

## DC Firm Helps Companies Connect with Minorities

Minority Partners LLC Delivers Strategic Media, Marketing and Policy Solutions for Top Global and U.S. Firms

*This month's interview features Adonis Hoffman and Vic Frazer of Minority Partners, LLC*

**Editor:** *Would you tell our readers about the firm and its mission?*

**Hoffman:** Minority Partners is a unique advisory and management consulting firm. We work with companies in every sector to develop comprehensive strategies that maximize minority participation in programs, deals, projects and initiatives. We help organizations build and expand relationships, networks and partnerships that will advance their leadership and competitive advantage. We also help organizations to develop competitive advantages based on the strength of their team of minority partners. This includes *Fortune* corporations, major law firms, investment firms, trade associations, non-profits, universities and others. We know organizations that approach the marketplace with a competent, inclusive team gain the confidence of investors, policymakers, regulators and the consuming public. It greatly enhances their leadership, reputation and profile.

**Editor:** *Can you give us an example of what your company does?*

**Hoffman:** We consider our firm to be an expert resource on any minority issue. For example, we can help law firms develop strategies to improve their outreach to minority firms, clients and lawyers. We can help energy companies with global strategies to engage minority communities and leaders. We can help insurance companies restructure relationships with minority institutions. We can help consulting firms build strategic partnerships with a network of minority professional organizations. We can help universities with comprehensive minority outreach plans. We can help trade associations improve their relations with

minority institutions. We can help companies in any sector develop defensive strategies against difficult litigation, and we can help any organization develop and implement effective marketing, media, and public policy strategies sensitive to minority interests. We help *Fortune* companies find minority directors, establish diversity councils, and develop strategic alliances. We can match top level minority attorneys and minority law firms with *American Lawyer* 100 law firms as partners, associates or co-counsel. And we can facilitate never-before strategic relationships between major corporations and leading minority interest groups to advance corporate or public policy goals. However broad or narrow the interests, Minority Partners can help organizations to achieve their management, governance or public policy objectives by facilitating a mutually-beneficial partnership or alliance.

**Editor:** *What is different about your firm?*

**Hoffman:** Minority Partners goes well beyond traditional notions of diversity to develop strategies that further inclusion and corporate responsibility. The advisors and consultants at Minority Partners are experienced attorneys, management consultants and communications experts who have advised corporations, law firms, trade associations and policymakers. These experts have distinguished themselves in law, media, business, and government service. We look at an organization's overall objectives and build a complete strategy to position that company as a leader on issues, programs, transactions and initiatives that demonstrate a complete commitment to minority participation at all levels of the organization. And unlike most other firms, we are not afraid to tackle highly controversial issues and subject matter that face many organizations today.



*Adonis Hoffman, Esq., Founder  
Minority Partners, LLC*

**Editor:** *What is your professional background and experience?*

**Hoffman:** As a lawyer, leadership strategist and public communications advisor, I have been blessed to work with CEOs, American policymakers, foreign leaders and national organizations on a range of media, public policy and corporate issues. I served in the U.S. House of Representatives in senior legal and policy positions, including committee counsel and subcommittee staff director for the House Foreign Affairs Committee and counsel to the Chairman of the Congressional Black Caucus. In private law practice, I represented *Fortune* corporations, trade associations and foreign governments on a range of matters, and at two of the country's leading think tanks—the Carnegie Endowment for International Peace and the World Policy Institute—I focused on global affairs. As an advisor to the chairman of the FCC, I worked on several large mergers in the communications, internet and cable industries. For several years, I have been counsel at the American Association of Advertising Agencies, where I advise advertising and media companies on legislative, regulatory and legal matters, including a strategic diversity initiative for the advertising industry. I also chair the American Business Leadership Institute which studies the role of business in society. Founding Minority Partners is a unique opportunity to share this expertise with organizations that want to engage minority issues in a positive and responsible way. I received an A.B. from Princeton and a J.D. from Georgetown University Law Center.

## Minority Partners Excels at Forging Alliances and Reputation

Corporations, Law Firms, Universities Rely on New Firm for Competitive Edge

**Editor:** *Is this a good time to be focusing on minority participation?*

**Frazer:** Our world is changing and the role of business in society has evolved to reflect a growing set of new realities. Today, more than ever, organizations are expected to demonstrate a strong commitment to the principles of corporate responsibility. Increasingly, more investors, shareholders, clients, customers and institutions have come to expect—and regularly demand—that companies adhere to widely-accepted practices of responsible business. The need to reflect minority participation throughout the organization is high among the legal, ethical and corporate responsibility expectations of companies in today's marketplace. Today, the call for diversity and inclusion goes well beyond internal employment to include outside contractors, suppliers and business partners. From professional sports franchises to multi-billion dollar pension funds and everything in between, corporate and government decision makers expect an unparalleled level of minority participation as a leading indicator of corporate responsibility. Those firms that come to the table with an inclusive team gain the confidence and the business of *Fortune* corporations, government agencies and major institutions. Nowhere has the call for minority participation been more acute than in the professional service sector. Mainstream law firms, investment banks, private equity, financial services, insurance and other professional service providers have been especially challenged in this area. Among the difficulties they have is finding capable minority firms with whom to partner. While there has been tremendous growth among minority business enterprises (MBEs) throughout all sectors, the challenge of finding the right minority business or professional remains a daunting task for even the most well-intentioned of large firms. It has been a real problem faced by real companies in real-world contexts. But it is not insurmountable. I believe there has never been a better time for organizations to develop and pursue strategies to engage and maximize minority participation.

**Editor:** *What challenges do most organizations face in this area?*

**Frazer:** Organizations today are subject to high-stakes, high-profile, litigation challenging their corporate policies and practices and scrutiny in the marketplace. We recognize that companies often need to re-align their corporate interests with those of certain minority communities, especially if there is a big impact on those communities. This frequently requires them to develop alliances with minority interest groups, non-profits and leadership organizations. It also requires companies to establish a framework for including minority voices in their decision-making frameworks, whether that is the board of directors, the management committee, or an external advisory board. We also know that minority business ownership continues to be a major concern for political and business leaders, especially in certain industries and sectors of the economy. Every company should include these in their strategic plan.

**Editor:** *Why do you think this is so important?*

**Frazer:** Just think about it for a moment. The buying power of America's two largest minority groups is enormous—\$800 billion for African Americans and \$870 billion for Hispanics—a great opportunity for any organization with a strategic vision. In today's marketplace, there are high expectations and a clear mandate for large corporations, law firms, universities and national trade associations to become more inclusive. There also is a recognition that socially responsible companies should do more business with minority companies as contractors, suppliers and vendors. These are simply the rules of good corporate citizenship and good business. In addition, companies are well-advised to pursue profitable partnerships. Our firm is there to help business organizations meet and exceed these societal expectations. We believe that companies who are inclusive have the best chance to compete, succeed and grow in this competitive global environment.



*Hon. Victor O. Frazer, Esq.  
EVP & General Counsel,  
Minority Partners, LLC*

**Editor:** *What is your professional background and experience?*

**Frazer:** I suppose my proudest professional accomplishments have been in public service. I had the honor of representing the U.S. Virgin Islands in the United States House of Representatives as a Member of Congress. While in Congress I represented the U.S. at several international conferences and was an official observer of historic elections in the Newly Independent States (NIS) of the former Soviet Union, in Asia, Latin America and Africa. Prior to Congress, I served as Senior Counsel to the District of Columbia Subcommittee on Judiciary and Education, as Chief Counsel to the Subcommittee on International Operations, and Special Assistant Counsel to the Ranking Member of the House Judiciary Committee. After Congress, I had the privilege of serving as an advisor to the Secretary of Veteran's Affairs. At the request of the Governor, I accepted the position as General Counsel to the U.S. Virgin Islands Water and Power Authority. As a lawyer, I have had the opportunity to advise corporations, foreign governments, universities and other businesses on a wide range of complex corporate, international, litigation and public policy issues. I began my legal career with the Interstate Commerce Commission and then joined the Department of Commerce as an Attorney-Examiner in the Office of Patent and Trademark. Subsequently, I served as an Assistant Corporation Counsel in the Law Enforcement Division of the Office of the Corporation Counsel for the District of Columbia. I received an A.B. from Fisk University and a J.D. from Howard University School of Law.

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