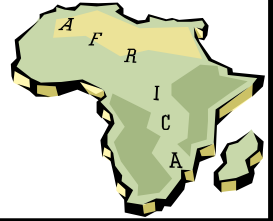




The ADISN Newsletter

A Semi-Annual Newsletter for the
African Diaspora Industry Sectors Network (ADISN)



Published by Diversity Restoration Solutions, Inc. (DRS)

Fall/Winter 2009

SEEKING NEW BEGINNINGS IN AFRICA

On behalf of the Diversity Restoration Solutions, Inc. staff and supporters, I pray for God's blessings upon the African Diaspora Industry Sectors Network (ADISN) trade group associates in 2010 and beyond. We are closing out 2009 on a high note, although the past year has brought many challenges. Notwithstanding the economic crisis in the United States, a US-Africa economic breakthrough is imminent. I would also like to express my appreciation to those companies that joined us in the ADISN trade group in 2008 and 2009, helping us to launch this international business group and our inaugural Africa Business Conference. Thank you to those businesses that are renewing in 2010.

DRS is planting seeds of relationship building in the fertile soil of The Gambia, West Africa. In November 2009, I was invited by the U.S. Embassy in The Gambia to be a presenter at the first U.S.-Gambia Business Forum. Under the direction of U.S. Ambassador Barry Wells, the small business communities of America and The Gambia have a wonderful opportunity to develop effective business relationships. During my trip, I also attended the 2009 Gambia Trade Fair held by the Gambia Chamber of Commerce and Industry. This annual event had business exhibitors from around the world.

"We are the ones we've been waiting for." is a poignant saying of President Barack Obama, and it can describe US-Africa small business trade. I invite you and your company to join DRS and the ADISN trade group in 2010 as we open the trade gateway with West Africa for small and medium business enterprises.

Eric A. Sheppard
President



U.S. Ambassador Barry Wells (The Gambia) (c) and Eric Sheppard, DRS President (r)



ABOVE: West Africa Trade Hub and Foreign Commercial Services representatives from Senegal with Tashawna Bethea (r) U.S. Embassy forum organizer; BELOW: Gambian forum participants



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Save the Dates.....

January 23, 2010

ADISN Trade Group Meeting Suffolk, Virginia

10am-12pm

Hosted by: Diversity Restoration Solutions, Inc.

This event is for ADISN trade group members and invited guests only

For more information, call Eric Sheppard at (757) 484-0906.

June 23-24, 2010

Africa Business Conference & Trade Fair

Baltimore, Maryland (USA)

Hilton BWI Airport Hotel (tentative)

Hosted by: Diversity Restoration Solutions, Inc.

Annual ADISN business conference on US-Africa trade. For more information go to

www.diversityrestoration.com

November 2010

U.S.-Gambia Business Forum Banjul, The Gambia (W. Africa)

Sponsored by: U.S. Embassy, Banjul

Details will be released later in 2010.

Who Should Join ADISN????

If you are in the following industry sectors, the ADISN trade group is for you:

Agriculture
 Aquaculture/Fisheries
 Construction
 Customhouse Brokers
 Energy/Mining
 Environmental Management
 Entertainment/Media
 Educational Sectors
 Financial Sectors
 Freight Forwarders/Shippers
 Food & Drink Processing
 Healthcare/Medical Supplies
 Hospitality/Tourism/Travel
 Information Technology
 International Law
 Light Manufacturing/Assembly
 Real Estate Investment
 Telecommunications
 Transportation (Auto)

DID YOU KNOW????

There are 5 Africa-based airlines that fly commercial flights to and from the U.S. The airlines are: South African Airways, Ethiopian Airlines, TACV (Cape Verde), Royal Air Maroc, and EgyptAir.

Source: www.About.com:Africa Travel

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WELCOME NEW ADISN CLIENTS

Diversity Restoration Solutions, Inc. welcomes the following trade group clients

Corporate

- Daystar Professional Services LLC (Sugar Land, Texas)
Industry - Healthcare Services and Supplies
- Sandy's International Art Products & Services (Arlington, Virginia)
Industry - Cultural Arts and Telecommunications

NEWS YOU CAN USE - *CURRENT BUSINESS NEWS RELATED TO AFRICA*

Gambia, US Bilateral Trade, Investment MOU Inked

Banjul — The government of The Gambia through the Ministry of Trade, Industry and Employment and the United States embassy in Banjul as well as Trust Bank Limited and Eco Bank Limited, yesterday signed a Memorandum of Understanding (MoU) to promote bilateral trade and investment between the two countries. The signing of the MoU is in line with the policies and directives of the two governments. (The Daily Observer/AllAfrica.com). [Read more](#)



Liberia: Another Major Investment Boost for Liberia--More Than \$2.6 Billion Dollars Concession Agreements Signed (AllAfrica.com)

Government's effort to attract more foreign investment to the country, has received a major boost with the signing of two major concession agreements. President Ellen Johnson Sirleaf Wednesday signed a Mineral Development Agreement reached between the Government of Liberia and China Union Mining Company, Ltd., for the exploration of Bong Mines. An agreement between Government and Buchanan Renewable (Monrovia) Power Inc., to supply power to Monrovia and its environs has also been signed by the President. [Read more](#)

Ethiopia: American Chamber of Commerce Launched (AllAfrica.com)

Addis Abeba — The American Chamber of Commerce seen as a new era in trade cooperation between Ethiopia and the US was officially launched here on Sunday in the presence of Minister of Trade and Industry Girma Birru and U.S. Ambassador to Ethiopia Donald Yamamoto. The establishment of the chamber (AmCham Ethiopia), is believed to be instrumental in enhancing and promoting two-way trade and investment between Ethiopia and the United States of America. [Read more](#)

Obama Administration and Africa: Great Expectations, Practical Realities (WorldPress.org) The inauguration of Barack Obama as the 44th President of the United States has been hailed worldwide as a remarkable watershed in America's history. Barack Obama election and assumption of office has raised extraordinary expectations. No where are these expectations more stratospheric than in Africa, the continent of birth of the 44th President's Father. [Read more](#)

Meet The Client

SPOTLIGHT ON PERRION ROBBINS, INC.

“Creating New Ideas for Oral Hygiene”

In 1991 Perrion Robbins Inc., was formed, and empowered CEO Perrion Robbins, who came up with the idea to make tooth care fun for children. His idea to advance an existing product not only makes tooth brushing fun, but also promotes oral hygiene. Mr. Robbins decided to capitalize on the country's fascination with sports team character licensed toothbrushes. Mr. Robbins is currently registered with the United States patent office, at patent pending status. Perrion Robbins, Inc. has been actively in business since May of 2003. Its office is located in the Marquette Building in downtown Detroit.

Perrion Robbins, Inc. specializes in customizing toothbrushes for all sports teams with their colors and logos on them. Perrion Robbins, Inc. is currently a vendor for Michigan State University. The firm plans to get other collegiate schools and will eventually get the license to do Major League Baseball, National Hockey League, and National Basketball Association, along with National Football League characters. Olympic characters may also be portrayed on brushes. The company plans to add electronic character toothbrushes and dental floss containers to our healthcare line. We also feature sport towels and blankets with sport characters and logos on them.

Toothbrush and toothpaste manufacturers are now licensing cartoon characters. Perrion Robbins, Inc. intends to capitalize on the market and have sports team licensed products. These products will be designed for preschoolers ages two (2) and older with kid-friendly features to help young consumers develop proper oral care habits. Perrion Robbins, Inc. products will help kids master the skill of brushing their teeth and offer interactive toothbrush packaging to stimulate their imaginations. The company believes the major future trend in the industry will be toward high quality and value oriented product offerings.

American Fact Finders say that 44% of children between the ages of two (2) and ten (10) years of age have a recognized interest in sports, sports teams and sports paraphernalia. *Parenting Magazine* polls indicate parents base purchase decisions for toothbrushes, tooth paste and dental floss on their child's interest in the products, cost and durability. Perrion Robbins, Inc. aims to provide a competitively priced quality oral care product that will capture the attention of children and suit the desires of parents and guardians.

Perrion Robbins, Inc. is currently seeking the “Seal of Approval” from the American Dental Association. Other future oral hygiene care products from Perrion Robbins, Inc. include: additional sports team licenses, dental floss containers, spin bristle-brush toothbrushes and special designed handle toothbrushes for children with physical impairments which would otherwise prevent them from holding a standard styled toothbrush. The company is in the seed stage of business growth and has just developed its first prototype. Currently the company is seeking purchase orders to assume mass production in the market. Perrion Robbins Inc. aims to be a Private Label distribution and marketer of character sports team licensed toothbrushes.



For additional info on **Perrion Robbins, Inc.**, please contact Perrion Robbins at Marquette Building, 243 W. Congress, Suite 350, Detroit, MI 48226; (313) 948-0550 Cell or (313) 961-4631 Fax

Meet The Client / Meet The Partner will be a regular feature in this newsletter. DRS will highlight an ADISN client and a strategic business partner so our readers can learn more and start to network and form business relationships to help with international or domestic trade and commerce ventures.

2009 Africa Business Conference Helps to Build Africa Trade Relationships for Small and Medium Sized Business Enterprises

Diversity Restoration Solutions, Inc. (DRS), recently hosted its first Africa Business Conference at the Norfolk Waterside Marriott Hotel in Norfolk, VA on June 17-18, 2009. The two-day conference focused on developing trade relationships between U.S. companies, specifically small and medium size firms, and emerging marketplaces on the African continent. Keynote speakers for the conference were Ann K. Breiter, U.S. Department of State, Bureau of African Affairs and Her Excellency Amina Salum Ali, Ambassador for the African Union Mission in Washington, DC.

Major sponsors were the **Hampton Roads Economic Development Alliance (HREDA)**, **Virginia Port Authority**, **AMERICAN SYSTEMS™**, **City of Norfolk (VA) Department of Development** and **South African Airways**. Other exhibitors included the City of Chesapeake Economic Development (Virginia), Norfolk Visitors & Convention Bureau, Millennium Challenge Corporation, DELMAS and Academic Tutorial Services, Inc. (ATOS, Inc.)

Over 90 business professionals attended this inaugural conference from the U.S. and The Gambia, West Africa. Some of the states represented included Texas, Maryland, North Carolina, Florida, Alabama, Georgia, New Jersey, New York, Illinois, Delaware, Washington DC and Virginia.

The conference participants heard business opportunity presentations from the embassies of Ghana, Morocco and Malawi, along with a presentation from the Millennium Challenge Corporation, a government agency that sponsors over \$4 billion in contract opportunities in Africa. They also attended a variety of international trade educational presentations from both government agencies and private sector companies. Other presenting organizations included the Virginia Port Authority, Hipage Company, Inc., Export-Import Bank (EX-IM Bank), Overseas Private Investment Corporation (OPIC), and the Law Office of Karen Bland, P.C.



Eric Sheppard (DRS), H.E. Amina Salum Ali (African Union), and Lisa Sheppard (DRS)

Travis Spruill (TSE Global Logistics) and Darryl Gosnell (HREDA-Conference Sponsor)

Former Ambassador to Liberia and Lesotho Bismarck Myrick and Linda Ford (Virginia Port Authority-Conference Sponsor)



Ann K. Breiter (U.S. State Dept) and Paulette Jackson (United Medical Supplies)

Conference Attendees



Ndey Cessay (Ndey Awa Enterprises-Gambia), Frederick Hines (Panel Moderator) and Marian Khan (Aja's Quality Fashion Enterprises-Gambia)



Patrick Mphepo (Embassy of Malawi) and Wayne Cross (Crossworks LLC)



Tamara Maxwell (Export Import Bank of the U.S.)



Dr. Alphonse Kasanga (Federation of Congolese Abroad)



Thomas Seal (AMERICAN SYSTEMS™-Conference Sponsor)



Virginia Port Authority Luncheon Table with Abdesalam Zefri (Kingdom of Morocco Embassy) (c)



HREDA Luncheon Table

Meet The Strategic Partner

Ghana



Full name: Republic of Ghana/Capital: Accra

Independence: March 6, 1957

President: H.E. John Atta Mills

Population: 23.8 million (UN, 2009)

Area: 238,533 sq km (92,098 sq miles)

Major languages: English, African languages including Akan, Ewe

Major religions: Christianity, indigenous beliefs, Islam

Monetary unit: Cedi

Main exports: Gold, cocoa, timber, tuna, bauxite, aluminum,
manganese ore, diamonds

GNI per capita: US \$670 (World Bank, 2008)

Internet domain: .gh/International dialing code: +233

Source: BBC News Africa Country Profiles online (last updated August 12, 2009)

Diversity Restoration Solutions, Inc.
African Diaspora Industry Sectors Network (ADISN) Trade Group
2010 Participation Form (January 1–December 31st)

Company Name: _____ **Number of Employees:** _____

Primary Member Contact: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____ **Country:** _____

Phone #: _____ **Fax:** _____ **Mobile:** _____

Email Address: _____ **Website:** _____

Industry Sector(s): Primary _____ Secondary _____

International trade & commerce experience? (Please check one) Yes ____ No ____

If yes, what countries: _____

Annual Participation Fee: (Please check one) - This is a non-voting membership program:

- _____ **US\$100 per year** (Annual Revenue \$0 - \$149,999)
- _____ **US\$250 per year** (Annual Revenue \$150,000 - \$5,000,000)
- _____ **US\$500 per year** (Annual Revenue over \$5 million, U.S. or Foreign government agency, U.S. or Foreign Embassy)

(Please list name, email and phone numbers for up to 5 company employees and return with form)

- Check/M.O. MasterCard
- VISA American Express Card Number _____ Exp Date _____

Name on Card _____ **Cardholder Signature** _____

Client Signature (Required) _____ **Date:** _____

Return form and payment to: Diversity Restoration Solutions, Inc.
Attn: ADISN Program
P.O. Box 5277
Suffolk, VA 23435

Fax forms to: (757) 484-0906

Disclaimer: By signing the ADISN participation form, ADISN participants acknowledge and accept all terms outlined in the ADISN Participation Form and marketing materials. DRS has the sole right to accept or reject any request for participation in its network. ADISN participants further understand that neither DRS nor any DRS representative(s) imply or guarantee the successful outcome of any business agreements that may result from contacts made within the ADISN trade group. It is the sole responsibility of ADISN participants to complete a due diligence on any prospective customer before entering into any business agreement that may arise from contacts with the ADISN program, and the client agrees to hold DRS harmless from any legal complication or responsibility that may arise as a result of such business agreement(s).

For office use only: Date received _____ Start Date _____ Acceptance Letter Sent _____ Processors Initials _____ Rev. 12/1/09



The ADISN Newsletter

Diversity Restoration Solutions, Inc.
P.O. Box 5277
Suffolk, VA 23435

Diversity Restoration Solutions, Inc. PRESENTS ...

2010 Africa Business Conference and Trade Fair

An African Diaspora Industry Sectors Network (ADISN) Event

**June 23-24, 2010
Baltimore, Maryland (U.S.A.)**

Are you an entrepreneur or work for a company that exports products and/or services?
Does your company import/buy international products or services from around the world?
Is your organization a support resource for those who conduct international trade?
(U.S. government agency, foreign embassy, shipper, custom house broker, travel agency, banking, business consulting, etc.)?

This conference is for you!!!!

Diversity Restoration Solutions, Inc. is proud to announce our second annual **Africa Business Conference** scheduled for **June 23 & 24, 2010**. This dynamic gathering of small business professionals seeking international trade opportunities with African countries will be held this year in **Baltimore, Maryland, USA**. This conference is geared towards the small and medium enterprises. However, corporate and government organizations experienced in international trade on the African continent are strongly encouraged to participate in the conference as presenters, workshop facilitators, and sponsors.

Funding and trade services assistance available to exporters and importers will be examined for small and large business opportunities. In addition, our inaugural **Trade Fair** will be available for firms that provide international trade support services to exhibit their products and/or services that are required by businesses seeking success in the international trade arena.

Who Should Attend? Entrepreneurs and international trade business professionals, importers/exporters, transportation and logistics professional, government/embassy trade officials, **Early registration will be available online at www.regonline.com/2010africabusinessconference on January 4, 2010**. General registration will increase after March 31, 2010. Conference updates, sponsorship information and a hard copy registration form will be posted on our website at: www.diversityrestoration.com.

For information, please call (757) 484-0906 or email info@diversityrestoration.com. Registration costs will be **\$299** (Full Conference), **\$149** (Day One only), **\$149** (Day Two only-not including dinner) or **\$60** (Wall of Return Dinner). Space is limited for this event.