensive communications campaign. Current members and clients will retain all benefits and services, with enhanced programming planned for 2026 including expanded training offerings, and the flagship Economic Development Forum.

"The need for what we do has never been greater," Booker added. "Small businesses need champions who understand both the challenges they face and the systems they're trying to access. We are that champion. Whether you're a startup navigating your first certification or an established business ready to scale, whether you're a corporate procurement leader seeking qualified suppliers or a community partner working to strengthen the regional economy—The Continuum is your partner. Same mission, same focus, broader impact."

About The Mid-South Business Continuum

The Mid-South Business Continuum (formerly the MMBC Continuum) is a 501(c)(6) member-driven organization dedicated to expanding economic access and powering progress. For more than 40 years, the organization has connected small businesses with corporate procurement opportunities, provided critical business development training and certification support, and convened the region's economic development stakeholders through strategic partnerships and events. The Continuum serves small businesses at every stage of growth while helping corporate partners build supplier pipelines that drive measurable community impact. For more information, visit www.businesscontinuum.org.

###