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Save the Date

The Supplier Diversity Program
(formerly known as the
Affirmative Market Program)
FY11 SDP Kick Off
& Networking Event
Wednesday, October 20, 2010
9:00 a.m. to 1:00 p.m.

June 2010 Activity

Certified Businesses

[Newly State Certified](#)

[Newly Federal Certified](#)

Supplier Diversity Office (SDO) Focus



The Supplier Diversity Office is utilizing State and Federal funds to develop and implement a strategy that will leverage additional funds to assist minority and women owned businesses with opportunities to grow their companies within the commonwealth. The increased capacity and access to state contractual opportunities will hopefully change the attitudes of investors and lenders to open access to capital to grow their businesses and hire more workers.

SDO feels it is necessary to incorporate a holistic approach to address business development opportunities. An approach that incorporates the

private sector, the public sector and the non profit sector in a partnership that fully addresses the needs of the minority and women owned business community. The partnership with the state and local government, the financial and insurance industry, the non-profit and private sector would assist existing businesses and individuals that are interested in starting and/or expanding businesses within the 351 municipalities in Massachusetts. The partnership would provide the necessary technical assistance and capital for expansion and start up cost of these businesses. It is a well known fact that small businesses in America account for over 50% of all of the jobs created. In many instances these are the businesses that many young people receive their first employment opportunity. There should be no exception for communities within the Commonwealth of Massachusetts.

The citizens of the commonwealth need to be in a better position of owning businesses, hiring people from their respective cities and towns. More individuals with a tendency towards entrepreneurship need to be afforded the opportunity to move from being renters and consumers to owners and producers. Massachusetts is a leader in the efforts of advocating and encouraging small business expansion, stream lining the permitting process, and providing the necessary incentives via low interest loans, equity investments, incremental tax programs and technical assistance necessary to develop new and innovative ideas around energy, Bio Technology Industries, and Computer Technology. These new industries will create additional well paying jobs throughout the commonwealth and will encourage the young, new entrepreneurs to remain in Massachusetts after graduating from our highly touted and very prestigious academic institutions and attract others to a Massachusetts that is more inviting and more encouraging of the business sector.

The Supplier Diversity Office (SDO) assists businesses in the commonwealth by its commitment to economic self reliance, in other words supporting minority and women owned businesses by creating technical assistance programs that assists businesses with the development of solid business plans, development of meaningful marketing plans that encompasses the expansion of an existing customer base, as well as assistance with an efficient financial accounting and management systems. SDO will encourage partnerships and mentorship's between minority and women owned businesses and large corporations that will provide support as well as contract opportunities to the professionals that have architectural firms, engineering firms, contracting companies, manufacturing and supply companies etc.

Renewed Businesses

[State Renewed](#)

[Federal Renewed](#)

Massachusetts minority and women owned businesses must remain competitive within the market place. It is essential for minority and women owned businesses to diversify who they do business with and Massachusetts is at the forefront of this new economy, leading by example with innovative programs such as the Small Business Procurement Program, Supplier Diversity Program, The Disadvantaged Enterprise Supportive Service Program, Construction Reform as well as the ARRA Technical Assistance Program.

Supplier Diversity Office(SDO) New Employees



Mr. Eric Straughter comes to the Massachusetts Supplier Diversity Office from the University of Massachusetts as Special Assistant to the Chancellor Keith Motley. Mr. Straughter brings a wealth of experience relative to certification as the owner of a previously State Office of Minority and Women Business Assistance (SOMWBA) Certified business. In his capacity at the SDO he is the Project Manager for the ARRA Technical Assistance Program and will be responsible for monitoring all of Supplier Diversity Office Technical Assistance Providers throughout the Commonwealth as well as representing the office with some of our external stake holders. Please welcome Mr. Eric Straughter as a new employee at the Massachusetts Supplier Diversity Office.

The Supplier Diversity Office welcomes Ms. Kacey Satchell as the Administrative Assistant for the ARRA Technical Assistance Program. She is a recent graduate from the Historic Black Colleges University of Spellman College. She brings an excellent academic background with a huge knowledge base of computer technology. She will be a valued asset to the Supplier Diversity Office.



Partner Spotlight (DBE-SS Program)



Alyssa Dver a graduate of Wharton Business School and an AIPMM certified product manager and product marketer, is the chief executive for Mint Green Marketing. Mint Green Marketing has worked to provide affordable expert marketing to large multinationals including Nokia, IBM, and Choice Hotels in addition to smaller up-and-coming businesses around the world. Ms. Dver is a respected business and marketing expert, and published author of the books "No Time Marketing" and "Software Product Management Essentials", as well as having been published in Forbes, BusinessWeek, Entrepreneur, and Chief Marketer. She has won numerous accolades including being recognized in 2007, by BusinessWeek as a female entrepreneur to watch, and last December American Express "OPEN" featured Alyssa Dver as the entrepreneur of the month. Ms. Dver is a frequently requested speaker by both the media and prestigious public and private organizations having spoken at such venues as The World Diversity Leadership Summit at the United Nations, The Women's Congress, Massachusetts Conference for Women, The American Marketing Association, American Banking Association, and The Strategic Management Institute.

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Brian Ross, Program Director of the DBE SS Program, and the SDO partnered with Alyssa Dver and Mint Green Marketing to provide DBEs the opportunity to participate in one of three full day marketing workshops that were held across the Commonwealth. The attending DBEs worked with Ms. Dver to develop practical and effective marketing plans for their businesses. They also received a copy of her book "No Time™ Marketing: small business-sized steps in 30 minutes or less" containing the worksheets and templates utilized during the marketing sessions. The interactive format of these workshops allowed DBEs individualized attention to guide the creation of their marketing plan.

The DBEs that participated in the Marketing Workshops have responded back with positive feedback about the sessions. For example, one participant, when asked whether she would recommend the workshops to others responded by saying, "Yes, I would recommend this seminar to other SDO(SOMWBA) members because it truly is a hands on workshop, not just an informational meeting."

For more information about Alyssa Dver and Mint Green Marketing, you can visit their website at www.MintGreenMarketing.com. If you would like to learn more about the DBE Supportive Services Program for 2010/11, please contact Brian Ross by phone at (617) 973-8574, or by [email](#).

Client Spotlight



Kelley Chunn & Associates (KCA) is pleased to announce that they have been selected by The Massachusetts Department of Transportation to serve as a subcontractor to help conduct a study of the bus services for residents of Mattapan, Dorchester and Roxbury. KCA will provide community outreach for the study.

Boston-based, KCA is an award winning 19 year old state (SOMWBA), GNEMSDC and DBE certified consultancy which specializes in multicultural and cause-related public relations and marketing. KCA specialties include strategic communications planning, advertising, branding, community outreach, audience development, media relations, event planning and management and training.

The KCA team has been featured in BusinessWeek's Small Business Magazine and BusinessWeek SMALLBIZ Online. Chunn, who speaks widely, has also appeared on C-SPAN, and been quoted in a variety of publications including the Boston Globe, Boston Business Journal, Boston Banner, the Wall Street Journal and PR Week. In 2008, readers of Women's Business magazine voted KCA one of the top 10 public relations practitioners in greater Boston.

KCA client partners have included the following: MassHousing, Gillette, Staples, Dudley Main Streets, Madison Park Development Corporation, Initiative for a New Economy, Emerson College Diversity Initiative, WGBH-TV, The Boston Neighborhood Network (Community Access Cable Channels 9 & 23), and the City of Boston Department of Neighborhood Development.

Disadvantaged Business Enterprise Supportive Services (DBE SS) Program

The DBE SS Program is an initiative funded through the U.S. Department of Transportation Federal Highway Administration and administered through the Massachusetts Department of Transportation (MassDOT). The Program aims to increase the participation of certified Disadvantage Business Enterprises that have the resources, finances, management and technical skills necessary to compete successfully for and perform on, federally assisted highway and bridge projects. To reach these goals, MassDOT has enlisted the SDO to create and implement the multi-phase instructional and goal driven module that is the DBE SS Program.

The 2009/2010 DBE SS Program has concluded its program for the year however, SDO has received funding to continue with the DBE SS program for another year and is currently recruiting for a new season of technical assistance and training. If you are currently working in or are interested in participating in federally funded highway/transportation related projects please contact Brian Ross at 617-973-8574 or email to learn how to become a participant in the 2010-2011 DBE SS Program.

DBE SS Program Events Recap

During the month of June, the Disadvantaged Business Enterprise Supportive Services (DBE SS) Program hosted one of its "Get Connected" knowledge seminars and a series of marketing workshops aimed at providing support to DBEs engaged in or working to become ready, willing, and able to participate in federally funded transportation related projects.

The "Get Connected: Access to Accounting" event took place on June 4th, at the Massachusetts Transportation Building in Boston. This session focused on providing business owners with information on what to look for and what services to expect from an accountant, how to better understand balance sheets and income statements, and an explanation of financial statement ratios. Three certified public accountants gave presentations at this event; Curt Feldman of Shepherd & Goldstien, LLP, Scott McKenzie of Stone & Company, LLC, and Jeffery Paquin of Anstiss & Co., P.C. On hand for one-on-one mentorship and networking opportunities were resource partners representing Boston Private Bank & Trust Company, the Affirmative Market Program, the Lawyers' Committee for Civil Rights, MassHousing, Premier Capital by the Sea, and Interise.

Also held in June, were three full day marketing workshops that took place in Boston, Worcester, and Springfield. Each of the workshops afforded business owners the opportunity to receive individualized attention focused on the development of a marketing plan specifically tailored for their business. These interactive workshops were led by Alyssa Dver and Mint Green Marketing a well known industry expert, and each business also received a copy of the book "No Time™ Marketing: small business-sized steps in 30 minutes or less" that contained the worksheets and templates used during the marketing sessions.

If you are a DBE currently working on or interested in participating in federally funded highway/transportation related projects please contact Brian Ross at 617-973-8574 or [email](#) for information on becoming a participant in the 2010/2011 DBE SS Program.

ARRA Technical Assistance and Capacity-Building Program

SDO provides outreach services to MBE's, WBE's and DBE's regarding contracting and bidding opportunities in public works, public building, and transportation construction projects funded through ARRA. The following activities will be undertaken to achieve the results mentioned above:

SDO will identify and recruit specific MBE, WBE and DBE contractors throughout the commonwealth to participate in ARRA funded projects. Those contractors that are not certified will go through pre application workshops and training to become SDO Certified as a DBE business Those contractors that have been previously certified by SDO will be encouraged and trained to become DBE Certified.

SDO will maintain on-going contact with M/W/DBEs, as they are identified, through direct mail, telephone, electronic mail, facsimile, or one-on-one contact and conduct follow-up communications determining company interest in pursuing contracting opportunities in ARRA-funded public works and public building projects.

SDO will provide information to M/W/DBEs on requirements of the ARRA-funded projects and the public works and public building construction process; and how it impacts accessing and competing for contracting opportunities.

Assessment Services

SDO will contract with business consultants to assess each company that has been identified as potentially being eligible to access contracts for ARRA funded projects and will receive technical assistance and/or capacity-building services to expand their business. The result of the assessment will be used to determine, inform, or refine what services are most appropriate to each business. The ARRA funded Project Manager will accept referrals of companies that have undergone business assessment and evaluation at the Massachusetts Supplier Diversity Office and make the appropriate referrals to the technical assistance provider or training facility within one of the five regions in the Commonwealth.

Contract Procurement

SDO will utilize its close relationship with our Unified Certification Program partners within Mass DOT, Operational Service Division and other state agencies to gather information in advance on upcoming ARRA and related projects. This will allow us an opportunity to search our database, contact companies, review the options for bidding, and provide the technical assistance needed to bid on contracts. SDO will work closely with Prime Contractors to identify opportunities and increase the percentages of M/W/DBE's working on projects beyond the minimum contract requirements. We have strong relationships with many cities and towns and will utilize these to stay informed on ARRA projects, we will also maintain a close relationship with the Massachusetts Recovery Office to keep updated of ARRA funded projects.

Technical Assistance Program

The overall technical assistance program will be provided in two forms based on the individual assessment by the Business Consultants

- One on One Counseling
- Group Training Sessions

The program will consist of the following:

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Outreach/Identification 2. Business Assessment 3. Technical Assistance Program <ul style="list-style-type: none"> • Business Plan Development • Strategic Marketing Plan Development • Legal Assistance | <ol style="list-style-type: none"> 4. review of business structure 5. review of any potential contracts <ul style="list-style-type: none"> • Financial Literacy • Accounting (assistance in setting up an electronic accounting system/quick books) • Loan Preparation • Bonding Assistance • Workforce Development • Certification |
|--|--|

For more information Contact [John Fioriti](#) at 617-973-8573



RENEWALS

Reminder letters are sent out 30 days prior to the company's certification expiration date. These letters detail the documentation the company is required to submit to remain in good standing. Certifications are renewed according to the following schedules:

- MBE, WBE, MBE/WBE and NPO'S Every 2 years (Biennial renewal)
- DBE Every year (Annual Review)

State certified businesses will be contacted when their files are going to be reviewed for a 6 year substantive review.

BID OPPORTUNITIES

We strongly encourage you to go to

www.comm-pass.com

to learn about other bid opportunities throughout the Commonwealth.

Springfield Redevelopment Authority Bid Opportunity

HEATING CONTRACTORS, LICENSED BURNER TECHNICIANS, ASBESTOS CONTRACTORS, PLUMBERS AND ELECTRICIANS wanted to perform furnace repairs and replacements for the Heating Energy Assistance Retrofit Task Weatherization Assistance Program (HEARTWAP). The Program is administered by the Springfield Redevelopment Authority through the Office of Housing. Bid informational packets including request for proposals, to which this ad is subject in all terms and conditions, can be obtained by phoning (413)787-6500 to request a packet – contact person is Tim Skorka. The office is located at 1600 East Columbus Avenue, Springfield, Massachusetts, 01103. All proposal packages must be completed by October 1, 2010.

The Springfield Redevelopment Authority encourages the use of Minority and Women owned Businesses (MBWBE). The Springfield Redevelopment Authority is an Affirmative Action/Equal Opportunity Employer.

Small Business Purchasing Program (SBPP)

On June 29th Governor Deval Patrick issued [Executive Order #523](#) to establish a Small Business Purchasing Program (SBPP) in Massachusetts. The mission of the SBPP is to support the existence and the growth of small businesses in MA and to increase the dollars spent by the Commonwealth with eligible small businesses by providing them with special consideration within the Commonwealth's procurement process for goods and services required by state agencies.

Have you heard about the Program and are you eager to increase your business with the state through the Small Business Purchasing Program but still aren't sure how? [Let's get started!](#)

1. Determine your eligibility: first, determine if you are SBPP eligible. For a complete listing of eligibility requirements, please visit the SBPP website at www.mass.gov/sbpp.
2. Understand State Buying Cycles: The state's fiscal year starts July 1 and ends June 30; however, there will be a gradual, six-month rollout of SBPP participation by Executive Departments. This means that opportunities may not become available until the fall.
3. Declare your eligibility: If you have determined that you are eligible to participate, enroll in SmartBid. SmartBid is an online service which provides subscribers with automatic email notifications for all procurement postings which match your Areas of Interest, a Business Directory to advertise your company, and more! New to SmartBid? Go to www.comm-pass.com and select the Join tab and follow the SmartBid Subscribe options. When you agree to participate and your company meets SBPP-eligibility criteria, your company will receive the single, one-time fee waiver.
4. Sign up for training: [Training](#) is critical to your success in the SBPP. Review the training information carefully and be sure to register for classroom training as close as possible to the time that you enroll in SBPP through SmartBid. Please review this [aid for](#) PACE registration instructions.
5. Compete through SmartBid: SmartBid is a new tool at your disposal. You must use it and maintain it regularly to maximize its value.

Need more information or assistance? Questions about the SBPP or the SmartBid subscription process can be sent to Comm-PASS Help Desk staff at comm-pass@state.ma.us.



Questions about SBPP training can be directed to osdtraining@state.ma.us.

Sarah McKinnon
Operational Services Division
1 Ashburton Place Room 1017
Boston, MA 02108
617-720-3323

Upcoming Events

[Supplier Diversity Office \(SDO\) Pre-Certification Workshop](#)

The SDO requires all interested businesses to attend this session in order to apply for certification as a Minority, Women, or Disadvantaged Business Enterprise. This session will run for approximately two hours. It will also include information about the regulations, qualifications, process, and other information needed to begin the certification process. This session will include information from the Supplier Diversity Program (formerly AMP) detailing the process to take advantage of upcoming opportunities for certified M/WBE's.

August 12, 2010 12:00 p.m. – 2:00 p.m. Framingham
September 15, 2010 9:00 a.m. – 11:00 a.m. Lawrence

September 8, 2010 12:00 p.m. – 2:00 p.m. Framingham
[Register](#)

Free Legal Workshops

August 11th, 2010 10:00 a.m. – 12:00 p.m.

Location: Cambridge City Hall Annex 2nd Floor
344 Broadway, Cambridge, MA

Free Legal workshop for small business, this is part of our business development and technical assistance resources. All companies may sign-up for the legal workshop. (This is not a pre-certification session.)

[Directions to the Community Development Offices at 344 Broadway](#)

Connecting Your Business to the Commonwealth Workshop:

August 24th, Boston 9:00 a.m. – 3:00 p.m.

September 16th, Waltham 9:00 a.m. – 3:00 p.m.

The Operational Services Division, Supplier Diversity Office offers this FREE workshop designed for businesses who are interested in learning how to do business with the State.

This workshop includes: Where to find bidding opportunities, Bidding process for Statewide Contracts, Where to find ARRA - federal stimulus procurement & grant opportunities, Comm-PASS Overview, Marketing to public entities, How to become SDO Certified, How the Affirmative Market Program supports SDO Certified businesses.

[REGISTRATION REQUIRED.](#)

Supplier Diversity Program (SDP) Workshop

AMP Services & Resources for MWBE & Comm-PASS

Tuesday, August 10, 2010 10:00 a.m. - 3:00 p.m.

OSD, One Ashburton Place - 10th Floor, Boston, MA

Small Business Purchasing Program- Small Procurements for SOMWBA Certified Businesses

Thursday, August 12, 2010 9:00 a.m. - 3:00 p.m.

OSD Training Room, One Ashburton Place - 10th Floor, Boston, MA

AMP/AMP Comm-PASS

Wednesday, August 11, 2010 9:00 a.m. - 3:00 p.m.

OSD Training Room, One Ashburton Place - 10th Floor, Boston, MA

SDP How to Submit an Effective AMP Plan Training:

Tuesday, August 17th 10:00 a.m. – 12:00 p.m.

Tuesday, September 7th 10:00 a.m. – 12:00 p.m.

OSD Training Room, One Ashburton Place - 10th Floor, Boston, MA

SDP Intermediate Vendor Training

Wednesday, November 3, 2010, 8:45 a.m. – 2:00 p.m.

1 Beacon Street, 29th Floor, Boston, MA

For complete details about SDP training and registration instructions please go to the [SDP Program and Services page](#).

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