

FREQUENTLY ASKED QUESTIONS

Our Evolution to The Mid-South Business Continuum



**Understanding Our Name Change, What It Means for You,
and How We're Expanding Our Impact**

February 2026

Background:

The MMBC Continuum with over 40 years of impact has been a dual serving membership organization, reaching public and private corporations and previously more Minority and Women-owned Business Enterprises (M/WBEs). With the name change to The Mid-South Business Continuum (referred to as The Continuum), the organization is positioned to continue serving its corporate partners, but now also any small business as well.

Understanding the Change

Q: Why are you changing your name?

A: We're evolving to meet the moment and reshaped how we serve our corporate member and small businesses. We are expanding our impact! The new name, The Mid-South Business Continuum, reflects our commitment to serve corporate supply chains and all small businesses locally, statewide, and the Mid-South, while maintaining our foundational dedication to economic growth.

The Strategic Reality: We see this as an opportunity to broaden our impact while staying true to our values. We're not abandoning our mission—we're scaling it.

Q: What does 'Continuum' mean?

A: A continuum is a continuous sequence—it represents the entire journey of business growth from concept to maturity. We chose this name intentionally because small business success isn't a single moment or milestone. It's a journey with many stages: startup, certification, first contract, scaling, hiring, expansion, and beyond.

For our corporate members and partners, this repositioning provides the opportunity to access more business to business suppliers who can competitively bid opportunities.

Our Commitment: We're here at every point on that continuum. Whether you're just starting out or ready for your next major growth phase, whether you need basic business planning or sophisticated procurement strategy—we walk the journey with you.

Q: When does this take effect?

A: Effective February 25, 2026, you'll see our new name, logo, and branding across all platforms including our website, social media, email communications, and other materials.

Q: Is this just a name change or is the organization actually changing?

A: Both, but in the right ways. Our focus, values, team, and model programs remain the same. What's changing is our capacity to serve. We can now support a broader range of small businesses, and enhance corporate sourcing, while maintaining our commitment to inclusive economic development.

What Stays the Same:

- All training and business development programs
- Certification assistance (MBE, WBE, LSB, SBE, DBE, etc.)
- Corporate Procurement and matchmaking programs
- Economic Development Forum and networking events
- Member benefits and services
- Leadership team and staff
- Our commitment to expanding economic access and impact

What's Expanding:

- Who we can serve (all small businesses and expanded corporate partner reach)
- Training offerings and business development resources (Start-ups, readiness, scalable, etc.)
- Influence on corporate procurement policy and practice

FOR CURRENT MEMBERS: What This Means for You

Q: Do I need to renew my membership or reapply?

A: No. Your current membership remains active and valid until your annual renewal date. You don't need to do anything. All membership benefits continue without interruption. When your membership comes up for annual renewal, the process and benefits remain the same.

Q: Will my certification status be affected?

A: Absolutely not. If we helped you achieve MBE, WBE, LSB, SBE, DBE, or any other certification, that certification status remains completely unchanged. Nothing current for the Uniform Certification Agency (UCA) at the moment

Q: I'm a minority-owned or women-owned business. Does this organization still serve me?

A: Absolutely, unequivocally, yes. You are at the heart of our mission and always will be. What's changed is that we can now also serve businesses that don't meet specific demographic criteria but still need our support to access core development, certification, and access to strategic business assistance.

Q: Will I have more competition for contracts now?

A: Here's the strategic truth: You already have competition everywhere. The market doesn't stop at our doors. What we provide is readiness, access, and competitive advantage. By expanding our member base, we're actually creating more leverage with corporate partners.

Think Bigger: More members means more corporate engagement. More corporate engagement means more opportunities. More opportunities mean better outcomes for everyone. A rising tide lifts all boats, but only if you're in the water. Our job is to make sure you're qualified, capable, ready, connected, competitive, and positioned for success. That focus hasn't changed.

Q: What new benefits or services will I get?

A: We're expanding our service offerings in 2026 and beyond:

- Enhanced training calendar with more specialized workshops
- Expanded one-on-one consulting with a business advisor
- Strengthened corporate partner network (more companies, more sectors)
- Improved member-to-member networking and peer learning opportunities
- Enhanced data, industry information, and impact reporting

FOR CORPORATE PARTNERS: Your Questions Answered

Q: How does this affect our supply chain goals?

A: It enhances them. We remain deeply committed to helping you meet and exceed sourcing and supply chain objectives. What's changing is our ability to support a more comprehensive small business strategy.

The Opportunity: As corporate ESG and community benefit/impact goals evolve, you need a partner who can deliver on multiple fronts: traditional supplier sourcing, small business suppliers, local/regional suppliers, and emerging businesses across all categories. That's exactly what we now offer, a comprehensive small business sourcing solution that aligns with your expanding procurement strategy.

Q: Will you still have access to certified suppliers in your pipeline?

A: Absolutely. Our certification services and certified supplier pipeline are important. The Uniform Certification Agency (UCA) isn't changing. We will continue to connect you to high-quality small businesses, excellent suppliers who align with your small business spend objectives.

Your Advantage: A larger, pipeline of pre-vetted, ready-to-perform suppliers.

Q: Does our corporate membership need to be renewed or renegotiated?

A: No action needed. Your corporate membership agreement remains in full effect. When it comes time for annual renewal, we'll update the paperwork to reflect our new name, but benefits, investment level, and partnership terms remain consistent.

Even Better: We're enhancing corporate member benefits in 2026 with quarterly executive roundtables, expanded supplier matchmaking services, and custom procurement strategy sessions. Your partnership is becoming more valuable, not less.

Q: How do we explain this to our internal stakeholders?

A: Frame it as strategic evolution. Here's the message:

Internal Talking Points:

- "Our partner organization is evolving to serve more businesses while maintaining their core commitment to economic impact and job creation."
- "They can now help us meet a broader range of procurement objectives including small business spend, local sourcing, and community benefit, and impact."
- "This expansion strengthens our sourcing partnership."

We're Here to Help: Please call (901) 525-6512 with any questions.

FOR PROSPECTIVE MEMBERS: Getting Started

Q: Who is eligible to join now?

A: Any small business in the Mid-South region seeking to grow through procurement opportunities, business development support, and strategic partnerships. Whether you're a startup or an established business, whether you're certified or seeking certification, whether you're in construction, professional services, technology, manufacturing, or any other sector, if you're committed to growth, we're committed to you.

The Only Criteria: A genuine commitment to business growth, willingness to engage with our programs, and alignment with our values of integrity, collaboration, and community impact.

Q: What exactly do I get when I join?

A: Membership includes:

- Direct access to corporate procurement opportunities (contracts posted in our member portal)
- Business development training and workshops (certification prep, bid writing, financial management, etc.)
- One-on-one consulting and technical assistance
- Certification support and guidance (MBE, WBE, LSB, SBE, DBE, and other designations)
- Networking events including our annual Economic Development Forum
- Member-to-member learning and peer connections
- Marketing and visibility opportunities (membership directory listing)
- Access to capital and resource partner network

Q: How much does membership cost?

A: Membership, which includes certification, costs \$300 annually. There is no charge for DBE (Disadvantaged Business Enterprise).

There is not cost for any business to access core development and training provided by our 501(c)(3) sister organization, The TADP, Inc. The TADP is focused on readying small business to grow and scale.

Q: I'm brand new in business. Is this for me?

A: Yes—if you're serious about growth. We support businesses at every stage of the continuum. For startups, we offer foundational training, business planning support, and guidance on building a procurement-ready business.

THE BIGGER PICTURE: Vision and Impact

Q: What's your vision for the next 5 years?

A: We envision The Continuum as the Mid-South's indispensable connector between corporate procurement needs and small business capability. We see a region where:

- Every qualified small business has a clear pathway to grow and scale
- Every corporation has access to a pipeline of ready-to-perform small business suppliers
- Small businesses anywhere along the continuum have access to resources to become stronger businesses to build a stronger economy
- Small business growth translates directly into job creation, wealth building, and community prosperity

Q: How do you measure success?

A: We measure what matters: economic outcomes. Not activity, but impact.

Our Success Metrics:

- Contract value facilitated (dollars flowing to small businesses)
- Jobs created and retained (real people working)
- Business revenue growth (companies scaling)
- Training hours provided
- Corporate connections (connections made)

GETTING INVOLVED: Supporting Our Mission

Q: How can I support The Continuum beyond membership?

A: We welcome multiple forms of support:

Philanthropic Giving: Tax-deductible donations support scholarship programs, research initiatives, and expanded services for under-resourced businesses.

Corporate Sponsorships: Sponsor our Economic Development Forum, training programs, or specific initiatives aligned with your corporate values.

In-Kind Support: Donate professional services (legal, accounting, marketing, technology) or provide pro-bono consulting to member businesses.

Mentorship: Experienced executives and business owners can mentor emerging entrepreneurs through our structured mentorship program.

Advocacy: Amplify our voice on procurement policy, small business issues, and strategic economic development.

Referrals: Connect us with businesses that need our services or corporations seeking small business suppliers.

Q: I'm a foundation or institutional funder. How can we partner?

A: We welcome strategic funding partnerships aligned with our core areas:

- Workforce development and skills training for small business owners
- Access to capital programs and financial literacy
- Inclusive procurement research and policy development
- Technology and digital infrastructure for small businesses
- Geographic expansion to underserved rural areas
- Scholarship programs for under-resourced entrepreneurs
- Impact measurement and evaluation systems

Our Approach: We seek multi-year partnerships focused on sustainable impact, not one-time grants. We provide rigorous reporting, transparent financials, and measurable outcomes. Let's build something lasting together.

Q: Why should I invest in The Continuum right now?

A: Because this is a pivotal moment—for us, for you, and for the region.

Here's Why Now Matters:

Momentum: We're not a startup figuring things out—we're a 40-year institution hitting our stride. The repositioning gives us the platform to scale proven programs that already work.

Market Need: Small businesses are struggling to access procurement opportunities. Corporations continue to seek find qualified suppliers. We provide solutions for both.

Leverage: Your investment—whether membership, sponsorship, or donation—unlocks exponential value. Every dollar you invest helps us facilitate more dollars in contracts, creating multiplier effects across the economy.

Impact Timing: Economic development work compounds over time. The businesses we support today become the employers, taxpayers, and economic drivers of tomorrow. Your support accelerates impact.

Bottom Line: We're not asking you to bet on potential. We're inviting you to amplify proven impact. Forty years of results. A clear strategic vision. A leadership team that delivers. And a mission that matters more than ever.

The question isn't 'Why invest?' It's 'Why not?'

STILL HAVE QUESTIONS?

This FAQ addresses our most common questions, but we know you may have others. We're here to help, please call (901) 525-6512.

**Together, we're expanding access and powering progress at
The Continuum!**