



"Your guide to doing business with the City of Philadelphia"

**December**

**In this Issue:**

Page 1

- "MBEC's Year In Review"  
By Michael P. Williams, Esq.

Page 2

- Featured Vendor of the Month:  
Emerald Windows, Inc.

Page 3-6

- "MBEC's Year In Review"  
By Michael P. Williams, Esq.

Page 7-8

- Special Projects at a Glance  
"The Business Exchange  
Conference: Government  
Procurement for Small  
Businesses"  
By LaShawnda Ellison, Word  
Processing Operator

Page 9-10

- Special Projects at a Glance  
"The 2005 Construction  
Management Workshop"  
By Barbara Oliver, Special  
Projects Coordinator

Page 11

- Certification: By the Numbers  
By Kathy Padilla, MBE Specialist II
- The Personal and Professional Unit in  
2005  
By Candace Hitchcock, Deputy  
Director of Operations

Page 12

- Supplies, Services and Equipment/ NTI  
Unit 2005  
By Julie Simmons, MBE Specialist / NTI  
Liaison

Page 13

- Year in Review: MBEC Enforcement Unit  
By Brigitte Daniel, Esq., MBEC  
Compliance Officer

Page 14

- About IMPACT?  
By Rasi Baker, MBEC Compliance  
Officer

- Who is PIDC?

Page 15

Nu-Juice and "The Keeping It Real" Tour

**MBEC's 2005 Year In Review  
By Michael P Williams, Esq.**

**MBEC'S 2005 YEAR IN REVIEW NEWSLETTER ISSUE**

My best to each and every one of you and your families for a wonderful holiday season and a joyous, healthy, **SUCCESSFUL AND PROSPEROUS 2006!**

As you all know, MBEC has undergone tremendous and far-reaching changes in 2005. In this issue, we'll look back at all of our accomplishments from this past year. I am so proud of MBEC's staff (and of our allies inside and outside of City Government) for its hard work, and dedication to our certified vendors and its many accomplishments in 2005. Even though we continue to be extremely understaffed while attempting to carry out our directives under Mayor Street's Executive Order 02-05, we hope that additional staff in this upcoming year will assist us tremendously to fully and comprehensively serve our MBEC-certified vendors and to fully and comprehensively meet 02-05's directives.



I would like to acknowledge and publicly thank MBEC's staff members here by listing their names and positions:

- Rasi Baker**, Compliance Officer
- Karen Cromwell**, Data Services Support Clerk
- Brigitte Daniel, Esq.**, Compliance Officer
- LaShawnda Ellison**, Work Processing Operator
- Cal Gaines**, Certification Coordinator
- Beverly Grazier**, Assistant to Finance Director
- Candace Hitchcock**, Deputy Director for Operations
- Hanford Jones**, Public Works Coordinator
- Bill Keyes**, MBE Specialist

- Barbara L Oliver**, Special Projects Coordinator
- Kathleen Padilla**, MBE Specialist
- Diane Richardson**, Word Processing Operator
- Jasmin Campos-Rivera**, MBE Specialist
- Irene Sampson**, Clerk typist I
- Julie Simmons**, MBE Specialist II / NTI Liaison
- Wendy Staton, Esq.**, Deputy Director of Enforcement, Compliance and Monitoring
- Michael P. Williams, Esq.**, Director of MBEC

I would also like to thank our former and current temporary employees who worked with us this year: Ny Chak, Emmanuel Cooper, Stephen Henrick, Nelsa Jimenez, Phyllis Kelly, Shawn Khan, Jeremiah Rusnov, Michael Tancredi and Michelle Smith.

A very special thank you to Mayor Street for his tremendous leadership and guidance. Also, a huge THANK YOU to Vince Jannetti, Acting Finance Director, who has been with us every step of the way, and deserves to share in the credit himself for MBEC's 2005 accomplishments.

MBEC eagerly looks forward to working with each and every one of you in 2006!

**HAPPY HOLIDAYS!**



## Vendor of the Month



**James H. Cho**  
**President**

2301 North Ninth Street  
Philadelphia, PA 19133  
T: (215) 236-6767  
F: (215) 236-8320  
james@emerldwins.com

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

A. The current management team has been in place since 2003, although Emerald itself has been doing business in the Philadelphia region since the 1930's.

***Q. What made you start your business or type of business?***

A. I've always wanted to run my own business. When I had the opportunity to take over Emerald, I took it. Even though I did not have any experience in the window industry, I knew if I did not start now, it would get harder as I got older. Entrepreneurs need to start their business plan before they get caught up in the corporate world.

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

A. Yes. Emerald has a long history of conducting business with the City of Philadelphia and continues to do so today with several City departments.

***Q. What type of goods and services do you provide to the City?***

A. Emerald provides windows and installation services to various City organizations as well as homeowners whose residences fall under the jurisdiction of the Philadelphia Historic Commission.

***Q. With what City departments have you worked?***

A. PHA and PHDC

***Q. What was your most recent project for the City?***

A. PHDC's Weatherization program is our most recent contract award.

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

A. MBEC has been all of the above. They have been most helpful in identifying opportunities for our business and introducing us to the decision makers who control those opportunities. As our relationship with MBEC grows, we're also learning of the other ways they're able to help our company.

***Q. Which City departments have been helpful to you?***

A. Emerald is grateful to all the City departments who have been so vital to our growth, namely PHA, PCA, PHDC and especially the team at MBEC. The people that work for MBEC have done a phenomenal job – from Hanford Jones who introduced projects that would fit our company, to Michael Williams who gave the encouragement to pursue our company goals and to Barbara Oliver who is always there to listen and give helpful advice. Thank you all.

***Q. To what would you attribute your acquisition of business/award of contract?***

A. I don't think we can attribute contract awards to any one thing. MBEC certainly alerted us to the opportunities and enlightened us on the path to pursue the opportunities. Our certified status helped us stand out in a field of multiple players. But at the end of the day, I think Emerald's quality products and services, and our employees are why we were awarded the contracts and recognized amongst our peers!



# MBEC Year-In Review

## By Michael P Williams, Esquire

- Mayor Street created Executive Order 02-05, and signed it into law in March 2005. This Executive Order, *inter alia*, provides the following:

1. E.O. 02-05 requires contractors doing business with the City to demonstrate that they maintain non-discriminatory business practices and encourages the utilization of minority, women and disabled-owned business enterprises (“M/W/DS-BEs”) in City contracts. The new Order employs a variety of new methods and resources to ensure that M/W/DE-BEs are given full access to compete for City contracting opportunities at both the prime and subcontracting levels. Under the new Order, each City Department will become more engaged in the implementation of the Order’s objectives and City department heads will be held accountable to the Finance Director for efforts made to meet these objectives.
2. The EO takes a step further in defining “diversity” and directing efforts to achieve diversity in both the private and public sectors at all tiers of contracting including opportunities for M/W/DS-BEs to participate as prime contractors.
3. E.O. 02-05 officially enables MBEC to: i) provide a strong compliance and enforcement arm for its vendors; ii) initiate appropriate tracking tools to ensure proper “good faith efforts” on behalf of all city and private sector entities engaging in business within the City of Philadelphia; and iii) introduce a streamlined and less restrictive certification process to encourage firms to conduct business with the City of Philadelphia.

4. E.O. 02-05 also officially enabled MBEC to create its own less cumbersome certification process by i) granting reciprocal certification to firms certified under similar government programs in other jurisdictions; ii) eliminating the personal net worth assessment as part of the certification process; and iii) developing a truncated application to ensure a more efficient certification process.
5. These changes will help to make the process better for MBE/WBE/DS-BEs to take the lead as Prime Contractors.
6. Historically, the City has not mandated that nonprofit contracting partners comply with the MBEC program of soliciting and providing subcontracting opportunities for M/W/DS-BEs. The City spends a substantial portion of its budget in contracting with nonprofit organizations. It is expected that nonprofit contracting partners share the City’s commitment to diversity, which encompasses the notion of fair play and equal opportunity. While the new Order does not subject nonprofits to participation ranges on its contracts, but will require each nonprofit to provide annually to the City information relative to this shared vision of inclusiveness and fairness. MBEC does not certify nonprofit organizations; as only for-profit entities are eligible for certification.
7. The new E.O. authorizes MBEC to monitor the number of minority and female members in each of the Building Trade Unions, including the number of apprentices. The City is already engaged in discussion with union leadership and looks forward to their cooperation and collaboration with the City in improving minority, female and disabled employment in the building trades.



## MBEC Year-End Review continued.....

8. The new E.O. requires the Office of the City Solicitor to include enforcement provisions in every City contract including remedies such as withholding payment, liquidated damages, suspension and debarment.

### II. MBEC STAFF PROFESSIONALISM

- On my first day as Executive Director, I met with MBEC staff and emphasized, *inter alia*, that ethical behavior would be the rule and not the exception.
- MBEC's Enforcement, Compliance and Monitoring Deputy has consistently monitored MBEC's staff's ethical compliance and professionalism.
- MBEC's Operations Deputy and my Administrative Assistant have held regular meetings with MBEC support staff regarding professionalism; I have emphasized the same to all MBEC staff.
- Each MBEC staff member received a memorandum regarding professionalism when I began, and all MBEC staff members have received subsequent communications (electronically and verbal) regarding professionalism.
- Some MBEC employees have been disciplined for acts/actions that derived from lack of professionalism by utilizing formal disciplinary measures. This is a different approach from previous MBEC management.
- Staff training in crucial areas germane to MBEC's functions and mission has increased.
- Monthly MBEC staff meetings have been instituted; regular MBEC unit meetings have been instituted.
- I have instituted annual performance reviews for **ALL** MBEC staff.
- MBEC has and will continue to refer to the Inspector General for any discoveries of wrongdoing.
- MBEC now has its first Policy and Procedure Manual

### III. MBEC'S REORGANIZATION

*MBEC's staffing, functionality, processes and procedures were in disarray, exacerbated by years of poor management choices and an aggressive FBI investigation that paralyzed the agency. While the department isn't fully staffed as of this date, much progress has been made to shift priorities from being a certification-based department to a customer service, constituent-based agency.*

- In April 2004, I created an Enforcement, Compliance and Monitoring Unit to do the following:
  1. To monitor all City Department M/W/DS-BE's Participation Compliance plans;
  2. To assist in creating a system to track M/W/DS-BE's participation rates of the non-profit entities who are contracted by City Departments and Agencies;
  3. To investigate vendor compliance complaints of nonpayment, slow payment, fraudulent use to fulfill participation ranges, under utilization, etc.;
  4. To aggressively attempt to remedy nonpayment and slow payment issues that affect MBEC-certified vendors;
  5. To monitor City contracts that have MBEC-certified vendors as prime contractors or subcontractors;
  6. To assist the Executive Director in creating memorialized policies and procedures for all of MBEC's operations;
  7. To have the Unit's Deputy serve on the City's Contract Review Committee;
  8. To have the Unit's Deputy monitor development project throughout the City by serving on various project Oversight Committees;



## MBEC Year-End Review continued.....

9. To have the Unit's Deputy monitor MBEC staff ethics and professionalism; and
  10. To investigate complaints of personnel misbehavior, ethical violations and disciplinary problems.
- Also in April 2004, I created a Special Projects Unit to do the following:
    1. To educate potential vendors about the contracting opportunities within City Departments, Agencies and Quasi-Agencies, and in the private sector;
    2. To support and assist MBEC-certified vendors to navigate through the City's procurement process;
    3. To market MBEC-certified vendors to City departments, agencies and quasi-agencies, and to the private sector;
    4. To coordinate outreach programs (e.g., workshops, seminars, private sector special events, etc.) designed to encourage and engage M/W/DS-BEs to become MBEC-certified, and to become involved with the City's and the private sector's procurement and contracting process;
    5. To create and distribute a monthly newsletter
    6. To create an accurate MBEC-certified vendor contact list/database;
    7. To clearly communicate MBEC's mission to maintain an environment of inclusion where M/W/DS-BEs are given equal access to business opportunities within both the City's and the private sector's procurement and contracting process;
    8. To create an MBEC Help Desk space and system; and

9. To Partner with various non-governmental groups (i.e., ethnic-based chambers of commerce, GBCA, the Black Clergy, the Enterprise Center, etc.) to enhance greater M/W/DS-BE participation in the City and private sector procurement and contracting process.

- MBEC has designated MBE Specialist Jasmina Campos-Rivera to become its outreach contact for Philadelphia's Spanish speaking business community.
- ***The Enforcement Unit and the Special Projects Unit have enjoyed MUCH success in 2005 by going above and beyond fulfilling all the above designated duties!***

#### IV. MBEC'S CERTIFICATION PROCESS

***MBEC's certification process was lengthy, laborious, and confusing, causing many applicants to submit incomplete applications. Consequently, there were tremendous delays in completing the certification process. The application's length and confusing nature had frightened away many potential applicants. Also, MBEC's Certification Unit has been historically understaffed, operating without memorialized procedures. The lack of procedures produced an environment that led to incomplete files being grandfathered by MBEC when Pennsylvania's Unified Certification Process ("UCP") was created.***

***When the City entered into agreement (mandated by the federal government) to join the UCP, the City inherited responsibility for over 650 vendors. (Due to a crucial error by MBEC's then management and its then Certification Coordinator, who had eventually resigned abruptly, leaving the unit, for a time being, in complete disarray.)***

***All the above factors have led to a tremendous backlog of new certification applications (at one point, over 300) and recertification applications (at one point, over 125). This backlog grew daily as many new applicants have come through MBEC's doors this year. MBEC has had a certification and recertification application backlog for over 20 years.***



## MBEC Year-End Review continued.....

- I increased the Certification Unit's MBE Specialist staffing from a low of one full-time and two temporary employees to three full-time employees.
- MBEC reduced the certification application length from 14 pages to 3 pages.
- MBEC and the Law Department have worked together to craft new MBEC Certification regulations, policies and procedures.
- We Eliminated PNW (Personal Net Worth) from the certification requirements
- MBEC now offers reciprocal certification to M/W/DS-BEs who have a local, state or federal governmental certification.
- MBEC Certification Unit members and other MBEC staff members committed to working on weekends to drastically reduce the tremendous certification and recertification application backlog, which has plagued MBEC for over 20 years. The backlog was eliminated in November 2005.
- The *IMPACT* (formerly referred to as *SYMTRAC*) computer program/system will be implemented to assist in tracking a contract and the flow of payments between the City to a prime contractor, and then to a subcontractor. Once a contract has been made, the contract information will be imported to IMPACT from existing programs in the City (i.e., ACIS, Famis, and Adpics). Once the City makes a payment to a prime, IMPACT will be alerted. Then the prime will post payments made to its subcontractor(s). The subcontractor(s) will subsequently verify receipt of payment. All prime contracts with the City contain a clause obligating prime contractors to utilize IMPACT.
- The IMPACT system will be most helpful in monitoring payments on City contracts and with nonpayment issues. A prime contractor notes on a Solicitation and Commitment form ("S & C form") that it projects working with subcontractors. Oftentimes, MBEC-certified firms have complained that they were listed on a S & C form but were not used during the life of the contract. With this system, a prime contractor will have to name the company with whom they are committed to a contract; and it will therefore be easier for MBEC to track this information.

### V. MBEC DATA/STATISTICAL TRACKING

- MBEC's Enforcement, Compliance and Monitoring Deputy, through her regular Compliance Plan meetings with all City departments and agencies, created a unified system and methodology for data submission to MBEC.



## Special Projects at a Glance

# “The Business Exchange Conference: Government Procurement for Small Businesses”

By LaShawnda Ellison, Word Processing Operator

### Conference Overview

On November 28, 2005, MBEC took part in “*The Business Exchange Conference: Government Procurement for Small Businesses*,” at the Community College of Philadelphia. This conference was organized by Congressman Chaka Fattah’s office. The primary goal of this event was to assist minority, women and small businesses who are interested in forming business relationships with city and government agencies, as well as, with private companies. Vendors and participants attending this conference were encouraged to participate in all of the seminars and workshops and to communicate with the public and private organizations that were present.

The agenda for the day included several workshops and seminars that were geared towards the present and future of government procurement. The workshops were titled:

- E-Procurement: What is a GSA and how do I get one?
- The Ins and Outs of Government Procurement
- Government Financing for Small Businesses
- How to become certified with the government? (featured in this article)
- Small Business Inclusion Program

In addition to these workshops, there was a Procurement Vendor Station established so each participant could meet with representatives from all of the public and private organizations that were in attendance. The representatives had tables to distribute materials, free give-a-ways and business cards for all vendors and participants.



Picture 1: Congressman Chaka Fattah speaking at the opening session of “The Business Exchange Conference”

### The Opening Session

Congressman Chaka Fattah spoke at the opening session about the importance of ensuring that city and government procurement opportunities are offered to women, minority and small business owners. Congressman Fattah spoke highly of two business owners, Mr. Jim Baker and Ms. Norma Pratt.

Jim Baker, owner of Baker and Associates, spoke to the vendors about how important it is to be certified by a city, state or government agency. Mr. Baker stressed the fact that being certified is not enough; vendors must market themselves and their strategies to expand their businesses.

He stated that in order to market your business, certain components are needed. Those components include effort, marketing and sales, drive and professionalism (the ability to dress conservatively and professionally because you are always marketing yourself and your business). He also focused on key facts and pointers that all business owners should remember, including:

- Do not be too proud to ask for help, because help leads to SMALL contracts which lead to BIGGER contracts
- Take advantage of all that is offered to you
- Use your elected officials

Norma Pratt, President and CEO Rogers Travel, addressed the importance of the business arena and target markets in which you operate. She spoke about how, over the years, her company’s target has evolved with the evolving trends, contacts and other economical factors. In the beginning, she stated that Rogers Travel targeted groups and organizations. After attending city and government meet and greet conferences she became a certified business; this allowed her to bid on projects and proposals.



Picture 2: Norma Pratt speaking at the opening session of “The Business Exchange Conference”



## Special Projects at a Glance continued.....

Now, in 2005, Rogers Travel is a prime contractor for the military. Ms. Pratt also stated the importance of utilizing the internet when searching for opportunities and bids. In addition to these topics, she spoke about Empowerment Zones, Hub Zones and getting guidance from consultants.

### How to Become Certified with the Government

Representatives at this seminar spoke about the advantages of being a certified vendor and what it takes to become a certified vendor. Speakers at this seminar included John Fleming from the Small Business Administration Program, Michael P. Williams, MBEC Director and Duane Tolsen from the Pennsylvania Department of General Services.

Mr. Williams spoke about the many improvements that have taken place throughout MBEC over the past year, particularly in MBEC's Certification Unit.

When speaking of the Enforcement and Compliance Unit, he used a humorous analogy to exemplify the force at which Ms. Brigitte Daniel, Esquire, Compliance Officer, uses when she is trying to solve payment issues pertaining to a MBEC-certified vendors and Primes. He compared Ms. Daniel's strategy to a pitbull that continues to gnaw at someone's leg until her goal at hand is accomplished. In this case, Ms. Daniel's goal is to provide the quickest and most resolution to her payment discrepancies.



Picture3: Representatives at the "How to Become Certified with the Government" seminar. Standing at the podium is John Fleming. Seated at the table are Michael P. Williams, Esq. (left ) and Duane Tolsen (right)

### Procurement Vendor Stations

Throughout the entire day, vendors were given the opportunity to visit the stations of the various government agencies that assist woman, small and minority businesses; from the starting point (business plans, financial statements, etc) to certification. Agencies that participated in this event included:

- The Minority Business Enterprise Council (MBEC)
- PA Minority Business Development Center (PAMBDC)
- GlaxoSmithKline
- US General Services Administration (GSA)
- Philadelphia Housing Authority (PHA)
- The Enterprise Center
- Philadelphia Commercial Development Corporation

Barbara L. Oliver, Special Projects Coordinator, Jasmin Campos-Rivera, MBE Specialist and LaShawnda Ellison, Word Processing Specialist.

Connections were made, applications were given out and business cards were exchanged. This was an event for the networking records book. Our thanks to Councilman Fattah and his staff for putting on such an invaluable event.



Picture 4: Michael P Williams, Esq. speaking to participants about MBEC and its new certification process.



## Special Projects at a Glance

### “The 2005 Construction Management Workshop”

By Barbara L. Oliver, Special Projects Coordinator

This was a unique occasion. For the first time the Minority Business Enterprise Council collaborated with a private company (Turner Construction Company), and a non-profit entity (Pennsylvania Minority Business Development Center) to enhance the in-house management skills of small, minority, and women-owned disadvantaged businesses. During the course of this eight-week program, the latest construction management systems were displayed and utilized. Individuals enrolled in the program gained invaluable insight and meaningful tools to propel their businesses to the next level. The program ran from October 27<sup>th</sup> until November 15<sup>th</sup>. The closing ceremony was held on November 17<sup>th</sup>.

The intent of this training program was to strengthen participants’ business skills enabling them to become more competitive and to increase capacity. To further do this, several successful small, minority-owned, and women-owned businesses were invited to share their business experiences with program participants.

The participants included: A & B Unique Construction and Home Repair, A & C Environmental; Alliance Capital Group LLC; Brothers of Nature; Damon Williams & Associates; Digital Electronics; Emerald Windows, Inc.; Immaculate Office Cleaning Co. LLC, Industrial Commercial Cleaning Group, Inc., Lentzcaping Inc.; S & D Masonry; Sable Construction; Shelton Real Estate; Stand the Lawnmower Man; Sylvester Cheatham Home Remodeling; T.R.P; T.T.S. Enterprises d/b/a Lindsay & Sons and Torrado Construction Co., LLC..

This event could not have taken place without the dedication and help that we received from our corporate sponsors; Strategic Staffing Solutions (S3), Exelon, Wachovia, JBC Associates, Inc, and Pepsi Bottling Company. These sponsors provided us with much needed guidance and support.

An opening ceremony was held on October 26, at the Enterprise Center at 4548 Market Street in West Philadelphia. The keynote speaker was Councilwoman Jannie Blackwell, whose speech was inspiring! The closing ceremony was nothing short of spectacular, where Councilwoman Blondell Reynolds Brown gave an awesome speech. She challenged the graduates to use their training to further enhance their business and to give back to the community by employing others throughout their perspective communities.

This program benefited all participating parties by providing them with a friendly atmosphere in which to network. We also urged participants to form long-lasting business relationships. All presenters were industry experts and decision makers from various firms who lent their myriad of perspectives and experiences. The curriculum was tailored to enhance the technical, administrative and current business practices that occur in today’s marketplace. The subject matters included marketing and sales, estimating, procurement, scheduling, accounting basics, worksite safety, field operations and construction law.

The instructors, selected from various organizations based on subject matter and expertise, volunteered their time and support, with some even donating funds. These organizations included: Turner Construction; Perryman Building and Construction Group; MFP Fire Protection; Exelon; The Delta Organization; JBC Associates; PRWT; Cheyney University; Surety Bond Associates; and Cohen Seglias Pallas Greenhall & Furman, PC.

At the closing ceremony certificates of Program Completion and additional awards were given weighted upon criteria, i.e. attendance, completion of all homework assignments, class participation, and completion of all documentation related to the program. The awards and winners are stated below:

- Luis Torrado of Torrado Construction Company  
Score: 118.2  
Award: \$500 Gift certificate to Alpha Office Supplies & a Vacation Certificate for Two
- Stanley T. Williams of Stand the Lawnmower Man  
Score: 110.3  
Award: Laptop w/ Microsoft Project



## Special Projects at a Glance continued.....

- Todd Curry of Emerald Windows, Inc.  
Score: 109.7  
Award: Laptop w/ Microsoft Project
- Michael P. Moser of Lentzcaping, Inc.  
Score: 109.0  
Award: Desktop w/ Microsoft Project
- Edward Jordan of Industrial Commercial Cleaning Group  
Score: 99.8  
Award: Desktop w/ Microsoft Project
- Tamika McKoy of Immaculate Office Cleaning Co., LLC  
Score: 98.7  
Award: \$350 Gift Certificate to Alpha Office Supplies and Vacation Certificate for Two

A plaque of recognition was presented to LaShawnda Ellison of MBEC for her hard work, support and dedication to the entire program. We also utilized and received help from several minority vendors. We received help from these vendors in many aspects of the 8 week workshop. These vendors assisted and provided us with funding, catering and the creation of awards presented at the Commencement celebration. We would like to thank the following folks:

- **JBC (Janet Cunningham)** donated funds and was an instructor
- **Strategic Staffing Solutions (Cheryl Adams)** paid for the entire 8 weeks to feed the students each Tuesday night.
- **VKG (Valerie K. Ginyard)** provided laptops, desktops, and vacation certificates
- **Eatible Delights (David Simms)** catered the Kick-off Event and the 8-week meals
- **Foster Trophy & Awards (Wilburt Foster, Jr.)** provided all the awards and plaques
- **Dianne Hughes** catered the Graduation Ceremony
- **Alpha Office Supplies (Lin Thomas)** decided after meeting the two winners at graduation to increase their credit limits because he was so impressed with the students, the program and how hard everyone had worked.

In conclusion, we would like to thank everyone who helped us in making this program a successful and enlightening construction management workshop ever.

*Thank You and Happy Holidays!*



## Certification: By the Numbers By Kathy Padilla, MBE Specialist II

This last year, the certification unit at MBEC has seen many changes. We implemented the new City of Philadelphia Certification program that is separate and apart from the PA Unified Certification Program. Beyond performing a record amount of certification reviews, we assisted in drafting the new MBEC Policy Manual and many other supporting materials. We provided workshops to the public and at conferences in order to inform and assist those seeking certification, and assisted in outreach efforts to different communities.

While we focused a great deal of time and effort into supporting the development of the new certification program, we worked on many other important tasks beyond processing certifications. We also started, and will finish shortly, an individual review of every certification file to insure that all certified firms meet required standards.

One of the most important projects undertaken this year is the backlog in processing applications. This backlog has been a large roadblock to our firms for approximately twenty years.

I titled this article “By the Numbers”, in order to highlight the unit’s biggest accomplishment. Over the previous five year period (2000 through 2004), MBEC certified an average of 147 firms per year. Our nearest UCP partner, SEPTA, certified 64 firms this year to date (12/14/2005) – while MBEC certified 480 firms this year, thereby eliminating the 20 year backlog. This is a huge increase in the number of firms that can participate on projects and has already lead to an increase in the amount of business in which MBEC firms participate.

The New Year is coming and it looks bright.

*Happy Holidays !*

## The Personal and Professional Unit in 2005 By Candace Hitchcock, Deputy Director of Operations

The Personal and Professional Services (PPS) Unit deals primarily with “no bid” contracts. These are the projects led by the City using a Request for Qualifications.. Those submitted proposals are reviewed for content as well as price; however, price is not necessarily the determining factor.

The PPS unit becomes involved with projects at the design and development stage by setting ranges on projects. The ranges establish the amount of participation by MBEC certified firms anticipated on the project. By setting ranges at the inception, we allow for the maximum inclusion of minority, women and disabled businesses.

This year, we have increased the numbers of prime consultants who are minority and/or women on City projects. For example, we had a major project, the *Juvenile Justice Center*, in which, the construction manager is, **The Temple Group**, a minority- owned and woman- owned firm. This project, expected to be completed by 2007, will replace the current Youth Study Center.

The Division of Aviation is a major area where disadvantaged and MBEC businesses have increased levels of participation as sub consultants on aviation projects.

We have increased our visibility at pre-proposal conferences with the cooperation of the letting department and/or agency. As we move toward 2006, we are planning an interactive workshop with our vendors to inform them of upcoming Opportunities. We plan to regularly discuss with them strategies to increase their submission of successful proposals to bids. We are participating on the City’s Operational Committee established to implement the newly enacted “Pay to Play” legislation. This committee is establishing procedures that all departments will follow in executing “no bid” contracts.

*Happy Holidays !*



## Supplies, Services and Equipment / NTI Unit 2005 By Julie Simmons, MBE Specialist / NTI Liaison

One of the functions of the Supplies, Services and Equipment/Neighborhood Transformation Initiative Unit or SS&E/NTI as it is called, is to review bid drafts to determine if subcontracting participation is possible for the City's certified M/W-DSBE vendors. After the bids are let, responses are then submitted by bidders, and the participation achievements are monitored by our office. A segment of SS&E and a great accomplishment by the Honorable Mayor Street is the Mayor's Neighborhood Transformation Initiative or NTI. Part of my function is to monitor whether participation goals of NTI projects are met. As documented on the City's NTI website. Goals for participation are:

- 35% minority-owned businesses
- 12% women-owned businesses
- 2% disabled-owned businesses
- 80% Philadelphia residents

Since June 2004, NTI's results are:

- 49% minority-owned business participation
- 24% women-owned business participation
- 83% of the hours worked on demolition sites performed by Philadelphia residents
- 46% of the skilled work performed by minorities
- 82% of the unskilled work performed by minorities

Demolition/revitalization was a commendable goal for which to strive, and I believe this City looks forward to many more accomplishments in the future. Many thanks to Mayor Street.

*Happy Holidays !*

## Public Works 2005 Review By Hanford Jones, Public Works Coordinator

The MBEC Public Works Unit (PW) has fought hard to increase the level of MBEC-certified firms' participation as prime contractors and as subcontractors on City funded and City/Federal funded contracts.

This year, the PW met with the Procurement Department and Law Department to investigate how the Emergency Letter Bid (ELB) process can better benefit M/W/DSBE firms. Currently, the Streets Department, Capital Program Office and the Water Department may formally request that ELBs be issued for emergency projects. MBEC believes that we can encourage departments' utilizing the ELB process to include the M/W/DS-BE firms for jobs within their performance bonding limits.

We are trying to establish an avenue for MBEC firms to bid, win and perform on City of Philadelphia prime construction contracts. Currently, the FY 2005 City of Philadelphia construction bid market included three WBE firms bidding as primes and two MBE firms who bid as a prime. Our plan for FY 2006 includes a series of workshops for industry discussion purposes and also contract information opportunities.

The Mayor's new Executive Order 02-05 allowed our unit, with the help of the Law Department, to remove language in bid specifications that allowed the prime contractors to state that they were performing all of the work on a city-funded projects with their own workforce and equipment, thus giving them an excuse not to use MBEC-certified firms. Under the new "Bidders Guidelines" language found in the City of Philadelphia specifications book, a bidder can no longer state that they are performing "all" of the work with their own workforce (unless they present a documented and verified reason). Our unit has deemed more than fifty bidders as non-responsive in FY 2005 for not achieving the minimum levels of M/W/DS-BE participation. We believe that the message about meeting the M/W/DS-BE participation ranges has been received by the entire contracting community and we anticipate far less non-responsive bidders in FY 2006.

*Happy Holidays !*



# Year in Review: MBEC Enforcement Unit

## By Brigitte Daniel, Esq., MBEC Compliance Officer

As we approach the end of 2005, MBEC's Enforcement, Compliance and Monitoring Unit is proud to highlight the successes achieved as we endeavor to assist, benefit, and progress MBEC-certified vendors. One of the biggest MBEC highlights of the year was the issuance of the new Executive Order. Thanks to Mayor Street's Executive Order 02-05, which was signed in March of 2005, MBEC can now employ a variety of new methods and resources to ensure that M/W/DS-BEs are given full access to compete for City contracting opportunities at both the prime and subcontracting levels. The Order also enables MBEC to provide a strong compliance and enforcement arm for its vendors which include the initiation of computerized tracking tools and the introduction of a streamlined and less restrictive certification process. Some of the specific MBEC Enforcement highlights are as follows:

- MBEC Enforcement has aggressively helped remedy matters such as non-payment, slow payment, and non compliance with participation ranges for approximately **fifty MBEC-certified vendors!**
- The creation of the new automated compliance plan reports by Rasi Baker, MBEC Compliance Officer. Due to the new automated forms, a higher percentage of the City department compliance reports are more accurately calculated.
- MBEC Enforcement had a record year in regard to the monitoring and enforcement of all City Department participation compliance plans. The unit reconciled all the data submitted by the City's departments, on the automated compliance plan reports, against the information reported by the City's various computer and data systems. This reconciliation process allowed MBEC to compile the most complete, comprehensive and accurate M/W/DS-BE participation data in the history of the City of Philadelphia. Kudos!
- The implementation of IMPACT (Invoicing Minority Participation And Compliance Tracking) was finalized this year to assist better City departments in tracking and monitoring M/W/DS-BE participation on City-funded contracts. Through IMPACT, all vendors and contractors who engage in business with City departments, are contractually obligated to utilize the IMPACT system. Thus, this computerized web-based tool will greatly help and improve the capabilities of the MBEC Enforcement Unit to monitor and track MBEC vendor participation.

- RPM General Contractors ("RPM"), MBEC-certified vendor, was featured in the 2005 October issue of Black Enterprise Magazine as an example of a construction entrepreneur who thrives in a competitive market. After RPM came to MBEC with a non-payment dispute late last year, MBEC vigorously went to work and was able to retrieve monies earned from RPM on a project highlighted within the Black Enterprise article.
- The MBEC Enforcement Unit has increased its visibility and reputation within the City as a vehicle to effectively benefit M/W/DS-BE vendors. Throughout the year, MBEC's Enforcement Unit has served on the City's contract review committee as well as various project Oversight Committees to help ensure that M/W/DS-BEs are properly participating and benefiting on City contracts as well as projects within the private sector that receive City-funded incentives.
- The MBEC Enforcement Unit has additionally increased its collaborative partnerships with City Quasi agencies. The unit has received a substantial increase of invitations from City Quasi agencies such as the Redevelopment Authority (RDA) and the Philadelphia Industrial Development Corporation (PIDC) to assist with drafting their economic opportunity plans and helping to enhance minority participation on open contracts.

These accomplishments only capture a few of the advances made by the new MBEC Enforcement Unit. As word continues to spread about our existence, the demand for our assistance has increased so much that we anticipate expanding the unit in the next few years. As always, please continue to contact our Unit should you need help or guidance as you engage in business with the City of Philadelphia. All of us at MBEC are here to assist you in any way that we can.

*Happy New Year!*



## About IMPACT? By Rasi Baker, MBEC Compliance Officer

### What is IMPACT?

To better assist City departments in tracking and monitoring activity on City funded contracts, the City of Philadelphia has implemented the utilization of a computerized web-based tool, Invoicing Minority Participation And Compliance Tracking (“IMPACT”). All vendors who do business with the City of Philadelphia are contractually obligated to utilize IMPACT.

IMPACT is a web-based tool that monitors the contract compliance and participation of MBEC-certified vendors according to subcontracting goals and actual performance. The information that IMPACT tracks and reports are the following: Project Participation Plans; Certifications; Contract Descriptions; Vendor Assignments; and Payment Histories.

### When can you learn about IMPACT?

IMPACT training seminars are currently being scheduled. If you have any questions, please feel free to contact Mr. Rasi Baker, MBEC Compliance Officer, at 215.686.6378 or via email at [rasi.baker@phila.gov](mailto:rasi.baker@phila.gov).

## Who is PIDC?

**PHILADELPHIA INDUSTRIAL DEVELOPMENT CORPORATION (PIDC)** is a private, not-for-profit Pennsylvania corporation, founded in 1958 by the City of Philadelphia and the Greater Philadelphia Chamber of Commerce to promote economic development throughout the city.

PIDC's central strategy is to leverage financing and real estate resources to retain and increase employment throughout the City of Philadelphia. PIDC also coordinates tax incentive and work force development programs offered by the City and the Commonwealth.

PIDC's clients range from the traditional base of commercial and industrial businesses to non-profit community-based development corporations, small, minority-owned construction firms, and the developers of large, public purpose facilities, in all neighborhoods of Philadelphia. Throughout its long history, PIDC has closed a total of 4600 individual transactions with combined project costs of \$10 billion, which have contributed to retaining and creating over 385,000 jobs in Philadelphia.

PIDC's real estate opportunities include construction-ready industrial parcels located in any of its nine industrial parks, commercial office space located at the Navy Yard in South Philadelphia, and excess City-owned properties located throughout the City.

PIDC's financing benefits include an array of below-market, fixed asset loan programs that are designed to leverage private-sector investment and encourage employment growth in Philadelphia-based businesses.

For more information on PIDC's real estate and financing programs, please visit PIDC's website at <http://www.pidc-pa.org>, or call Sam Rhoads at 215-496-8132. PIDC's website also includes news stories that highlight the types of transactions that they support, and linkages to many of Philadelphia's economic development resources.





## Nu-Juice Entertainment and “The Keeping It Real” Tour

### NU-JUICE FOUNDATION

The Nu-Juice Foundation (NJF) is a Philadelphia based non-profit organization that has been in existence for over three years working with low income and disadvantaged community youth between the ages of 13 and 18, and their families. NJF believes that we must teach our youth using real-life experiences built around projects they can relate to and apply to every day life thereby creating the future workforce of tomorrow. NJF's Programs focus on conceptualizing, planning, implementing and producing a finished product. The students will learn and build their problem solving and critical thinking skills. These above mentioned skills are necessary to survive economically and developmentally in today's world. Our schools do not prepare our students for survival in today's world outside of their normal living environments. Over 30% of the urban youth who enter a higher education program dropout in their freshman year. NJF can provide them with experiences that can be applied to all areas of their life albeit career, education, or just life in general. It is NJF's objective to understand the students, their desires, needs and help prepare them to be economically independent and self-sufficient leaders.

### THE “KEEPING IT REAL” TOUR

The “Keeping It Real” tour is a television show that takes place at a different city high school each week to excite ninth-grade students about the endless career possibilities that await them upon graduation and meaningfully connect them to local movers and shakers who are accomplished in those careers. The one-hour show titled, “The Keeping It Real Tour”, highlights the best of our youth, and showcases schools and communities at their best.

The “Keeping It Real” Tour is to provide educational entertainment that increases self-motivation in the form of raising the academic bar for high school students. The main message that the tour conveys is that, “it is time to look at the importance of education and why a new found commitment should be made to completing high school.” This is paramount due to the 50% dropout rate amongst 9<sup>th</sup> grade students in the Philadelphia Public School System and the nation.

NJF is seeking corporate sponsorship to help offset the costs associated with the show's blockbuster four-camera shoots. Each sponsorship package presents a distinct set of benefits and innovative and cost efficient opportunities to promote your corporate image as well as your brand recognition of your products and reach future candidates for your workforce. Moreover, the television program will place your company's name, logo, and advertised products in the living rooms of 1.5 million households in the Delaware Valley.

Please join NJF in being part of one of the most innovative television shows geared toward youth that is educational, entertaining and fun. Should you have any questions or request for any additional information, call (215) 640-0880.

Eric Ward  
Executive Director

Shareef Ward  
Executive Vice President

Jerome Chaney  
Chief Operating Officer





# HAPPY HOLIDAYS FROM THE MBEC STAFF



### Personal and Professional Services Unit

From Left to Right: Candace Hitchcock, Deputy Director of Operations and Dianne Richardson, Word Processing



### Supplies, Services, and Equipment (SSE) Julie Simmons, MBE Specialist II



### Special Projects Unit

From left to right: LaShawnda Ellison, Word Processing Operator and Barbara Oliver, Special Projects Coordinator



### Certification Unit

In the back row: William Keyes, MBE Specialist II, Michelle Smith, Clerical Assistant, and Kathleen Padilla, MBE Specialist I. In the front row: Jasmin Campos-Rivera, MBE Specialist I, Karen Cromwell, Data Services Support Clerk, and Caleb Gaines, Certification Coordinator



### Public Works

From the left: Hanford Jones, Public Works Coordinator and Irene Sampson, Clerk Typist I





# HAPPY HOLIDAYS FROM THE MBEC STAFF



### Executive Staff

Clockwise: Candace Hitchcock, Deputy Director of Operations, Wendy M. Staton, Esq., Deputy Director of Enforcement and Michael P. Williams, Esq., Deputy Finance Director / MBEC Director



### The Enforcement Unit

From left to right, Brigitte Daniel, Compliance Officer, Wendy Staton, Deputy Director of Enforcement, and Rasi Baker, Compliance Officer



### Staff Support

In the back from left to right: Beverly Grazier, Assistant to Finance Director, Michelle Smith Clerical Assistant, Dianne Richardson, Word Processing Operator and Irene Sampson, Clerk Typist I. In the front from left to right: Karen Cromwell, Data Services Support Clerk, Candace Hitchcock, Deputy Director of Operations and kneeling is LaShawnda Ellison, Word Processing Operator



### MBEC Director

Michael P. Williams, Esquire

