



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

**SEPTEMBER**

**In this Issue:**

**Page 1**

- **“MBEC on the Move”**  
By: Michael P. Williams, Esq.

**Page 2**

- **Featured Vendor of the Month: Maven, Inc.**
- **MBEC Employee of the Month: Rasi Baker**

**Page 3**

- **Special Vendor Acknowledgement: Pride Enterprises, Inc.**

**Page 4**

- **Events and Workshops**

**Page 5:**

- **Events and Workshops continued.....**
- **Featured Article, “What’s New With MBEC’s Certification Unit”**  
By: Kathy Padilla

**Page 6:**

- **Featured Article continued**

**“MBEC ON THE MOVE”**  
By: Michael P Williams, Esq.

MBEC has recently piled up some more amazing accomplishments. I am so proud of and honored to work with one of the hardest working units in City government. Below, I would like to highlight these accomplishments which are described more in depth in the Featured Article.

👍 **A NEW CERTIFICATION AND RECERTIFICATION APPLICATION**  
We have reduced the certification application from 14 pages to 3 pages.

👍 **NEW CERTIFICATION AND RECERTIFICATION POLICIES**  
Due to Mayor Street’s Executive Order 02-05, MBEC was able to formulate and promulgate new certification and recertification policies and procedures. These changes will greatly benefit our current and future MBEC-certified vendors.

👍 **REDUCTION OF OUR CERTIFICATION BACKLOG**  
MBEC has had a certification and recertification application backlog for over 20 years. Due to an amazing commitment by our Certification Unit and other MBEC staff members, this backlog will be eliminated by late November 2005. Our “Backlog Elimination Squad,” led by Kathy Padilla, has worked, is working, and will work diligently to reach the November goal. This team (Ms. Padilla, Karen Cromwell, LaShawnda Ellison, Cal Gaines, Barbara Oliver, Beverly Grazier, Bill Keyes, Jasmina Campos-Rivera and Michelle Smith) has worked tirelessly, including working MANY weekends during the summer! For example, Ms. Padilla and Ms. Cromwell worked almost every SINGLE day during July and August, and are on track to replicate this in September!

Again, I am extremely proud of “The Backlog Elimination Squad”, and of all MBEC staff members. Please join me in congratulating them on a continuing job well done!



**ATTENTION MBEC VENDORS:**

Please make sure that MBEC has your accurate contact information .





Maven, Inc. is a business development and relationship management firm dedicated to assisting small, minority and women owned businesses penetrate contracting opportunities within the private and public sectors. The firm, owned and managed by Melonease Shaw, is a subchapter 'S' corporation and was formally established in August 2004.

**Maven, Inc.**  
**7 North Columbus Blvd,**  
**Suite 119**  
**Philadelphia, PA 19106**  
**Phone: 215-574-1651**  
**Website: [www.maven-inc.com](http://www.maven-inc.com)**  
**Email: [mel@maven-inc.com](mailto:mel@maven-inc.com)**

The firm is able to successfully represent its clients' interests because of Ms. Shaw's reputation as an effective communicator with a vast national, regional and local network that can be leveraged to appropriately articulate the capabilities of her client firms. While there are other organizations involved in the business development services aspect of the business, there are very few if any firms with dedicated efforts towards relationship management. As such, Maven Inc. will be able to distinguish itself by pursuing a niche market of small and medium companies that have extensive product or service knowledge but require assistance in marketing themselves to their desired client base.

Maven's client list and revenues continue to grow rapidly in large part because of MBEC. This certification has given us access to information and opportunities. "As a female and minority owned and operated firm, we expect that MBEC will have a tremendous effect on our bottom line," says Iola Harper, Maven President and COO

Maven Inc is in the process of developing a brand "A" certification program that will establish benchmark criteria, which prospective companies must meet before becoming Maven, Inc. clients. This "seal of approval" will serve to assure the contracting decision makers in both government and large corporations of the quality of the clients' product or service prior to engaging them for business. The effectiveness of such a certification program will be directly related to Maven, Inc.'s credibility, integrity and respect in the business community.

Maven's services include:

- Coordinating the Certification processes for Minority and Women owned companies.
- Match MBE's with major corporations and municipalities seeking to award contracts to minorities.
- Minority Successor—match original owners/operators with other minorities to take over the established business for the owners/operators who want to retire or sell the business
- Next Level Consulting – grow the business
- Customer Service Consulting – internal and external customers
- Executive Coaching

## MBEC Employee of the Month: Rasi Baker

Rasi C. Baker is a native to the Philadelphia area. Mr. Baker graduated from Temple University's Fox School of Business and Management in 1998. He received his bachelor degrees in Marketing and Risk Management.

Mr. Baker, who has experience in investigating nonpayment and other compliance issues in the Philadelphia construction market, joined the MBEC Enforcement Unit in November 2004 as a Compliance Officer. Prior to coming to the MBEC, Mr. Baker has worked with the Philadelphia Workforce Development Corporation and the African American Chamber of Commerce.

As a Compliance Officer, Mr. Baker investigates and resolves nonpayment issues as well as assisting in the analyzation and review of each City department's MBEC compliance plan. One of Mr. Baker's greatest achievements at MBEC is being the person responsible for the creation of the new automated compliance plan report forms. Mr. Baker actively assists in the implementation of Mayor's Executive Order 02-05.

Congratulations, Mr. Baker, on being selected as MBEC's "Employee of the Month." Keep up your hard work and dedication.



## CRAIG T. WILLIAMS AWARDED SBA'S LOCAL AND REGIONAL SMALL BUSINESS PERSON OF THE YEAR



BUILDERS & CONSTRUCTION MANAGERS

**Norristown, PA, September 1, 2005- Craig T. Williams, President of Pride Enterprises, Inc (PEI)** has been awarded the **U.S. Small Business Administration's (SBA) prestigious Minority Small Business Person of the Year** award for **The Philadelphia District and Region III** (Delaware, Maryland, Pennsylvania, Virginia, West Virginia, and the District of Columbia). The SBA selected and announced this year's national Minority Small Business Person of the Year during National Minority Enterprise Development Week (MED Week) conference.

Craig T. Williams, who has been an MBEC-certified vendor since 2001, began his career in construction over 15 years ago as a roofer at Independence Hall. His "ground-up" knowledge and experience led to him establishing PEI and overseeing all operations including construction, personnel, marketing, finance, and the daily administration. Mr. Williams earned his Bachelor's Degree in Business Management from Syracuse University and immediately entered the construction work force. The corporation now operates as a General Contractor and Construction Management firm primarily performing new construction, renovation and retrofit projects throughout Pennsylvania, Delaware, Maryland, and New Jersey.

"According to the latest data released by the U.S. Census Bureau, minority-owned businesses and women-owned businesses have been increasing at a rate much faster than the national average," SBA Administrator Hector V. Barreto said. "These businesses are leading the way in economic growth and today we join MBDA in honoring minority-owned and women-owned businesses."

Since its inception, PEI has engaged in many community projects including renovations to churches, The Philadelphia Zoo, the YMCA of Philadelphia and Vicinity, and the Pocono Environmental Education Center. The company's most recent community-enhancing project is the beautification of the Schuylkill River Park Trail which connects Center City with Kelly and Martin L. King, Jr. Drives. PEI is extending the trail to Locust Street while improving the ability to commute by bicycle between Center City and West Philadelphia.

Incorporated in 1996, Pride Enterprises, Inc. specializes in quality and responsive general construction, construction management and design/build services for all types of industrial and commercial construction operations. Located in Norristown, PA, the firm is currently performing projects for the United States Department of Defense, the Department of the Interior, the Department of Veteran Affairs and the General Service Administration.



## Events and Workshops



### **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)**

### **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, please call 215-683-2092; for information on the awards dinner, please 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**



## Events and Workshops

Temple University's League for Entrepreneurial Women  
Presents  
The "Sixth Annual Women's Entrepreneurship Conference"

**When: October 6, 2005**

**Where: The Great Court, Mitten Hall (1913 North Broad Street)**

**Temple University's Main Campus**

**Time: 8:30-9:00 AM (Registration and Continental Breakfast)**

**9:00-11:30 AM (Conference)**

**Key Speaker:**

**Marjorie Brody, Founder, Brody Communications, Ltd**

**This is a FREE ADMISSION event!**

**Hosted by:**

**Temple University League for Entrepreneurial Women**

**201 Speakman Hall**

**Philadelphia, PA 19122**



**For more information call: (215) 204-7260**

## Upcoming Bid Invitation

### MBE/WBE Opportunities for the Domus Project

MBE/WBE Opportunities are available for the Domus Project

When: October 4, 2005 @ 3:00

Where: 1234 Market Street, 17th floor

Looking for subcontractors that are interested in bidding on the following trades:

◆ Drywall / Framing	◆ Painting / Wallpapering
◆ Masonry	◆ Stucco
◆ Roofing	◆ Interior Tiling / Stone
◆ Damp / Waterproofing	◆ Toilet / Bath Accessories

## "What's New with MBEC's Certification Unit"

### MBEC's New & Improved Certification Process

MBEC's improved certification & recertification process will take less time, less work and support your efforts to grow your business

The new MBEC certification is no longer a DBE program. This means that the personal net worth standards and business size standards has been eliminated. Now firms can grow beyond the SBA small business size standards and still participate in the program, allowing firms more opportunities to grow from subcontractors to prime contractors. The elimination of the personal net worth standard will permit our firms to develop the financial resources needed to enter areas of business that require higher levels of capitalization. These changes will empower MBEC certified firms to take on much larger projects and capture increasing amounts of city business.



# **“What’s New with MBEC’s Certification Process”**

## **by Kathleen Padilla, MBE Specialist II**

### **Continued.....**

#### **MBEC’s New & Improved Certification Process**

The change from the federal “DBE” standard will not be applicable to a small group of firms involved in specific projects: those concessions located only at the Philadelphia Airport and firms involved in federally funded projects through the Department of Transportation. Firms involved in projects requiring the Federal “DBE” designation will need to apply through the PA-Unified Certification Program ([www.PAUCP.com](http://www.PAUCP.com)). MBEC is a certifying participant in the UCP Program.

MBEC has instituted, via Mayor Street's Executive Order 02-05, a new Reciprocal Certification process. Firms that are certified by a local, state or federal governmental agency will only need to provide an application and a copy of their certification with that agency to be certified by MBEC. Your MBEC certification under this procedure will expire when your certification expires with the other governmental agency.

When you apply to be recertified by MBEC, you will only need to fill out three sections of the application and will only have to submit copies of documents if the information has changed since your last certification.

MBEC certifications will go from a three year certification period to a five year certification period. The yearly one page affidavit noting any changes in ownership, location or control will continue.

MBEC’s certification is easier, quicker and doesn’t penalize our firms for being successful.

#### **MBEC’s New Application**

The MBEC certification application has been aggressively streamlined. Our new application accomplishes in just 3 pages what previously required 14 pages. The application is available online at the MBEC website in Adobe PDF format at (<http://www.phila.gov/mbec/home>).

As many applicants have requested, you can now fill out the application online instead of filling it out by hand. You will still need to print and mail in your application because it needs to be notarized. Please remember that an employee, immediate family member or someone who has an interest in the business can not be the notary.

For those businesses seeking recertification or reciprocal certification, you will only need to fill out three sections of the application. When recertifying, you will only have to submit copies of documents if the information has changed since your last certification. Those applying for reciprocity will only need to submit the application and a copy of your other certification. To be eligible for reciprocity, you must be certified by another government agency. Our regulations do not allow us to accept certifications by private groups such as business councils.



#### **Eliminating the Backlog**

MBEC is aggressively reducing the processing time for applications and eliminating the backlog of certification files. The backlog has existed for over 20 years, but since we started the backlog elimination project in July – we’ve already reduced the backlog by more than half. Our goal of eliminating the entire backlog by the end of November is on track.

Several hundred applications have been processed since July and many certifications that would have been due for recertification have been extended from 3 years to 5 years . If we have not gotten to your application yet, you can expect us to very shortly.

More than half of our staff has been working on this project, coming in on weekends to achieve this goal. Several people have worked straight through the summer without a day off. MBEC has also just approved 2 temporary workers to help us meet this deadline. Our staff understands how critically important your certification is and is dedicated to completing this project as soon as possible.

MBEC-serving your business faster, easier, and smarter.

