



# M/WBE Talk

One Ashburton Place, Room 1017, Boston, MA

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### Upcoming Events...

- AMP Workshop for Departments — Thurs., April 10, at 1 Ashburton Place, Boston.
- Intermediated Vendor Training—Tues., April 22, at Mass Emergency Management Agency, Framingham
- State Training and Resources (STAR) Exposition, May 6, 2008, Bayside Expo, Boston.
- AMP Basic Procurement Workshop - Thurs., May 29th, at One Ashburton Place, Room 1017, Boston
- FY09 AMP Kickoff/Networking Event, Tues., September 16 at the Mass. State House, Great Hall

For Details on these and other upcoming events, visit [www.mass.gov/amp](http://www.mass.gov/amp) and click on the AMP Program Services page.

## The Director's Corner

I am pleased to announce that FY07 was another successful year for the Commonwealth's Affirmative Market Program (AMP) and its stakeholders including departments, municipalities, contractors, and Minority & Women-Owned Business Enterprises (M/WBEs). The entire AMP community should be proud of our collaborative efforts and milestones reached in fiscal year 2007. The mission of the AMP is to create opportunities for public access to M/WBEs in public contracting. One way which we meet our mission is by working with the State Purchasing Agent establishing procurement policies to facilitate opportunities and participation for M/WBEs.

Moreover, FY07 was the first fiscal year in which the program had been fully

funded making it possible to hire a Deputy Director and a Business Coordinator. The increased staffing has allowed us to increase our efforts to support minority and women business entrepreneurs and offer many new services such as technical assistance and new educational workshops for vendors and departments.

We witnessed extraordinary accomplishments last year. Our program goals were achieved beyond expectations by the tenacity and commitment of both internal and external AMP participants. Such accomplishments are evident by the significant increases of both the number of certified



**Monsi Quinones, AMP Executive Director (Center) with David Cady, Atlantic Graphics, MBE (left) and Jackie Pina, Moving On the Path, M/WBE (right) at March AMP Coordinator's "Meet the Vendor" Program.**

vendors on public contracts participating as prime contractors, subcontractors and ancillary partners, not to mention the increases of expenditures by executive branch departments and independent authorities committed

(See "Director's Corner" cont. on page 4.)

## From the Advisory Board

AMP Business Advisory Board ... Key Initiatives for FY 08. "Can I do business with the Commonwealth of Massachusetts?"

There are several factors that drive the key initiatives of the Business Advisory Board. Input from AMP Coordinators and Department Heads provides us with critical informa-

tion about what works and what doesn't work when implementing AMP plans in their work environments. Ongoing dialogue with OSD helps us address the challenges and changes within the Commonwealth's procurement system. The Legislature continues to remind us of the importance of providing updates to

their offices about the achievements and challenges of the AMP and why our work is so important. These are some of the factors that drive our initiatives.

As a result, the BAB engages in ongoing out-

(See "From the Board" cont. on page 5.)



**The AMP Advisory Board.**



## AMP Plan Training a Hit! - Maria Gonzalez-Walker

The first **“How to Submit an Effective AMP Plan Form”** training was received with great accolades. The announcement for this training was posted in COMM-PASS and within hours the first three trainings were full.

On January 24<sup>th</sup> the first AMP plan workshop took place at One Ashburton Place. Certified as well as non-certified vendors attended from all over Massachusetts including three members of our AMP Advisory Board, Ms. Janet

Santa Anna of The Resource Connection, Inc, Ms. Pat Vacca of New England Office Supply and Ms. Josie Haywood of Executive Analytics & Design, Inc.

Present as well was the Executive Director of the Affirmative Market Program, Ms. Monserrate Quiñones, who helped me by answering some of the many excellent questions brought up by the vendors.

The **“How to Submit an Effective AMP Plan Form”** received very high remarks, and the material presented

was found to be very helpful, clear, concise and precise. I encourage contract managers with upcoming RFR to sway possible bidders to attend this workshop.

The following are the dates for upcoming **“How to Submit and Effective Plan Form”** workshops:

**April 29 and April 30, 10:00 am to 12:00 pm**

For more information about this workshop as well as information regarding the Affirmative Market Program, visit [www.mass.gov/amp](http://www.mass.gov/amp)



Maria Gonzalez-Walker at recent AMP Plan Form Training.

*“Small opportunities are often the beginning of great enterprises.”*  
- Demosthenes

## In the Spotlight - Tucker Brown Group - Sherry Tucker Brown

The Tucker Brown Group, founded in 1999 and based in Bourne, Massachusetts on Cape Cod, is a consulting company doing event production, strategic alliances, public relations, product and health promotions, fundraising workshops, diversity training and a radio show segment called "The Grapevine" of the Barber Time radio show "The Cornerstone." [ttbg@aol.com](mailto:ttbg@aol.com)

The Tucker Brown Group, an M/WBE SOM-WBA certified company was included as the local *public relations company of record* on a contract won by Clear Channels Interspace Airports, the Small Airports Advertising Division of Clear Channel Communications, Inc., for Barnstable Airport. The Tucker Brown Group will be responsible for “press hits” throughout the term of the agreement and will produce a Grand Opening event plus advertiser events, at the airport.

The Tucker Brown Group along with Barber Time and Geovision is completing an outreach social marketing project for the Bureau of Substance Abuse Services of the Massachusetts Department of Public Health. For this project BSAS asked us to submit an abstract on the project for a chance to be chosen to present at the APHA (American Public Health Association) conference this year. This is a first in that a first time project was asked to submit an abstract.

AMP has helped The Tucker Brown Group through loads of encouragement, at all the meet-

ings we have attended, online and through phone calls.

A partial listing of prior and present client's for The Tucker Brown Group includes the NAACP Legal Defense and Educational Fund, Odaiko New England, a Japanese Style Drumming Troupe, the Boston Women's Fund, Aten Solution's, Inc. and the Anheuser Busch

Company doing promotions throughout Massachusetts including Cape Cod and Martha's Vineyard.



Sherry Tucker Brown, Principal, the Tucker Brown Group, Bourne, Massachusetts

## Meet the Vendor: CMI Communication Management Inc. - Joseph Perkins

According to the comedian, actor, and movie producer, Woody Allen, “three quarters of life is just showing up.”

While there is no doubt that one has to be present to be counted, getting before the right people can be even more important.

My company, Communication Management, Inc. (CMI) is a consulting and training company that specializes in helping business professionals maximize their skills in selling ideas and building meaningful relationships.

We have been SOM-WBA certified for most of the nearly two decades that the company has been in business. However, I never had a handle on how to market our services to the Commonwealth of Massachusetts until I made a phone call to the Affirmative Market Program’s (AMP) Maria Gonzalez last summer.

She was incredibly helpful in providing information about CommPass.com, the web site where companies can

check on open contracts, and opportunities that might be suited for their products and services.

Most importantly, Maria encouraged me to attend various AMP functions to get acquainted with the representatives from different state agencies. These events have allowed me to begin the all-important networking process.

At the first event, I met Josie Haywood, who, like me, runs a consulting company and is a member of the AMP Board of Directors. She agreed to serve as a mentor and advised me to contact the AMP Executive Director, Monserrate Quinones, to re-

quest an opportunity to present my company to the coordinators from different agencies at a “Meet The Vendor” program.



My participation in the “Meet the Vendor” program resulted in a meeting with the Secretariat that represents approximately 50% of the Commonwealth’s budget. This could definitely represent a significant opportunity for CMI.

In a relatively short time period, CMI’s involvement with AMP has been beneficial. I would encourage other vendors looking to do business with the Commonwealth to get involved with AMP.

It can be the difference between showing up and getting before the right people.



Joseph Perkins, CMI Communication Management, Inc.

## New AMP “On Demand” - Gladymar Parziale

On February 28, 2008 the Affirmative Market Program offered the first “AMP on Demand” training to the Department of Corrections. Darlene Aucoin, Director of Fiscal Services of the Concord Office, attended the AMP for Departments’ workshop presented in Boston and was very interested bringing the entire AMP educational training to their entire procurement staff at DOC. Pamela Gerrior coordinated the logistics and we offered

the training in their Milford central office. Similar to the *AMP for Departments* we covered the following topics:

- AMP Requirements and Policies
- Strategic Planning specific for DOC
- Approaches for Success
- Steps for Effective Contract Management
- Case studies

In addition, we were able to share departmental

challenges, reviewed best practices and potential areas for improvement. We were able to meet the specific needs of DOC and the session was received with great enthusiasm. If you are interested in bringing “AMP on Demand” to your agency’s procurement staff let us know! Next month we will be at MRC. For more information please contact Gladymar Parziale directly at 617-720-3166 or via email [gladymar.parziale@state.ma.us](mailto:gladymar.parziale@state.ma.us)



AMP-Sponsored Vendor Training at the Somerville City Hall. March 4, 2008.



## MOTT utilizes SOMWBA Certified Vendors for Governor's Tourism Conference

The Massachusetts Office of Travel and Tourism (MOTT) recently held its 21<sup>st</sup> Annual Governor's Tourism Conference on February 28<sup>th</sup> and 29<sup>th</sup> at the Fairmont Copley Plaza in Boston. Over 500 tourism professionals attended this conference which included educational sessions on such topics as international markets, travel research, interactive marketing trends, green tourism, and culinary tourism. Conference attendees were able to carry all their educational materials in portfolios supplied by Susan Barbuto, doing business as Logos to Go, a WBE vendor on the statewide contract for Promotional Incentives. MOTT had previously utilized Logo to Go for other promotional materials and selected them again for

their ability to supply the type of portfolio that conference planners were looking for.

One of the highlights of the Conference was a reception at the State House where Governor Patrick was on hand to show his support for state efforts to bring more tourism dollars to the Commonwealth of Massachusetts. This reception was catered by Casual Gourmet. This company was on the statewide contract for Catering Services and was selected because of its experience with State House events and the excellent references MOTT had received. When MOTT found that Casual Gourmet was eligible to become a Women Business Enter-

prise, it worked very closely with SOMWBA to ensure that the company became certified.

Dagny Ashley, who coordinated this event for MOTT, said that when planning this year's conference, their goal was to have at least 10% of the contracts go to SOMWBA certified vendors. However, a final tally of all Conference related expenses shows that the actual number was over 16%. MOTT received very favorable comments on this year's Tourism Conference, but the use of SOMWBA certified vendors certainly helped to enhance that success.



*"Goals are the fuel in the furnace of achievement".*

- Brian Tracy

## The Director's Corner *(Continued from Page 1.)*

to doing business with M/WBEs and in meeting their fiscal year benchmarks. I am very pleased to share with you some of our outcomes.

### AMP Department MBE Expenditure Data: FY07

- The FY07 MBE Statewide Discretionary Budget for AMP participating state entities was \$4,104,235,551; MBE spending of \$205,159,006 represents 5% of this total.
- 51 of 81 Departments or 63% met MBE Goods and Services benchmarks for FY07.
- The FY07 MBE spending for Goods and Services total \$205,159,006 is a \$ 14,521,568 increase

or 8% above FY06 totals.

- The FY07 MBE Construction & Design Expenditures total is \$68,445,103 an increase of \$7,301,513 or 12% over FY06 totals.

### AMP Department WBE Expenditure Data: FY07

- The FY07 WBE statewide discretionary budget for AMP participating state entities was \$4,104,235,551; WBE spending of \$283,513,655 represents 7% of this total in Goods and Services.
- 63 of 81 Departments or 77% met WBE Goods and Services benchmarks for FY07.
- The FY07 WBE spending for Goods and Services

total \$283,513,655 is a \$47,894,958 or 20% increase over the FY06 Spending of \$235,618,697.

### AMP Subcontracting Expenditure Data: FY07

- FY07 M/WBE subcontracting participation totaled \$37,486,493 which represents a 55% increase over FY06.

Thanks to program department coordinators, OSD contract managers and directors, the AMP Business Advisory Board we are able to report such great results. The entire AMP Staff looks forward to exceeding benchmarks and witnessing further statewide expenditure increases with M/WBEs on our next fiscal year report.



The AMP would like to wish Sandra Genoa, Deputy Director, Affirmative Action & AMP Coordinator for the Dept. of Correction, a very happy retirement.

## Meet the WBE Vendor MG Products—Linda Goddu, Owner

Are you looking for a creative way to advertise your business with promotional advertising specialties? MG Products is your local promotional products distributor. Our office is located in Georgetown, North of Boston, Massachusetts. MG Products specializes in quality imprinted promotional advertising specialties. We are a Massachusetts State Vendor on contract PRF26. MG Products is a WBE and DBE SOMWBA Certified business in the State of Massachusetts. Our company provides access to over 700,000 imprinted promotional products, awards, corporate gifts, corporate apparel,



and recycled promos with your company name or logo screen printed or embroidered on each item. Promotional premiums are a great way to increase employee retention, motivate personnel, target new customers, and increase brand awareness.

MG Products sells a full line of in-stock and custom service awards including crystal awards, and plaques. We are an authorized distributor for R S Owens, who has been providing the OSCAR awards for Hollywood for many years. If you are in the market for Corporate Apparel we carry some of the top name brands in the industry like, Ping, Nike, Ree-

bok, Adidas, Ashworth, and Calloway to name a few, that can all have your company name and logo, screen printed or embroidered on them. Recycled products are becoming more and more popular in the advertising specialties industry. MG Products is proud to offer environmentally friendly recycled promotional premiums, awards, and gifts.

Working with a SOMWBA Certified WBE and DBE business in Massachusetts, can assist you in fulfilling your company's or department's Affirmative Marketing Plan requirements. If you can benefit by purchasing from a WBE or a DBE business in Massachusetts, please contact us, to discuss how we can assist you.



**A wise man will make more opportunities than he finds.**

**- Francis Bacon**

## From the Board (Continued from page 1.)

reach to the Legislature and we hold an annual Legislative Breakfast. We have added an annual meeting to include Department Heads and AMP Coordinators to share their views. OSD staff attends meetings and provides training and support whenever Monsi requests their help.

There is another group that drives our initiatives... the entire State Certified Minority and Women-Owned Business Community. Every minority and women business owner gets up everyday just like every member of the BAB trying to grow and run successful businesses in Massachusetts. The important question they ask is, "Can I do business with the Commonwealth of Massachusetts?" Many of them

know that the Commonwealth spends over 7 billion dollars a year of goods, services and construction. So the question is "What is stopping me from doing business with the Commonwealth?"

The BAB has unanimously agreed to work with Monsi and her staff to help answer these questions. We will reach out to the minority and women-owned business community to gather their input. We believe we must understand the challenges, barriers and opportunities of the Minority and Women-Owned Business community and small businesses in order to expand business opportunities with the Commonwealth of Massachusetts and beyond. We must work together to create solutions and broaden opportunities.

Of course Monsi Quinones and her staff will continue to do an amazing job of pulling all these groups together to answer the question of how we do business with the Commonwealth. They will continue to embrace the mission of the AMP with passion creating an AMP program that works together with all to expand opportunities for minority and women owned businesses within the Commonwealth's procurement system. The AMP staff coordinates training sessions, networking events, a meet the vendor series, promotes online resources and directories, and works in tandem with the BAB, OSD and AMP Coordinators to ensure that MWBE's have the greatest access and opportunity to the Commonwealth's procurement system.



**AMP invited Urban League (Eastern MA) President Darnell Williams to make a presentation at the November 2007 AMP Department Coordinator's Meeting.**



## From the Mail Box...

Dear Monsi:

I want to thank you and your staff for the insights and experience that you have all been so willing to share with me.

The seminar you gave recently was outstanding. The information I received made a powerful impact on how I think about doing business with the state. What more can be said than that? You have put together a team that is committed, spirited and caring! What an accomplishment. And what a huge credit to you.

Also, I had a meeting recently with Maria Gonzalez. Maria's enthusiasm and knowledge were enough to arm me with the specific information that I needed to move forward with confidence to my next RFR. Her tenaciousness and diligence and pride about her experience and knowledge is contagious. When I left the meeting I felt proud about being a part of this incredible opportunity to do business with women and minority owned businesses.

And Gladymar Parziale's kindness and patience are unmatched. She has the ability to be objective about questions and is always willing to go above and beyond the scope of the discussion with helpful insights that make a big difference.

I look forward to our continuing relationship.

Sincerely,

Jonilee C. Rossi, President & CEO

CQ Personnel, Inc.

[www.CQPersonnel.com](http://www.CQPersonnel.com)



CQPERSONNEL

ADMINISTRATIVE STAFFING • LEGAL STAFFING



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Joni Lee Rossi, President CQ  
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*"Opening Doors and Creating  
Opportunities for Minority and  
Women-Owned Businesses."*



Come visit us at  
[www.mass.gov/amp](http://www.mass.gov/amp)

AMP

### Sponsors Needed

The AMP hosts several events during the year and is always looking for sponsors. If your company would like to provide a sponsorship and be recognized in our marketing materials, please contact Monsi Quinones at 617-720-3359 or at [amp@state.ma.us](mailto:amp@state.ma.us).

Thank you.

## From a Vendor's Perspective: The Nova Sheen Corp

A certified MBE, the Nova Sheen Corp has been doing business with the Commonwealth of Massachusetts since the late 1980s. Certification has allowed this company to tap into the AMP network, gaining access to AMP Department coordinators, the Business-to-Business Mentoring Program, Procurement trainings and other helpful programs.

Currently a vendor on the FAC25 Carpet and flooring products, Mr. Don Straughter of Nova Sheen explains that having a statewide contract

allows businesses to grow enabling them to service many agencies in numerous locations. He goes on to explain how the AMP has proved beneficial saying, "Working with Monsi

*"As small business owners, we must relentlessly pursue business opportunities. The State contract provides an avenue to success, but we must do the work and make it a reality".*

*Don Straughter, Nova Sheen Corp*

Quinones and the AMP has been great, as they are tireless workers in giving local businesses access to contracting opportunities. Bringing vendors face to face with buyers from state government, as with the "Meet the Vendor Program", is invaluable. During our event, we were able to meet about a dozen new potential customers".

*The Nova Sheen Corp was founded in 1955, as a dry cleaning business, moving into the floor covering industry in 1970.*