

AUGUST  
2005



**MBEC**  
Minority Business Enterprise Council  
Michael P. Williams  
Deputy Finance Director  
Director, MBEC

Your guide to doing business with the City of Philadelphia"

## ***"Networking vs. Meeting"***

By: Michael P. Williams, Director

### **NETWORKING VS. MEETING**

Since I became MBEC's Director, I have been truly blessed to meet some fascinating and dynamic individuals. Felicia Marshall-Attle is one of these individuals. Felicia, who runs a magnificent organization which connects small businesses with consumers (she's CEO of Entrepreneurial Spirit Institute, located in Newark, DE), interviewed me recently for a television show she produces and hosts.

During the interview, I made a comment about the importance of networking at "meet and greet" affairs, seminars, etc. Felicia stopped me in my tracks with this statement: "You don't want to NETWORK; you want to MEET people." Now, I knew this instinctively, but it took someone with Felicia's sharply honed skills to articulate this concept for me.



We all have had it drummed into our brains – one MUST network at events to sell one's business, to sell one's self, etc. But what exactly is "networking?" Whatever its original concept, networking has evolved into a formalized, automatic, robotic ritual, where one repeatedly gives out one's name, rank and serial number. Person to person, event to event, season to season, same script, and, increasingly, same result.

Why don't we try something different? Why not try **meeting** people? Letting folks know who we are, what we're about, and how we interact with the particular person to whom we're speaking. Meeting folks, as opposed to networking, is more natural, more heartfelt...and is a more solid relationship basis for creating a business relationship. And, as we all know, most business is built on personal relationships...the more solid, the better.

So...get out there and start meeting people!

#### **ATTENTION MBEC VENDORS:**

Please make sure that we have your updated contact information on file so that we can keep you up to date on the next opportunity to **Meet** people.

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## Vendor of the Month:



**Steven Scott Bradley**  
President & CEO

Bradley & Bradley Associates  
325 Chestnut Street  
Suite 916  
Philadelphia, PA 19104  
[ssbrad7@aol.com](mailto:ssbrad7@aol.com)

**Q: How long have you been in business?**

A: Bradley and Bradley was founded in 2001.

**Q: Are you currently doing business with the City of Philadelphia?**

A: Yes, the City of Philadelphia is one of my premiere clients.

**Q: With which City department(s) have you worked?**

A: We have worked with Finance, Philadelphia Housing Development Corporation and Risk Management.

**Q: What types of goods and services do you provide to the City?**

A: B & B provides commercial insurance services. We design programs to provide protection for building, contents, automobile and general liability coverage. We also offer more specific products to protect the City's assets and financial position against eventualities that involve business interruption, worker's compensation, child molestation and sexual abuse, employee dishonesty, directors & officer's liability, and employment practice liability.

**Q: To what would you attribute success?**

A: MBEC, Pricing, Certified Status and the experience of our professional staff.

**Q: What was the most difficult element(s) of doing business with the City?**

A: You have to be prepared financially to do business with the City because the City payment process is long. It can take several months to receive payments and this can put a small business in a very difficult cash flow position. It can also be difficult to conduct direct and efficient communications with City departments.

**Q: What would you recommend to others who are interested in doing business with the City?**

A: Put the effort into developing an excellent business plan and take advantage of the assistance MBEC provides.

**Q: Has MBEC been helpful to you in getting business, retaining business, getting paid or solving a problem?**

A: MBEC has been an excellent resource for B & B, Inc. MBEC been instrumental in helping us secure business leads and public contracts. MBEC has been extremely helpful in resolving problems and streamlining the payment process when it gets bogged down.

## MBEC Employee of the Month: Caleb Gaines

**Cal Gaines** CCA, is the Certification Coordinator of the Minority Business Enterprise Council. Mr. Gaines, who joined MBEC in 1998, has more than twenty years of government experience. In his role as Coordinator, Mr. Gaines is responsible for managing the day to day operations of the City's Certification Program.

Prior to his appointment as Certification Coordinator, Mr. Gaines worked as a Specialist in both the Professional Services and Public Works Units. Before coming to MBEC, Mr. Gaines spent nine years in the Procurement Department and four years in the Office of Fleet Management. Mr. Gaines served as a specification writer and procurement analyst in both agencies.

Cal Gaines received a bachelor's degree in journalism from Temple University in 1982. In 1999, Mr. Gaines received his Certified Compliance Administrator certificate from Florida Atlantic University.

Thank you for your hard work and dedication Caleb Gaines; you are our MBEC Employee of the Month!



# Greater Philadelphia Urban Affairs Coalition: Workforce Development

## Partnership for Jobs and Housing

Provides training and job placement to eligible homeless adults, homeless heads of households, or non-custodial parents living in shelters or transitional homes. Services include job readiness and life skills training, GED and pre-GED training, case management, counseling, financial assistance, clothing and post-placement support. On-site computer lab to accelerate learning and advance computer skills training are available.

### **Eligibility**

Living in shelter or transitional home, 18 years or older; clean and sober for at least 90 days; referred by a shelter or a transitional home.

## Philadelphia Comprehensive Center for Fathers

Provides motivational, educational workshops and job placement to custodial and non-custodial fathers over the age of 18, with minor TANF eligible children. Services include DADS/Alumni membership, GED preparation and testing, life skills training, parenting skill and support, nutrition/health, uniforms, career and educational assessment, mentoring support groups, legal service, job specific skills training tuition assistance and job placement/retention services. Work-N-Style for Men is the only men's clothing referral program in the tri-state area which provides ready-to-wear clothing for interviews, court hearings, and special events.

### **Eligibility**

Resident of Philadelphia County; 18 years or older; and custodial and non-custodial fathers of minor TANF eligible children may qualify under Family Works Eligibility (CAO Eligibility guidelines).

## Project I-WORC (WorkPlus)

Assist post-60 months TANF individuals in identifying and developing career goals and securing employment. Provides extensive case management services, vocational assessment, life skills and job placement, and job retention services.

### **Eligibility**

Philadelphia County Assistance Offices (Vine, Delancey, and Elmwood Districts only) refer eligible post 60-months TANF job candidates.

## Work-Stream

Prepares out-of-school youths and young adults with physical sensory or learning disabilities, ages 17-30, for employment. It provides a paid work experience leading to job readiness instructions, job development and placement, ongoing case management and job coaching

## YIPI (Youth Intervention Partnership Initiative)

Provides homeless youth ages 18-21 with education, job training and job-placement opportunities; enabling them to move towards self-reliance. Program provides a six (6) week skills training internship with a stipend before entering into permanent employment.

### **Eligibility**

Living in shelter or transitional home, 18-21; clean and sober for at least 90 days; referred by shelter or transitional home.

To contact the Greater Philadelphia Urban Affairs Coalition, please call 215-851-0110 or email [coalition@gpuac.org](mailto:coalition@gpuac.org)



## Events and Workshops

### PPA PHILADELPHIA PARKING AUTHORITY “Doing Business with the PPA”



**When:** Thursday September 15th, 10:00 am—12:00 pm

**Where:** First District Plaza Building: 3801 Market Street, Philadelphia PA

**Why:**

- Build new business relationships and meet the key decision makers for procurement and purchasing
- Hear about the contracting opportunities available through the Philadelphia Parking Authority
- Learn how to register your company with the Philadelphia Parking Authority

**To RSVP Call Linda Gaynor at 215.683.9454**

#### Examples of Goods and Services purchased by the Philadelphia Parking Authority

Appliance parts	Automotive Parts	Building Materials	Chemicals	Clothing
Computers and Peripherals	Construction	Electrical Supplies	Fencing	First Aid
Gases (bulk and cylinders)	Gasoline	Hand Tools	Hardware	Insulation
Janitorial Services	Janitorial Supplies	Lumber	Meters and Parts	Office Furniture
Communication equipment	Oils and lubricants	Paints	Paper Products	Office Equipment
Photographic supplies	Mechanical Contractors	Printing	Pumps and parts	Office Supplies
Pipes, Valves and fittings	Welding Supplies	Safety equipment	Software	Waste Collection
Handheld Radios and parts	Window Cleaning	Signs	Power tools	Copiers
Tow Truck supplies	Motor Vehicles			



### Pennsylvania Gaming Control Board: Gaming Enterprise Diversity Forum

Fox Gittis Room, Liacouras Center Temple University

1776 North Broad Street Philadelphia PA 19121

Thursday September 29, 2005

**Session I**

8:30 – 9:00 Registration

9:00 – 9:15 Welcome Address

9:15 – 10:00 Gaming in Pennsylvania:

- a. Act
- b. Regulations
- c. PGCB Operations
- d. Diversity Plan Requirements under the Act
- e. Panel Discussion

**Session II**

10:15 – 11:45 Advancing Mfg/Supplier Diversity

- a. Enterprise Opportunities in the PA Gaming Industry
- b. Performing Effective Outreach to Women, Minority and Disadvantaged Business Owners
- c. Panel Discussion

**11:45 – 1:00 Lunch/Keynote Speaker TBA**

**Session III**

1:00 – 3:00 Preparing To Do Business

- a. Licensing Requirements
- b. DGS Certification Requirements
- c. Starting a Business Rep from Small Business Development Center
- d. Panel Discussion

3:15 – 3:45 Participants/Panelists Reception

For reservations and more information visit [www.pgcb.state.pa.us](http://www.pgcb.state.pa.us)



## Events and Workshops

### Minority Enterprise Development (MED) WEEK

*Sunday, October 2, 2005 thru Friday, October 7, 2005*

MED Week is the premier conference empowering minority business enterprises to succeed. The theme for MED Week 2005 is *"The Art of the Deal: Making It Happen."* The conference features exceptional speakers who will discuss best practices for successful deal making in today's business landscape. Attendees will learn valuable deal making techniques and tactics, and will put these skills to work in a structured networking environment that will result in new business relationships. MED Week 2005 promises to deliver real-world tools and tactics to help minority enterprises succeed.

**For information on workshops call 215-683-2092 and for information on the awards dinner, call 215-825-8019.**

#### **MBEC Presents: How to Survive 20 years of Entrepreneurship**

**When:** Tuesday October 4th, 11:00 AM—1:00 PM

**Where:** One Parkway Building, 1515 Arch Street, 18th Floor room 18-022

**Why:**

- Discuss how to survive in a constantly changing business world.
- Meet other business owners who have survived 20 years of entrepreneurship

**RSVP to LaShawnda Ellison: 215-686-3872 or Barbara Oliver: 215-686-6376**



### **Minority Supplier Development Council (MSDC): EXPOportunity 2005 Business Conference**

**When:** September 19th and 20th

**Where:** Tropicana Hotel and Casino, Atlantic City New Jersey

**Why:**

- Connect with major corporations in the area
- Network and brainstorm with other firms traveling the same path

**For more information contact MSDC at: (215) 569-1005, x 10, [msdc.panjde@verizon.net](mailto:msdc.panjde@verizon.net)**



THE SCHOOL DISTRICT OF  
**PHILADELPHIA**  
BUILDING A BETTER DISTRICT

### **Meet and Greet with the School District of Philadelphia**

**When:** Thursday September 21st 10:00 am - 12:00 pm

**Where:** Education Center, 440 N. Broad Street, Philadelphia, PA 19130

**Why:**

- Build new business relationships and meet the key decision makers for procurement and purchasing
- Hear about the contracting opportunities available through the School District of Philadelphia
- Learn how to register your company as a certified vendor with the School District of Philadelphia

**RSVP to LaShawnda Ellison: 215-686-3872, [laShawnda.Ellison@Phila.gov](mailto:laShawnda.Ellison@Phila.gov)**

**MARKETPLACE|REDWOOD**



### **How to Start a Small Business at the Philadelphia International Airport**

**When:** Wednesday September 27th, Starts at 6:30 PM

**Where:** Airport Marriott Hotel, Philadelphia, PA

**Why:**

- Find out about the new Kiosk program
- Discover how MARKETPLACE|REDWOOD will work with you on i) low start up costs and ii) a minimal leasing commitment



**For more information contact Heather Petrosky at 215-937-1200**



## “Know Your Rights”: By: Brigitte Daniel, Esq. MBEC Compliance Officer

Just over a year old, the Minority Business Enterprise Council's Enforcement Unit is well underway in its efforts to assist, benefit, and progress Philadelphia's MBEC-certified vendors. Within the last year, the Enforcement Unit has investigated a voluminous amount of complaints in regard to non-payment or slow payment. To resolve those issues, the Unit has mediated many dispute resolution meetings between Prime Contractors and MBEC-certified vendors thus mitigating litigation expenses for our vendors. Additionally, the Unit has initiated various policies to generate effective compliance and monitoring mechanisms for Philadelphia's burgeoning development initiatives.



As the new MBEC enters its second fall term, we are proud to announce the creation of a new Enforcement editorial series which will be included within the monthly MBEC newsletter. This column will be entitled “Know Your Rights” and will begin offering additional valuable information key to the development of the advancement and protection of minority businesses within the Philadelphia area.

### Among the many topics that will be discussed and presented are:

- Provisions that a subcontractor should request be included within contracts with Prime Contractors;
- What to do if you were guaranteed participation and the ranges have not been met;
- Navigating through the new MBEC Executive Order 02-05;
- Navigating through the new certification process and its effect on obtaining certain contracts;

- How to interpret the MBEC General Provisions included within contracts between the City and Prime Contractors;
- What to do if your contract has been changed/modified or terminated prior to MBEC approval;
- How to interpret “best efforts” language;

Getting rid of the fear as you demand your rights as an MBEC certified vendor; and why and when you should immediately contact MBEC when something goes wrong with a project.

All of these topics and more will be answered and fully examined within this exciting new “Know Your Rights” series. As MBEC compliance officers, we know that the importance of a new column such as this, can not be quantified. So many of our MBEC vendors come to us with these exact questions. We are sure that by providing a newsletter column which addresses these concerns each month, the problems of our MBEC-certified vendors are lessened prior to engagement in business with the City of Philadelphia.

As always, we welcome all MBEC-certified vendors or Prime Contractors to submit questions, suggestions and concerns as to how the Enforcement Unit can be of better assistance and/or provide clarification to inquiries or matters of importance relating to issues of enforcement and compliance. All of us at MBEC are here to assist you in any way that we can!

Please stay tuned and feel free to contact us with all your matters of interest.

### MBEC Compliance Officers:

**Rasi Baker:** 215.686.6378  
**Brigitte Daniel, Esq.:** 215.686.6371

## FREE Legal Clinic for Small Businesses

### Philadelphia LawWorks and CorporateProBono.Org (CPBO)

**When:** Wednesday September 22nd 9:00 am - 12:00 pm

**Where:** PECO Building, 2301 Market Street, Philadelphia PA 19103

#### **Why:**

- Meet and talk to in-house counsel that focuses on issues for small businesses.
- Participate in a legal clinic where the CLE attendees will conduct legal audits for Philadelphia small business owners.

Please contact Alison Altman, 215-523-9550, or [aaltman@philadelphialawworks.org](mailto:aaltman@philadelphialawworks.org), for more information.



