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WASHINGTON – On Thursday, August 27, Earvin “Magic” Johnson, Chairman and CEO of Magic Johnson Enterprises, will give the keynote address at the Minority Business Development Agency’s (MBDA) Minority Enterprise Development (MED) Week Conference held August 26-28 at the Omni Shoreham Hotel in Washington, D.C. David Hinson, MBDA’s National Director, will open the conference discussing the future of the agency.

Following his remarks, Johnson will share insights on: developing an entrepreneurial vision and sense of mission; choosing a business that engages personal talents and interests; growing a business through partnerships and joint ventures; and listening to customers and serving their needs.

MBDA serves minority entrepreneurs across America who are building and growing enterprises. The agency helps minority-owned firms become better equipped to create jobs, impact local economies and compete successfully in domestic and global marketplaces. With a nationwide network of more than 40 business centers and strategic partners, MBDA assists minority entrepreneurs and business owners with consulting services, contract and financing opportunities, bonding and certification services, building business-to-business alliances and executive training.

For more information about MBDA visit [www.mbda.gov](http://www.mbda.gov) . For more information about MED Week visit [www.medweek.gov](http://www.medweek.gov) .